

ABSTRACT

This study examines the role of e-Service Quality, perceived ease of use, perceived usefulness, and trust in enhancing purchase intention for frozen seafood products in social commerce, using UMKM Pak No Fresh Fish in Semarang as the research object. This study is grounded in the Technology Acceptance Model (TAM) and extends the model by incorporating e-Service Quality and trust, considering that social commerce transactions for frozen seafood involve digital service quality, perceived usefulness, and consumer trust due to product perishability, freshness risk, stock uncertainty, and delivery concerns.

This research employed a quantitative approach with an explanatory research design. Data were collected through an online questionnaire distributed to 220 customers who had previously purchased frozen seafood products from Pak No Fresh Fish through social commerce platforms, namely WhatsApp, Facebook, and Instagram. The data were analyzed using Structural Equation Modeling with AMOS.

The results show that five of the seven direct hypotheses are supported. E-Service Quality has a positive and significant effect on trust, perceived ease of use has a positive and significant effect on perceived usefulness, perceived usefulness has a positive and significant effect on trust, trust has a positive and significant effect on purchase intention, and perceived usefulness has a positive and significant effect on purchase intention. However, perceived ease of use does not have a significant direct effect on trust, and e-Service Quality does not have a significant direct effect on purchase intention. The indirect effect analysis further shows that e-Service Quality significantly influences purchase intention through trust, while perceived ease of use significantly influences trust and purchase intention through perceived usefulness.

These findings indicate that purchase intention in social commerce for frozen seafood is not merely driven by technical service quality or ease of use, but is more strongly shaped by perceived usefulness and trust. Therefore, UMKM Pak No Fresh Fish should improve digital service standardization, including faster response time, clearer stock information, documented testimonials, reliable fulfillment, and a simpler transaction flow to strengthen customer trust and purchase intention.

Keywords: *e-Service Quality, perceived ease of use, perceived usefulness, trust, purchase intention, social commerce, frozen seafood, TAM.*