

# SINTA-6

*by Sulistyani Sutarlan*

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## INFORMATION TRUSTWORTHINESS AND INFORMATION ADOPTION IN SOCIAL MEDIA MARKETING: CONTEXTUALIZATION OF EWOM AND ITS IMPLICATIONS FOR MARKETERS

Sulistiyani<sup>\*)</sup>, Frans Sudirjo<sup>\*)</sup>

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<sup>\*)</sup> Universitas 17 Agustus 1945 Semarang

Jl. Pawiyatan Luhur, Bendan Dhuwur, Semarang 50233, Indonesia

**Abstract:** Social media platforms have exposed consumers to a large amount of either accurate information or misleading information. The quick spread of information through electronic word-of-mouth on social media networks has made it difficult for consumers to distinguish between marketer-generated content and user-generated content. This study aims to identify the factors that influence consumers when making purchasing decisions and to establish a comprehensive framework for consumers in the digital marketing. The study aimed to investigate how technology acceptance, electronic word-of-mouth (eWOM), and perceived risk affect information adoption by users in social media marketing. The study collected data from 213 social media users in Semarang via an online survey and used partial least squares structural equation modeling (PLS-SEM). The findings showed that information trustworthiness and information adoption were intermediaries between information quality, usefulness, perceived risk, argument quality, and information adoption. The study suggests that the quality and usefulness of the information are significant factors that affect the adoption of information. For social media marketers, providing high-quality and balancing useful information can increase consumer chances of adoption, thereby leading to purchase intention. The findings highlight for the marketers to ensure that the information provided is of high quality and relevant to the target audience.

**Keywords:** digital marketing, social media, information adoption, eWOM, trust

**Abstrak:** Platform media sosial telah menghadirkan konsumen pada sejumlah besar informasi yang akurat atau informasi yang menyesatkan. Penyebaran cepat informasi melalui elektronik kata dari mulut ke mulut di jaringan media sosial membuat konsumen sulit membedakan antara konten yang dihasilkan pemasar dan konten yang dihasilkan pengguna. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi konsumen dalam mengambil keputusan pembelian dan untuk membangun kerangka yang komprehensif bagi konsumen dalam pemasaran digital. Penelitian ini bertujuan menyelidiki bagaimana penerimaan teknologi, electronic Word Of Mouth (eWOM), dan persepsi risiko memengaruhi adopsi informasi oleh pengguna dalam pemasaran media sosial. Penelitian ini mengumpulkan data dari 213 pengguna media sosial di Semarang melalui survei online dan menggunakan pemodelan persamaan Partial Least Square SEM (PLS-SEM). Temuan menunjukkan bahwa kepercayaan informasi dan adopsi informasi menjadi perantara antara kualitas informasi, kegunaan, risiko yang dirasakan, kualitas argumen, dan adopsi informasi. Penelitian ini menunjukkan bahwa kualitas dan kegunaan informasi adalah faktor signifikan yang mempengaruhi adopsi informasi. Bagi pemasar media sosial, menyediakan informasi berkualitas tinggi dan seimbang yang berguna dapat meningkatkan peluang adopsi konsumen, dengan demikian memimpin pada niat pembelian. Temuan ini menekankan pentingnya bagi pemasar untuk memastikan bahwa informasi yang disediakan berkualitas tinggi dan relevan untuk audiens target.

**Kata kunci:** pemasaran digital, media sosial, adopsi informasi, eWOM, kepercayaan

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<sup>1</sup> Corresponding author:

Email: [sulistiyani.untagsmg@gmail.com](mailto:sulistiyani.untagsmg@gmail.com)

## INTRODUCTION

The development of technology and the use of the internet have brought significant changes in consumer behavior in purchasing products and services (Sima at al. 2020; Xiang at al. 2015). With the increasing internet penetration, consumers are increasingly inclined to search for product and service information online before making a purchase (Zhou at al. 2007). One of the popular sources of information is Electronic Word of Mouth (eWOM), which is information that comes from consumers who use social media, online forums, or review platforms to share their experiences or opinions about products or services (Hennig-Thurau at al. 2004). Previous research shows that eWOM has a significant influence on consumer purchase intentions in the context of digital marketing (Kudeshia & Kumar, 2017; Fan & Miao, 2012). However, consumer trust and information adoption are also important factors that can affect purchase intentions. Trust tendency refers to the extent to which consumers trust information received from a certain source, while information adoption refers to the ability of consumers to adopt received information. The degree of information adoption by user is critical in digital and social media marketing as it influences the way users interact with brands on social media (Han at al. 2022). Social media platforms provide ample opportunities for users to communicate directly with brands, and users are likely to seek out information about a brand before making a purchase decision. Therefore, it is crucial for brands to have a strong social media presence and engage with users in a manner that increases the degree of information adoption.

In the context of the study, information trustworthiness and information adoption were found to be intermediaries between information quality, usefulness, perceived risk, argument quality, and information adoption. This means that the quality and usefulness of the information, the strength of the arguments made, and the level of perceived risks involved influence information trustworthiness, which in turn affects information adoption (Chevalier & Mayzlin, 2006). Information trustworthiness refers to the perceived credibility and reliability of the information source. It is a measure of the customer's trust in the seller or supplier of the information. Information adoption, on the other hand, refers to the willingness of consumers to adopt or use the information provided to make decisions or change their behavior (Cheung et al. 2008). The relationship

between these variables can be summarized as follows: information quality, usefulness, argument quality, and perceived risk have a significant effect on information trustworthiness. In turn, information trustworthiness has a significant effect on information adoption. This suggests that trustworthiness is a critical factor in determining whether consumers will adopt or use the information provided (Chevalier & Mayzlin, 2006).

Electronic word-of-mouth (eWOM) refers to the sharing of product or service experiences through electronic channels such as social media, blogs, reviews, and forums (Chu & Kim, 2011). Over the years, numerous researchers have pointed out the augmenting power of eWOM in social media marketing (Sharma at al. 2022; Wang at al. 2016; Shen, 2021). EWOM has gained a lot of credibility among consumers due to the rise of social media platforms. Social media has enabled people to easily access and share information regarding their experiences with a product or service, thus allowing for a more informed purchase decision. Moreover, eWOM is cost-effective (Semrad & Rivera, 2018), as it is easily shareable and can reach millions of people across the globe within seconds. This is advantageous for businesses as their marketing efforts can reach a wide audience at minimal cost. Also, eWOM can potentially increase the visibility of a brand, and even help businesses build a loyal customer base. Positive eWOM can result in increased brand loyalty and repeat business, while negative eWOM can lead to negative brand reputation and decreased sales (Roy at al. 2017). To highlight, eWOM in social media marketing is a powerful tool that enables businesses to reach a wider audience, build brand loyalty and reputation and has become an essential part of the modern business environment.

However, social media platforms have exposed consumers to a large amount of either accurate information or misleading information. The quick spread of information through electronic word-of-mouth on social media networks has made it difficult for consumers to distinguish between marketer-generated content and user-generated content. This study aims to identify the factors that influence consumers when making purchasing decisions and to establish a comprehensive framework for consumers in the digital economy. The study aimed to investigate how technology acceptance, electronic word-of-mouth (eWOM), and perceived risk affect information adoption by users in social media marketing. In the context of

accelerating digital marketing, where product and service information are available in large and diverse quantities, it is important to understand how eWOM, trust tendencies, and information adoption influence consumer purchase intentions. This research can provide a deeper understanding of how these factors can affect consumer purchasing behavior in the digital era. In this case, research on the influence of eWOM, trust tendency, and information adoption on purchase intention can provide insights and input for businesses in developing effective digital marketing strategies. With a better understanding of consumer behavior in purchasing products and services in the digital era, business players can increase consumer purchasing intention and strengthen their position in the market. Therefore, this research has great importance to be conducted.

## METHODS

Consumers' actions are influenced by the level of trust they have in eWOM information, and this trust is determined by their perceived risk. If consumers perceive a high level of risk, they avoid taking chances that could lead to a negative outcome. However, if they are willing to take a risk, they will typically seek out more information through eWOM. eWOM or electronic word-of-mouth is often utilized by consumers when they feel that they are entering into risky situations. This could be because they are unfamiliar with a product, service or brand, or have had a negative experience in the past. In these situations, consumers are likely to seek out information from other sources to make an informed decision where eWOM enables consumers to access multiple sources of information quickly and easily. They can read reviews, browse forums, and even ask questions to other users in real-time. This provides them with a wealth of information that they can use to evaluate the potential risks and benefits of a product or service. By utilizing eWOM, consumers can also gain a sense of social validation from other users. They can see how a product or service has been received by others, which can help to build trust and increase confidence in their decision. Additionally, eWOM can allow consumers to share their own experiences and opinions with others, contributing to a collective knowledge base that can benefit everyone in the community. This means that eWOM is a valuable tool for consumers who are entering into uncertain or risky situations. By leveraging the experiences and insights

of others, they can make more informed decisions and reduce their exposure to potential risks.

In the effect of information quality on information trustworthiness, Gefen & Straub (2000) found that information quality had a significant positive effect on information trustworthiness in a B2B context. Wandoko & Panggati (2022) argued that the better the quality of information provided by sellers, the higher the information trustworthiness of buyers towards them. Kim et al. (2009) found that consumers' information trustworthiness towards e-commerce sites was positively influenced by the quality of information provided about products and services, such as product descriptions and reviews (Benlian et al. 2012). Hwang et al. (2018) found that the quality of information provided by online travel websites, such as accuracy and completeness, positively influenced information trustworthiness of consumers towards them. Kim & Niehm (2009) suggested that information quality plays a critical role in promoting information trustworthiness in online shopping. Moreover, Wang et al. (2015) explored how information quality affects information trustworthiness in the context of online travel recommendations. In examining the relationship between information quality and information trustworthiness in the context of online reviews, Lee & Kim (2020), Cheung et al. (2008) found that information quality, such as relevance and timeliness, significantly influences information trustworthiness towards online reviews.

Hypothesis 1: Information quality has a significant positive effect on information trustworthiness.

Several studies have found that information usefulness has a significant positive effect on information trustworthiness. Hur et al. (2017) found that information usefulness positively influences information trustworthiness. Ventre & Kolbe (2020) found that the perceived usefulness of information positively affects trust in online shopping. Hu et al. (2019) found that the perceived usefulness of social media positively affects trust in the platform. Harrigan et al. (2021) found that information trustworthiness mediates the relationship between perceived usefulness and user engagement. In other words, users are more likely to engage with a social media platform if they perceive to be useful and trustworthy. Hidayat et al. (2016) found that the quality of information has a significant positive effect on trust in the context of e-commerce.



Liao et al. (2006) found that the perceived usefulness of information positively affects trust and the intention to use a website. Similarly, Lu et al. (2010) found that the usefulness of information positively affects trust in the context of e-commerce.

**Hypothesis 2: Information usefulness has a significant positive effect on information trustworthiness.**

Previous studies (Wang et al. 2018) have shown that eWOM is effective in boosting product and service sales for organizations. Cheung and Thadani (2012) showed that online reviews have a positive impact on customers' purchase intentions, with higher ratings and more reviews leading to higher sales. Similarly, multiple studies have shown that eWOM is a more trusted source of information than traditional advertising, with consumers relying on the opinions of others to make purchase decisions (Duan, Gu, & Whinston, 2008; Sen & Lerman, 2007). Khwaja et al. (2020) stated that the level of interaction between company officials and customers is also a crucial aspect that needs to be examined. Poulis et al. (2019) have pointed out that consumer reviews posted on company pages or websites can influence a company's future sales positively or negatively. Negative comments can lead to a decline in sales while only positive comments can sometimes make customers doubtful. Thus, the quality of arguments presented in eWOM is also an essential antecedent. In contrast, Trusov, Bucklin, and Pauwels (2009) found that positive online reviews had a significant positive impact on customers' perceptions of product quality and value, while negative reviews had the opposite effect. In another study, Godes and Mayzlin (2004) found that online word-of-mouth can often influence customers to switch brands or products.

**Hypothesis 3: Argument quality has a significant positive effect on information trustworthiness.**

Perceived risk is used as a foundation for identifying and assessing other types of risks that may be associated with a product or service. Various studies indicate that the degree of perceived risk largely depends on the type of product or service being provided, as well as the customer's perception of that product or service. Rosillo-Díaz et al. (2020) assessed the perceived risk associated with e-commerce platforms. Mousavizadeh et al. (2016) identified several perceived risks such as cyber-attacks, data breaches, fake reviews and fake sellers. The customer's trust and inclination towards

a product or service also play a significant role in perceived risk (Khwaja et al. 2020). Jaafar et al. (2012) found that customers' perceived trust level influenced their inclination to take risks when purchasing a new product. Busca & Bertrandias (2020) found that customer knowledge of the product or service could also affect their perceived level of perceived risk. This showed that lower perceived risk had a significant impact on the information trustworthiness.

**Hypothesis 4: Lower perceived risk has a significant positive effect on information trustworthiness**

Zhu et al. (2020) found that online reviews have a significant impact on purchase intention. The study also concluded that consumers consider the credibility and quality of the reviews before making a purchase decision. Chevalier and Mayzlin (2006) found that a positive review can significantly increase the sales. Hence, trustworthiness is a major determinant in the adoption of information by consumers. According to Kim et al. (2017), information quality significantly influences the willingness of consumers to use the information available. Research has shown that the trustworthiness of the information provided is a critical factor in its adoption by consumers. According to Wang et al. (2018), perceived information credibility has a significant positive effect on the adoption of information. Yousafzai et al. (2009) found that the higher the perceived trustworthiness of the information, the more likely consumers were to adopt it. Hajli (2018) found that information credibility significantly influences the adoption of information. The study found that consumers are more likely to adopt information that they perceive as trustworthy. Lian et al. (2016), information trustworthiness is a critical factor in the adoption of new communication technologies. They argue that when an individual has a high degree of information trustworthiness, they are more likely to adopt new communication technologies that rely on the credible transmission of information. Other research supports this link between information trustworthiness and information adoption behavior. Shaheen et al. (2020) found a significant positive correlation between consumers' trust in online reviews and their willingness to purchase a product. Furthermore, researchers have found that information trustworthiness positively influences information seeking behavior (Chua & Banerjee, 2016). When trust in information sources is high, individuals are more likely to seek out information and use it to form opinions or make decisions.

Hypothesis 5: Information trustworthiness has a significant positive effect on information adoption

The study was designed as a cross-sectional research study to examine the antecedents of information trustworthiness and its effect on information adoption in social media marketing context (Figure 1). The research aimed to explore the different factors, namely Information Quality, Information Usefulness, Argument Quality, Perceived Risk that were perceived to have influence individuals' likelihood of trusting information they see on social media platforms and their subsequent adoption of the information. The study used quantitative data analysis methods to analyze the collected data and draw meaningful conclusions. This study provides significant insights into how trust and information adoption in social media can be better understood and managed.

The data collection process involved using a structured questionnaire, which was carefully designed to gather information about the antecedents of information trustworthiness and information adoption within the context of social media interactions. A number of 213 respondents in Semarang was taken as samples for this study through an online survey using the simple random sampling method. Information quality/IQ (X1) refers to the degree to which the information provided is accurate, reliable, and comprehensive. The variable was measured by three items, namely the accuracy, reliability, and relevance of the information. The variable of information usefulness/IU (X2) was defined as to how relevant and practical the information is to the

user's needs and objectives. The variable was measured by four items of valuable, informative, helpful and credible. The variable of Argument quality/AQ (X3) refers to the persuasiveness and logical coherence of the arguments presented in a message, such as a marketing or advertising campaign. The items used as measurement were three items, namely the arguments provided on the social media are relevant, reliable and have all necessary values (Khwaja at al. 2020). Perceived risk/PR (X4) is a measure of the consumer's perception of the likelihood or severity of negative consequences associated with a product or service. The variable was determined by adopting Khwaja et al. (2020) by using three items namely the reviews help consumer reduce uncertainty of shopping online, decrease concerns about unpleasant experiences and increase their confidence in online shopping choice.

Moreover, the variable of information trustworthiness/TI (Y) was defined as the level of trust that an individual exhibit when evaluating the credibility of an information source. Information trustworthiness is a measure of the customer's perceived trustworthiness of the seller or supplier of the product or service. The variable was determined by four items, such as online shopping website was reliable, trusted, no uncertainties and limited trouble. Finally, information adoption/IA (Z) refers to the extent to which customers are willing to adopt or use the information provided to make purchase decisions or change their behavior. The variable was determined by using four items namely the information about products which are shared by my friends in social media are understandable, clear and high.

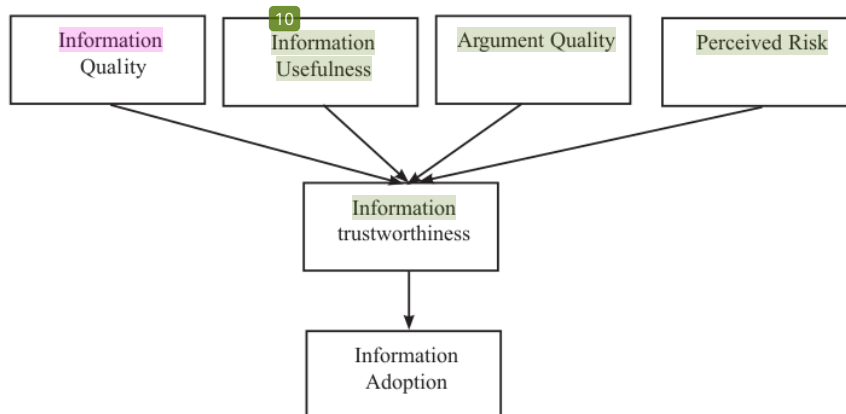


Figure 1. Research framework

The questionnaire in this study utilized a five-point Likert scale to measure all the questions. This type of scale allows respondents to provide a rating ranging from 1 (strongly disagree) to 5 (strongly agree) for each question posed. The analysis method used in this study was partial least squares structural equation modeling (PLS-SEM). PLS-SEM is particularly useful to identify significant variable relationships and to develop predictive models.

## RESULTS

The demographic characteristics of the respondents show that there were 91 male respondents (42.72%) and 122 female respondents (57.28%). In terms of age, 37 respondents (17.37%) were 18 years and below, 96 respondents (45.07%) were between 19-28 years old, 54 respondents (25.35%) were between 29-39 years old, and 26 respondents (12.21%) were above 40 years old. In terms of education, 8 respondents (3.76%) had a junior school education, 27 respondents (12.68%) had a high school education, 152 respondents (71.36%) were undergraduates, 21 respondents (9.85%) had a master's

degree, and 5 respondents (2.35%) had a doctorate degree. Regarding occupation, 16 respondents (7.51%) identified as self-employed, 158 respondents (74.18%) were students, 22 respondents (10.33%) were private employees, 10 respondents (4.69%) were public employees, and 7 respondents (3.29%) identified as other. Lastly, regarding social media usage, 24 respondents (11.27%) used Facebook, 36 respondents (16.90%) used Twitter, 101 respondents (47.41%) used Instagram, 45 respondents (21.13%) used Tiktok, and 7 respondents (3.29%) used other social media platforms (Table 1).

This data represents the loading factor for various items that measure different constructs in a research study. Loading factor is a statistical measure used to determine how much an item is associated with a construct. The higher the loading factor, the stronger the association between the item and the construct. In this study, the constructs being measured are Information Quality, Information Usefulness, Argument Quality, Perceived Risk, Information Trustworthiness, and Information Adoption.

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Table 1. Sample demographics (N = 213)

Demographics	Category	Frequency	Percent
Gender	Male	91	42.72
	Female	122	57.28
	Total	213	100
Age	18 years and below	37	17.37
	19–28 years	96	45.07
	29–39 years	54	25.35
	Above 40 years	26	12.21
	Total	213	100
Education	Junior School	8	3.76
	High School	27	12.68
	Undergraduate	152	71.36
	Master	21	9.85
	Doctorate	5	2.35
Total	213	100	

Demographics	Category	Frequency	Percent
Occupation	Self-employed	16	7.51
	Students	158	74.18
	private Employee	22	10.33
	Public employee	10	4.69
	Other	7	3.29
Total		213	100
Social Media	Facebook	24	11.27
	Twitter	36	16.90
	Instagram	101	47.41
	Tiktok	45	21.13
	Other	7	3.29
Total	213	100	

The loading factor for Information Quality items range from 0.773 to 0.898, indicating that these items are moderately to strongly associated with the construct of Information Quality (Table 2). Similarly, the loading factor for Information Usefulness items range from 0.871 to 0.911, indicating strong association with the construct of Information Usefulness. The loading factor for Argument Quality items range from 0.805 to 0.895, indicating moderate to strong association with the construct of Argument Quality. The loading factor for Perceived Risk items range from 0.841 to 0.915, indicating strong association with the construct of Perceived Risk. The loading factor for Information trustworthiness items range from 0.724 to 0.885, indicating moderate to strong association with the construct of Information trustworthiness. Finally, the loading factor for Information adoption items range from 0.814 to 0.870, indicating strong association with the construct of Information adoption. Overall, these

loading factors suggest that the items used in this study are strongly associated with the constructs they are measuring, indicating that the study has good construct validity.

Table 3 showed Information trustworthiness is 0.698, which means that approximately 40% of the variation in information trustworthiness can be explained by the independent variables of Information Quality, Information Usefulness, Argument Quality, and Perceived Risk. This suggests that these variables are important factors in influencing purchase decisions. On the other hand, the adjusted R-square for Information adoption is 0.403, which means that approximately 40% of the variation in information adoption can be explained by Information trustworthiness. This suggests that the variables used, which are not specified in the question, have a high degree of predictive power in determining information adoption.

Table 2. Std loading factor

Items	IQ	IU	AQ	PR	IT	IA	VIF
Understandable shared information (IQ1)	0.816						1.829
Clear shared information (IQ2)	0.773						1.410
Valid information (IQ3)	0.898						2.202
Valuable information (IU1)		0.911					3.316
Informative information (IU2)		0.871					2.495
Helpful information (IU3)		0.885					2.783
Effective information (IU4)		0.899					3.076
Up-to-date Arguments (AQ1)			0.895				2.423
Applicable Arguments (AQ2)			0.805				1.541
Reliable Arguments (AQ3)			0.890				2.408
Reviews reduce the uncertainty (PR1)				0.841			1.716
Reviews reduce unpleasant experiences (PR2)				0.852			2.323
Reviews increase confidence (PR3)				0.915			2.967
Reliable website (TI1)					0.792		1.801
Trusted online shopping (TI2)					0.804		1.772
No uncertainties (TI3)					0.885		2.374
Complete online shopping (TI4)					0.724		1.662
Followed the suggestions of the positive comments (IA1)						0.830	1.909
Recommended online retailing stores (IA2)						0.814	2.190
Agree with the opinion suggested (IA3)						0.854	2.086
Concerns with the comments on the internet (IA4)						0.870	2.585

Table 3. R Square

Variable	R Square	R Square Adjusted
Information adoption	0.406	0.403
Information trustworthiness	0.704	0.698



Furthermore, Table 4 showed the reliability and validity testing results for all six variables studied in this context, namely Information Quality, Information Usefulness, Argument Quality, Perceived Risk, Information trustworthiness, and Information Adoption are. The reliability of these variables was assessed through Cronbach's Alpha, rho\_A, Composite Reliability, and Average Variance Extracted (AVE). These statistics indicate the consistency and quality of data collected for each variable. Overall, the variables have acceptable levels of internal consistency and convergent validity, with all Cronbach's Alpha values above 0.77, indicative of good reliability. Composite reliability and AVE values indicate good internal consistency and convergent validity, respectively, for all variables. More specifically, the findings showed that Average Variance Extracted (AVE) of 0.795 for Information Usefulness, 0.747 (Argument Quality), 0.757 (Perceived Risk), 0.645 (Information trustworthiness), and 0.709 (Information adoption). The findings showed that these variables are likely to be reliable and valid measures of their respective constructs.

Table 5 showed the evaluation metrics used to assess two statistical models of Model fit in terms of the Saturated Model and the Estimated Model. The Saturated Model is a model that perfectly fits the data with no errors, while the Estimated Model is a model that is created by estimating certain unknown parameters to minimize the difference between the model predictions and the actual data. The findings showed that the SRMR (Standardized Root Mean Square Residual) index for both models is 0.075, which indicates a good fit between the models and the data. The d\_ULS (Degree of Unweighted Least Squares) and d\_G (Degree of Generality) indices also have the same values for both models, indicating that both models have the same degree of complexity. The Chi-Square index is also the same for both models, indicating that both models have similar levels of data fit. Lastly, the NFI (Normed Fit Index) index is also the same for both models, indicating that both models have a similar level of model fit compared to a null model.

The first hypothesis states that there is a relationship between the quality of information and information trustworthiness. Based on the data as shown in Table 6, the hypothesis has been accepted with a significant p-value of 0.018. The original sample of the effect of information quality on information trustworthiness was

0.248, while the sample mean was 0.244 with a standard deviation of 0.074. The calculated t-statistics of 3.648 ( $|O/STDEV|$ ) suggests that the result is significant, supporting the acceptance of the hypothesis. This indicates that information quality can have a significant impact on information trustworthiness. The findings are consistent with Wandoko & Panggati (2022) that sellers who offer high-quality information can build more trust with buyers. The findings are also in line with Hwang et al. (2018) also found that accurate and complete information positively affects consumers' trust in online travel websites, Kim et al. (2009) also showed that consumers are more likely to trust e-commerce sites if they provide comprehensive information about products and services, such as descriptions and reviews. The second hypothesis is that the usefulness of information is positively related with individual's inclination to trust the information of products or service spread in social media. The findings the original sample of data of 0.179, sample mean of 0.175, and standard deviation of 0.083 for the effect of information usefulness on information trustworthiness. The calculated t-statistic for the hypothesis is 2.161, with the p-value for this t-statistic is 0.032, which indicates that this result is statistically significant at the 0.05 level. Therefore, there is a significant positive effect of information usefulness on information trustworthiness. Thus, the second hypothesis is accepted. The findings are consistent with earlier studies by Ventre & Kolbe (2020), and Harrigan et al. (2021) that indicate a positive correlation between the perceived utility of information and trust in online shopping or social media platforms. Furthermore, Harrigan et al. (2021) concluded that the trustworthiness of information serves as a mediator between perceived usefulness and user engagement. This suggests that the high quality of information significantly contributes to trust in e-commerce situations (Hidayat et al. 2016).

The third hypothesis states that there is a significant relationship between the argument quality and information trustworthiness. The finding demonstrated that the hypothesis was accepted based on statistical analysis, specifically the T statistics value of 1.978 and a p-value of  $0.049 < 0.05$ . The hypothesis testing provides support for the idea that argument quality plays a significant role in shaping one's information trustworthiness towards it. The findings are consistent with prior research demonstrating the efficacy of positive online reviews to drive customers' inclination to make purchases, with higher ratings and more

reviews yielding increased sales (Wang at al. 2018; Cheung and Thadani, 2012). Similarly, Khwaja et al. (2020) corroborated these findings by highlighting the significance of trust inclination and argument quality in eWOM across social media platforms.

The fourth hypothesis described that perceived risk has a significant impact on information trustworthiness. The testing showed that the hypothesis has been accepted, meaning that the research study found evidence to support this relationship. The T statistics value is 11.704, with the P value of 0.000, indicating that the relationship between perceived risk and information

trustworthiness is statistically significant. This means that the hypothesis stating that perceived risk has a significant impact on information trustworthiness was accepted. These findings are consistent with previous research by Jaafar et al. (2012) which showed a correlation between customers' trust level and their willingness to take risks when trying out a new product, as well as with study by Rosillo-Díaz et al. (2020) on perceived risk in e-commerce platforms. Additionally, Khwaja et al. (2020) highlighted the significance of a customer's trust and attitude towards a product or service in determining their perceived risk.

Table 4. Reliability and validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Information Quality	0.773	0.779	0.869	0.690
Information Usefulness	0.914	0.914	0.939	0.795
Argument Quality	0.829	0.832	0.898	0.747
Perceived Risk	0.839	0.842	0.903	0.757
Information trustworthiness	0.815	0.828	0.878	0.645
Information adoption	0.864	0.876	0.907	0.709

Table 5. Model fit Summary

Index	Saturated Model	Estimated Model
SRMR	0.075	0.075
d_ULS	1.314	1.314
d_G	0.166	0.166
Chi-Square	796.306	796.306
NFI	0.778	0.778

Table 6. Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Information Quality → Information trustworthiness	0.248	0.244	0.074	3.648	0.018	Significant
Information Usefulness → Information trustworthiness	0.179	0.175	0.083	2.161	0.032	Significant
Argument Quality → Information trustworthiness	0.132	0.142	0.067	1.978	0.049	Significant
Perceived Risk → Information trustworthiness	0.581	0.584	0.050	11.704	0.000	Significant
Information trustworthiness → Information adoption	0.637	0.643	0.053	12.035	0.000	Significant

The fifth hypothesis states that information trustworthiness has a significant impact on information adoption. The findings outline the acceptance of the hypothesis suggesting that a person's inclination to trust influences their adoption of information. The T statistics value of 12.035 and the p-value of 0.000 indicate that there is a significant relationship between information trustworthiness and information adoption (Figure 2). This means the hypothesis is accepted and that there is evidence to support the assertion that trust significantly influences information adoption. The findings coincide with the research of Chevalier and Mayzlin (2006), indicating that trustworthiness is a vital factor that drives consumer acceptance of information. The outcomes are also consistent with Kim et al.'s (2017) study, which demonstrates that information quality plays a significant role in consumers' readiness to utilize the provided information. Moreover, Yousafzai et al. (2009) and Hajli (2018) found that information reliability has a significant impact on the adoption of

information, highlighting that consumers are more likely to embrace information when they perceive it as trustworthy.

### Managerial Implications

The findings that information quality, information usefulness, argument quality, and perceived risk significantly affect information trustworthiness. The study highlights the importance of understanding the role of social media in shaping consumer behavior and suggests that marketers need to be adept in identifying and harnessing the power of eWOM to drive sales. Moreover, the study emphasizes the need for marketers to ensure that the information provided in eWOM messages is of high quality and relevant to the target audience. This includes understanding the needs and preferences of the target audience, tailoring the message to their specific interests and ensuring that the message is accurate and credible.

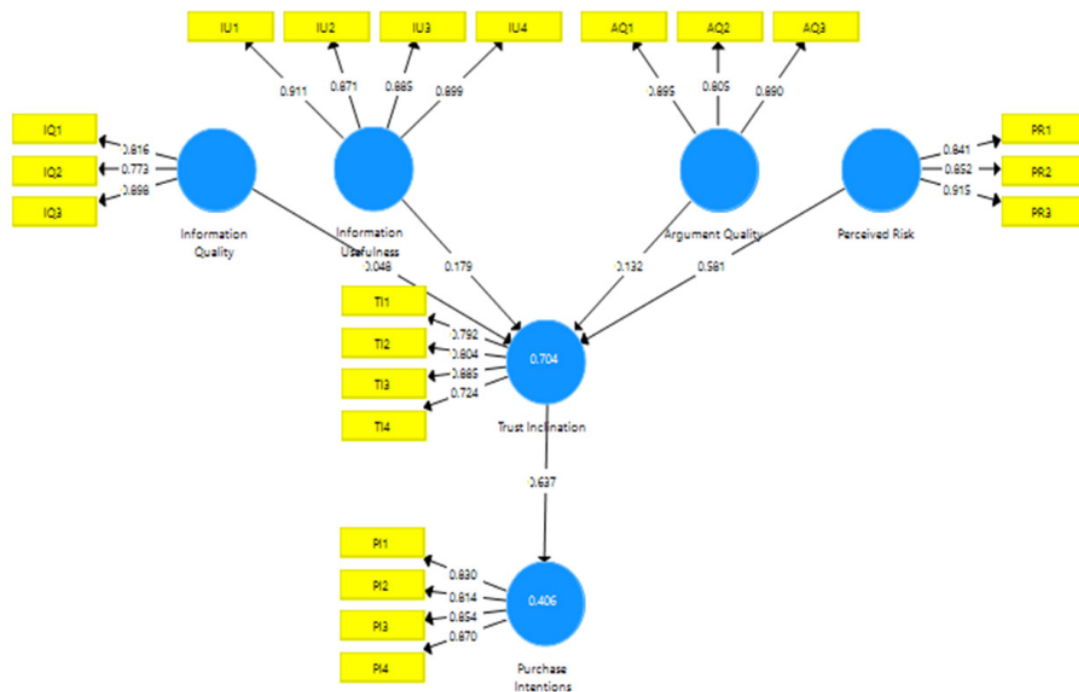


Figure 2. Full empirical model

Managerially, the findings have implications to organizations to focus on ensuring that the information they provide is of high quality and useful to its intended audience in social media. The marketers in social media also need to pay attention to the quality of their arguments when presenting information to their customers and prevent misleading information about product. The findings also highlight that organizations need to be aware of the perceived risks associated with the information they provide, such as the potential for bias or manipulation, and take steps to mitigate these risks. This may include providing transparency around the sources of information being presented, as well as establishing procedures for verifying the accuracy and reliability of information. The study highlights the importance of trustworthiness in information management and suggests that organizations need to take a proactive approach to building and maintaining trust in the information they provide if they want to have a positive impact on decision-making and strategic planning.

Moreover, the findings that information trustworthiness has a significant effect on information adoption of social media user in using online shopping. The findings suggest that organizations should invest in improving their information management systems to address concerns about information quality, reliability, and accuracy. Furthermore, marketers should also focus on building relationships with consumers on social media platforms, engaging with them in conversations and responding to their queries and concerns in a timely and effective manner. Finally, the study suggests that marketers need to be aware of the potential risks and challenges associated with eWOM on social media platforms, such as negative comments and reviews, fake reviews, and privacy concerns. Marketers should have a clear strategy in place to address these issues and proactively manage their brand reputation on online platforms. In conclusion, the study provides important insights into the factors that influence consumer behavior on social media platforms and offers valuable guidance to marketers for developing effective eWOM marketing strategies.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The findings showed that information quality, information usefulness, argument quality and perceived risk have a significant effect on information trustworthiness. The study establishes that information quality, usefulness, argument quality, and perceived risk notably impact information trustworthiness, supporting the aim of comprehending trust influencers in social media marketing. Furthermore, the research highlights the substantial influence of information trustworthiness on information adoption, effectively addressing the goal of exploring their interrelation. These results underscore the pivotal role of trustworthiness in consumers' information adoption, in line with the objective of discerning trust's role in the adoption process. Theoretical implications of these findings suggest that trustworthiness in social media marketing may be rooted in the quality and usefulness of information presented, the strength of the arguments made, and the level of perceived risks involved.

### Recommendations

These findings provide insights into how consumers evaluate information in digital spaces, suggesting that social media marketers should strive to provide high-quality and reliable content that resonates with their target audience. Moreover, the findings suggest that trust is a critical factor that needs to be considered in information adoption theories and models, especially in social media marketing context. Moreover, these findings provide insights into the factors that influence the credibility and reliability of information presented in digital marketing spaces. Specifically, businesses and marketers can use this information to create marketing content that is more informative, useful, and persuasive, to reduce perceived risks and increase customers' trust in their brand. Furthermore, businesses and marketers can utilize these findings to develop content strategies that are designed to target specific audiences on social media platforms whilst enhancing their trustworthiness.

The limitations of the findings need to be conveyed. The study did not control for external variables that could impact information trustworthiness, such as socio-economic status or cultural background, and there is limited sample to young persons as



the majority of sample which can undermine the generalizability. Additionally, this study only focused on one type of information adoption, namely intention to use information. Future research could examine the impact of information trustworthiness on other types of information adoption behaviors, such as sharing or recommending information to others. Future research is also expected to explore the role of other variables, technology acceptance model or The Unified Theory of Acceptance and Use of Technology (UTAUT), in determining information trustworthiness and to examine the impact of digital technology, internet and social media marketing.

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# INFORMATION TRUSTWORTHINESS AND INFORMATION ADOPTION IN SOCIAL MEDIA MARKETING: CONTEXTUALIZATION OF EWOM AND ITS IMPLICATIONS FOR MARKETERS

Sulistiyani Sulistiyani, Frans Sudirjo  
Universitas 17 Agustus 1945 Semarang, Semarang, Indonesia

## Abstract

Social media platforms have exposed consumers to a large amount of either accurate information or misleading information. The quick spread of information through electronic word-of-mouth on social media networks has made it difficult for consumers to distinguish between marketer-generated content and user-generated content. This study aims to identify the factors that influence consumers when making purchasing decisions and to establish a comprehensive framework for consumers in the digital marketing. The study aimed to investigate how technology acceptance, electronic word-of-mouth (eWOM), and perceived risk affect information adoption by users in social media marketing. The study collected data from 213 social media users in Semarang via an online survey and used partial least squares structural equation modeling (PLS-SEM). The findings showed that information trustworthiness and information adoption were intermediaries between information quality, usefulness, perceived risk, argument quality, and information adoption. The study suggests that the quality and usefulness of the information are significant factors that affect the adoption of information. For social media marketers, providing high-quality and balancing useful information can increase consumer chances of adoption, thereby leading to purchase intention. The findings highlight for the marketers to ensure that the information provided is of high quality and relevant to the target audience.

**Keywords:** digital marketing, social media, information adoption, electronic word-of-mouth, trust.

## INTRODUCTION

The development of technology and the use of the internet have brought significant changes in consumer behavior in purchasing products and services (Sima et al., 2020; Xiang et al., 2015). With the increasing internet penetration, consumers are increasingly inclined to search for product and service information online before making a purchase (Zhou et al., 2007). One of the popular sources of information is Electronic Word of Mouth (eWOM), which is information that comes from consumers who use social media, online forums, or review platforms to share their experiences or opinions about products or services (Hennig-Thurau et al., 2004). Previous research shows that eWOM has a significant influence on consumer purchase intentions in the context of digital marketing (Kudeshia & Kumar, 2017; Fan & Miao, 2012). However, consumer trust and information adoption are also important factors that can affect purchase intentions. Trust tendency refers to the extent to which consumers trust information received from a certain source, while information adoption refers to the ability of consumers to adopt received information. The degree of information adoption by user is critical in digital and social media marketing as it influences the way users interact with brands on social media (Han et al., 2022). Social media platforms provide ample opportunities for users to communicate directly with brands, and users are likely to seek out information about a brand before making a purchase decision. Therefore, it is crucial for brands to have a strong social media presence and engage with users in a manner that increases the degree of information adoption.

Electronic word-of-mouth (eWOM) refers to the sharing of product or service experiences through electronic channels such as social media, blogs, reviews, and forums (Chu & Kim, 2011). Over the years, numerous researchers have pointed out the augmenting power of eWOM in social media marketing (Sharma et al., 2022; Wang et al., 2016; Shen, 2021). EWOM has gained a lot of credibility among consumers due to the rise of social media platforms. Social media has enabled people to easily access and share information regarding their experiences with a product or service, thus allowing for a more informed purchase decision. Moreover, eWOM is cost-effective (Semrad & Rivera, 2018), as it is easily shareable and can reach millions of people across the globe within seconds. This is advantageous for businesses as their marketing efforts can reach a wide audience at minimal cost. Also, eWOM can potentially increase the visibility of a brand, and even help businesses build a loyal customer base. Positive eWOM can result in increased brand loyalty and repeat business, while negative eWOM can lead to negative brand reputation and decreased sales (Roy et al., 2017). To highlight, eWOM in social media marketing is a powerful tool that enables businesses to reach a wider audience, build brand loyalty and reputation and has become an essential part of the modern business environment.

However, social media platforms have exposed consumers to a large amount of either accurate information or misleading information. The quick spread of information through electronic word-of-mouth on social media networks has made it difficult for consumers to distinguish between marketer-generated content and user-generated content. This study aims to identify the factors that influence consumers when making purchasing decisions and to establish a comprehensive framework for consumers in the digital economy. The study aimed to investigate how technology acceptance, electronic word-of-mouth (eWOM), and perceived risk affect information adoption by users in social media marketing. In the context of accelerating digital marketing, where product and service information are available in large and diverse quantities, it is important to understand how eWOM, trust tendencies, and information adoption influence consumer purchase intentions. This research can provide a deeper understanding of how these factors can affect consumer purchasing behavior in the digital era. In this case, research on the influence of eWOM, trust tendency, and information adoption on purchase intention can provide insights and input for businesses in developing effective digital marketing strategies. With a better understanding of consumer behavior in purchasing products and services in the digital era, business players can increase consumer purchasing intention and strengthen their position in the market. Therefore, this research has great importance to be conducted.

## **RESEARCH METHOD**

Consumers' actions are influenced by the level of trust they have in eWOM information, and this trust is determined by their perceived risk. If consumers perceive a high level of risk, they avoid taking chances that could lead to a negative outcome. However, if they are willing to take a risk, they will typically seek out more information through eWOM. eWOM or electronic word-of-mouth is often utilized by consumers when they feel that they are entering into risky situations. This could be because they are unfamiliar with a product, service or brand, or have had a negative experience in the past. In these situations, consumers are likely to seek out information from other sources to make an informed decision where eWOM enables consumers to access multiple sources of information quickly and easily. They can read reviews, browse forums, and even ask questions to other users in real-time. This provides them with a wealth of information that they can use to evaluate the potential risks and benefits of a product or service. By utilizing eWOM, consumers can also gain a sense of social validation from other users. They can see how a product or service



has been received by others, which can help to build trust and increase confidence in their decision. Additionally, eWOM can allow consumers to share their own experiences and opinions with others, contributing to a collective knowledge base that can benefit everyone in the community. This means that eWOM is a valuable tool for consumers who are entering into uncertain or risky situations. By leveraging the experiences and insights of others, they can make more informed decisions and reduce their exposure to potential risks.

In the effect of information quality on information trustworthiness, Gefen & Straub (2000) found that information quality had a significant positive effect on information trustworthiness in a B2B context. Wandoko & Panggati (2022) argued that the better the quality of information provided by sellers, the higher the information trustworthiness of buyers towards them. Kim et al. (2009) found that consumers' information trustworthiness towards e-commerce sites was positively influenced by the quality of information provided about products and services, such as product descriptions and reviews (Benlian et al., 2012). Hwang et al. (2018) found that the quality of information provided by online travel websites, such as accuracy and completeness, positively influenced information trustworthiness of consumers towards them. Kim & Niehm (2009) suggested that information quality plays a critical role in promoting information trustworthiness in online shopping. Moreover, Wang et al. (2015) explored how information quality affects information trustworthiness in the context of online travel recommendations. In examining the relationship between information quality and information trustworthiness in the context of online reviews, Lee & Kim (2020), Cheung et al. (2008) found that information quality, such as relevance and timeliness, significantly influences information trustworthiness towards online reviews.

*Hypothesis 1: Information quality has a significant positive effect on information trustworthiness.*

Several studies have found that information usefulness has a significant positive effect on information trustworthiness. Hur et al. (2017) found that information usefulness positively influences information trustworthiness. Ventre & Kolbe (2020) found that the perceived usefulness of information positively affects trust in online shopping. Hu et al. (2019) found that the perceived usefulness of social media positively affects trust in the platform. Harrigan et al. (2021) found that information trustworthiness mediates the relationship between perceived usefulness and user engagement. In other words, users are more likely to engage with a social media platform if they perceive it to be useful and trustworthy. Hidayat et al. (2016) found that the quality of information has a significant positive effect on trust in the context of e-commerce. Liao et al. (2006) found that the perceived usefulness of information positively affects trust and the intention to use a website. Similarly, Lu et al. (2010) found that the usefulness of information positively affects trust in the context of e-commerce.

*Hypothesis 2: Information usefulness has a significant positive effect on information trustworthiness.*

Previous studies (Wang et al., 2018) have shown that eWOM is effective in boosting product and service sales for organizations. Cheung and Thadani (2012) showed that online reviews have a positive impact on customers' purchase intentions, with higher ratings and more reviews leading to higher sales. Similarly, multiple studies have shown that eWOM is a more trusted source of information than traditional advertising, with consumers relying on the opinions of others to make purchase decisions (Duan, Gu, & Whinston, 2008; Sen & Lerman, 2007). Khwaja et al. (2020) stated that the level of interaction between company officials and customers is also a crucial aspect that needs to be examined. Poulis et al. (2019) have pointed out that

consumer reviews posted on company pages or websites can influence a company's future sales positively or negatively. Negative comments can lead to a decline in sales while only positive comments can sometimes make customers doubtful. Thus, the quality of arguments presented in eWOM is also an essential antecedent. In contrast, Trusov, Bucklin, and Pauwels (2009) found that positive online reviews had a significant positive impact on customers' perceptions of product quality and value, while negative reviews had the opposite effect. In another study, Godes and Mayzlin (2004) found that online word-of-mouth can even influence customers to switch brands or products.

*Hypothesis 3: Argument quality has a significant positive effect on information trustworthiness.*

Perceived risk is used as a foundation for identifying and assessing other types of risks that may be associated with a product or service. Various studies indicate that the degree of perceived risk largely depends on the type of product or service being provided, as well as the customer's perception of that product or service. Rosillo-Díaz et al. (2020) assessed the perceived risk associated with e-commerce platforms. Mousavizadeh et al. (2016) identified several perceived risks such as cyber-attacks, data breaches, fake reviews and fake sellers. The customer's trust and inclination towards a product or service also play a significant role in perceived risk (Khwaja et al., 2020). Jaafar et al. (2012) found that customers' perceived trust level influenced their inclination to take risks when purchasing a new product. Busca & Bertrandias (2020) found that customer knowledge of the product or service could also affect their perceived level of perceived risk. This showed that lower perceived risk had a significant impact on the information trustworthiness.

*Hypothesis 4: Lower perceived risk has a significant positive effect on information trustworthiness*

Zhu et al. (2020) found that online reviews have a significant impact on purchase intention. The study also concluded that consumers consider the credibility and quality of the reviews before making a purchase decision. Chevalier and Mayzlin (2006) found that a positive review can significantly increase the sales. Hence, trustworthiness is a major determinant in the adoption of information by consumers. According to Kim et al. (2017), information quality significantly influences the willingness of consumers to use the information available. Research has shown that the trustworthiness of the information provided is a critical factor in its adoption by consumers. According to Wang et al. (2018), perceived information credibility has a significant positive effect on the adoption of information. Yousafzai et al. (2009) found that the higher the perceived trustworthiness of the information, the more likely consumers were to adopt it. Hajli (2018) found that information credibility significantly influences the adoption of information. The study found that consumers are more likely to adopt information that they perceive as trustworthy. Lian et al. (2016), information trustworthiness is a critical factor in the adoption of new communication technologies. They argue that when an individual has a high degree of information trustworthiness, they are more likely to adopt new communication technologies that rely on the credible transmission of information. Other research supports this link between information trustworthiness and information adoption behavior. Shaheen et al. (2020) found a significant positive correlation between consumers' trust in online reviews and their willingness to purchase a product. Furthermore, researchers have found that information trustworthiness positively influences information seeking behavior (Chua & Banerjee, 2016). When trust in information sources is high, individuals are more likely to seek out information and use it to form opinions or make decisions.

*Hypothesis 5: Information trustworthiness has a significant positive effect on information adoption*

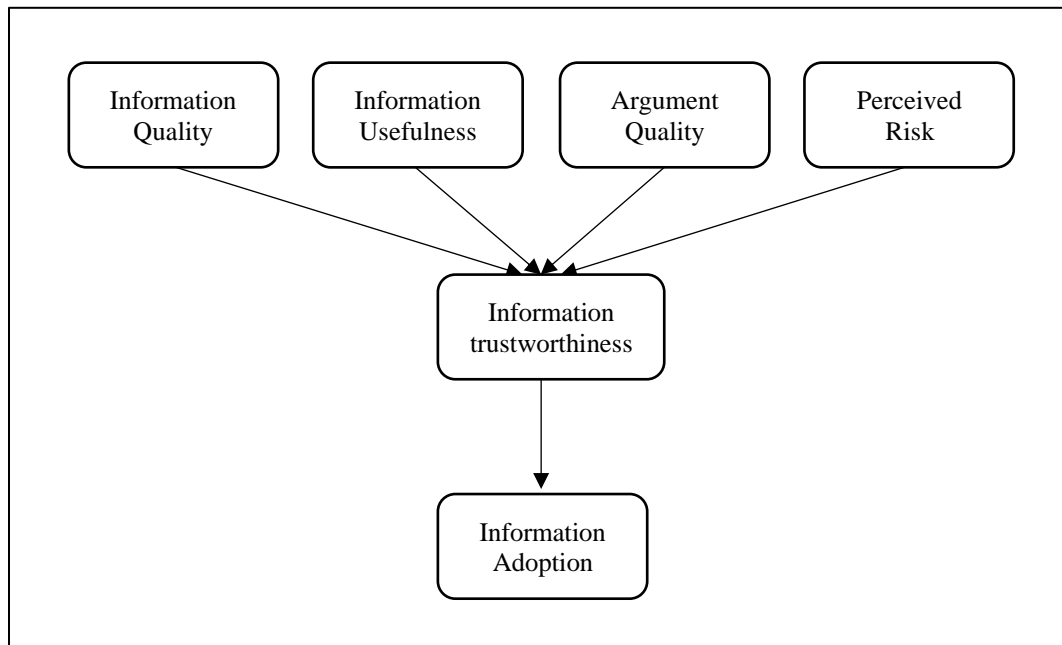


Figure 1. Conceptual Framework

The study was designed as a cross-sectional research study to examine the antecedents of information trustworthiness and its effect on information adoption in social media marketing context (Figure 1). The research aimed to explore the different factors, namely Information Quality, Information Usefulness, Argument Quality, Perceived Risk that were perceived to have influence individuals' likelihood of trusting information they see on social media platforms and their subsequent adoption of the information. The study used quantitative data analysis methods to analyze the collected data and draw meaningful conclusions. This study provides significant insights into how trust and information adoption in social media can be better understood and managed.

The data collection process involved using a structured questionnaire, which was carefully designed to gather information about the antecedents of information trustworthiness and information adoption within the context of social media interactions. A number of 213 respondents was taken as sample in this study with simple random sampling method. Information quality/IQ (X1) refers to the degree to which the information provided is accurate, reliable, and comprehensive. The variable was measured by three items, namely the accuracy, reliability, and relevance of the information. The variable of information usefulness/IU (X2) was defined as to how relevant and practical the information is to the user's needs and objectives. The variable was measured by four items of valuable, informative, helpful and credible. The variable of Argument quality/AQ (X3) refers to the persuasiveness and logical coherence of the arguments presented in a message, such as a marketing or advertising campaign. The items used as measurement were three items, namely the arguments provided on the social media are relevant, reliable and have all necessary values (Khwaja et al., 2020). Perceived risk/PR (X4) is a measure of the consumer's perception of the likelihood or severity of negative consequences associated with a product or service. The variable was determined by adopting Khwaja et al. (2020) by using three items namely the reviews help consumer reduce uncertainty of shopping online, decrease concerns about unpleasant experiences and increase their confidence in online shopping choice.

Moreover, the variable of information trustworthiness/TI (Y) was defined as the level of trust that an individual exhibit when evaluating the credibility of an information source. Information trustworthiness is a measure of the customer's perceived trustworthiness of the seller or supplier of the product or service. The variable was determined by four items, such as online shopping website was reliable, trusted, no uncertainties and limited trouble. Finally, information adoption/IA (Z) refers to the extent to which customers are willing to adopt or use the information provided to make purchase decisions or change their behavior. The variable was determined by using four items namely the information about products which are shared by my friends in social media are understandable, clear and high.

The questionnaire in this study utilized a five-point Likert scale to measure all the questions. This type of scale allows respondents to provide a rating ranging from 1 (strongly disagree) to 5 (strongly agree) for each question posed. The analysis method used in this study was partial least squares structural equation modeling (PLS-SEM). PLS-SEM is particularly useful to identify significant variable relationships and to develop predictive models.

## RESULT

The demographic characteristics of the respondents show that there were 91 male respondents (42.72%) and 122 female respondents (57.28%). In terms of age, 37 respondents (17.37%) were 18 years and below, 96 respondents (45.07%) were between 19-28 years old, 54 respondents (25.35%) were between 29-39 years old, and 26 respondents (12.21%) were above 40 years old. In terms of education, 8 respondents (3.76%) had a junior school education, 27 respondents (12.68%) had a high school education, 152 respondents (71.36%) were undergraduates, 21 respondents (9.85%) had a master's degree, and 5 respondents (2.35%) had a doctorate degree. Regarding occupation, 16 respondents (7.51%) identified as self-employed, 158 respondents (74.18%) were students, 22 respondents (10.33%) were private employees, 10 respondents (4.69%) were public employees, and 7 respondents (3.29%) identified as other. Lastly, regarding social media usage, 24 respondents (11.27%) used Facebook, 36 respondents (16.90%) used Twitter, 101 respondents (47.41%) used Instagram, 45 respondents (21.13%) used Tiktok, and 7 respondents (3.29%) used other social media platforms (Table 1).

Table 1. Sample demographics (N = 213).

Demographics	Category	Frequency	Percent
Gender	Male	91	42.72
	Female	122	57.28
<i>Total</i>		<i>213</i>	<i>100</i>
Age	18 years and below	37	17.37
	19–28 years	96	45.07
	29–39 years	54	25.35
	Above 40 years	26	12.21
<i>Total</i>		<i>213</i>	<i>100</i>
Education	Junior School	8	3.76
	High School	27	12.68
	Undergraduate	152	71.36
	Master	21	9.85
	Doctorate	5	2.35



<i>Total</i>		213	100
Occupation	Self-employed	16	7.51
	Students	158	74.18
	private Employee	22	10.33
	Public employee	10	4.69
	Other	7	3.29
<i>Total</i>		213	100
Social Media	Facebook	24	11.27
	Twitter	36	16.90
	Instagram	101	47.41
	Tiktok	45	21.13
	Other	7	3.29
<i>Total</i>		213	100

This data represents the loading factor for various items that measure different constructs in a research study. Loading factor is a statistical measure used to determine how much an item is associated with a construct. The higher the loading factor, the stronger the association between the item and the construct. In this study, the constructs being measured are Information Quality, Information Usefulness, Argument Quality, Perceived Risk, Information trustworthiness, and Information adoption.

The loading factor for Information Quality items range from 0.773 to 0.898, indicating that these items are moderately to strongly associated with the construct of Information Quality (Table 2). Similarly, the loading factor for Information Usefulness items range from 0.871 to 0.911, indicating strong association with the construct of Information Usefulness. The loading factor for Argument Quality items range from 0.805 to 0.895, indicating moderate to strong association with the construct of Argument Quality. The loading factor for Perceived Risk items range from 0.841 to 0.915, indicating strong association with the construct of Perceived Risk. The loading factor for Information trustworthiness items range from 0.724 to 0.885, indicating moderate to strong association with the construct of Information trustworthiness. Finally, the loading factor for Information adoption items range from 0.814 to 0.870, indicating strong association with the construct of Information adoption. Overall, these loading factors suggest that the items used in this study are strongly associated with the constructs they are measuring, indicating that the study has good construct validity.

Table 2. Std Loading Factor

Items	Information Quality	Information Usefulness	Argument Quality	Perceived Risk	Information trustworthiness	Information adoption	VIF
IQ1	0.816						1.829
IQ2	0.773						1.410
IQ3	0.898						2.202
IU1		0.911					3.316
IU2		0.871					2.495
IU3		0.885					2.783
IU4		0.899					3.076

AQ1			0.895				2.423
AQ2			0.805				1.541
AQ3			0.890				2.408
PR1				0.841			1.716
PR2				0.852			2.323
PR3				0.915			2.967
TI1					0.792		1.801
TI2					0.804		1.772
TI3					0.885		2.374
TI4					0.724		1.662
IA1						0.830	1.909
IA2						0.814	2.190
IA3						0.854	2.086
IA4						0.870	2.585

Table 3 showed Information trustworthiness is 0.698, which means that approximately 40% of the variation in information trustworthiness can be explained by the independent variables of Information Quality, Information Usefulness, Argument Quality, and Perceived Risk. This suggests that these variables are important factors in influencing purchase decisions. On the other hand, the adjusted R-square for Information adoption is 0.403, which means that approximately 40% of the variation in information adoption can be explained by Information trustworthiness. This suggests that the variables used, which are not specified in the question, have a high degree of predictive power in determining information adoption.

Table 3. R Square

Variable	R Square	R Square Adjusted
<b>Information adoption</b>	0.406	0.403
<b>Information trustworthiness</b>	0.704	0.698

Furthermore, Table 4 showed the reliability and validity testing results for all six variables studied in this context, namely Information Quality, Information Usefulness, Argument Quality, Perceived Risk, Information trustworthiness, and Information Adoption are. The reliability of these variables was assessed through Cronbach's Alpha, rho\_A, Composite Reliability, and Average Variance Extracted (AVE). These statistics indicate the consistency and quality of data collected for each variable. Overall, the variables have acceptable levels of internal consistency and convergent validity, with all Cronbach's Alpha values above 0.77, indicative of good reliability. Composite reliability and AVE values indicate good internal consistency and convergent validity, respectively, for all variables. More specifically, the findings showed that Average Variance Extracted (AVE) of 0.795 for Information Usefulness, 0.747 (Argument Quality), 0.757 (Perceived Risk), 0.645 (Information trustworthiness), and 0.709 (Information adoption). The findings showed that these variables are likely to be reliable and valid measures of their respective constructs.

Table 4. Reliability and validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Information Quality	0.773	0.779	0.869	0.690
Information Usefulness	0.914	0.914	0.939	0.795
Argument Quality	0.829	0.832	0.898	0.747
Perceived Risk	0.839	0.842	0.903	0.757
Information trustworthiness	0.815	0.828	0.878	0.645
Information adoption	0.864	0.876	0.907	0.709

Table 5 showed the evaluation metrics used to assess two statistical models of Model fit in terms of the Saturated Model and the Estimated Model. The Saturated Model is a model that perfectly fits the data with no errors, while the Estimated Model is a model that is created by estimating certain unknown parameters to minimize the difference between the model predictions and the actual data. The findings showed that the SRMR (Standardized Root Mean Square Residual) index for both models is 0.075, which indicates a good fit between the models and the data. The d\_ULS (Degree of Unweighted Least Squares) and d\_G (Degree of Generality) indices also have the same values for both models, indicating that both models have the same degree of complexity. The Chi-Square index is also the same for both models, indicating that both models have similar levels of data fit. Lastly, the NFI (Normed Fit Index) index is also the same for both models, indicating that both models have a similar level of model fit compared to a null model.

Table 5. Model fit Summary

Index	Saturated Model	Estimated Model
<b>SRMR</b>	0.075	0.075
<b>d_ULS</b>	1.314	1.314
<b>d_G</b>	0.166	0.166
<b>Chi-Square</b>	796.306	796.306
<b>NFI</b>	0.778	0.778

The first hypothesis states that there is a relationship between the quality of information and information trustworthiness. Based on the data as shown in Table 6, the hypothesis has been accepted with a significant p-value of 0.018. The original sample of the effect of information quality on information trustworthiness was 0.248, while the sample mean was 0.244 with a standard deviation of 0.074. The calculated t-statistics of 3.648 ( $|O/STDEV|$ ) suggests that the result is significant, supporting the acceptance of the hypothesis. This indicates that information quality can have a significant impact on information trustworthiness. The findings are consistent with Wandoko & Panggati (2022) that sellers who offer high-quality information can build more trust with buyers. The findings are also in line with Hwang et al. (2018) also found that accurate and complete information positively affects consumers' trust in online travel websites, Kim et al. (2009) also showed that consumers are more likely to trust e-commerce sites if they provide comprehensive information about products and services, such as descriptions and reviews.

The second hypothesis is that the usefulness of information is positively related with individual's inclination to trust the information of products or service spread in social media. The findings the original sample of data of 0.179, sample mean of 0.175, and standard deviation of

0.083 for the effect of information usefulness on information trustworthiness. The calculated t-statistic for the hypothesis is 2.161, with the p-value for this t-statistic is 0.032, which indicates that this result is statistically significant at the 0.05 level. Therefore, there is a significant positive effect of information usefulness on information trustworthiness. Thus, the second hypothesis is accepted. The findings are consistent with earlier studies by Ventre & Kolbe (2020), and Harrigan et al. (2021) that indicate a positive correlation between the perceived utility of information and trust in online shopping or social media platforms. Furthermore, Harrigan et al. (2021) concluded that the trustworthiness of information serves as a mediator between perceived usefulness and user engagement. This suggests that the high quality of information significantly contributes to trust in e-commerce situations (Hidayat et al., 2016).

Table 6. Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Information Quality -> Information trustworthiness	0.248	0.244	0.074	3.648	0.018	Significant
Information Usefulness -> Information trustworthiness	0.179	0.175	0.083	2.161	0.032	Significant
Argument Quality -> Information trustworthiness	0.132	0.142	0.067	1.978	0.049	Significant
Perceived Risk -> Information trustworthiness	0.581	0.584	0.050	11.704	0.000	Significant
Information trustworthiness -> Information adoption	0.637	0.643	0.053	12.035	0.000	Significant

The third hypothesis states that there is a significant relationship between the argument quality and information trustworthiness. The finding demonstrated that the hypothesis was accepted based on statistical analysis, specifically the T statistics value of 1.978 and a p-value of  $0.049 < 0.05$ . The hypothesis testing provides support for the idea that argument quality plays a significant role in shaping one's information trustworthiness towards it. The findings are consistent with prior research demonstrating the efficacy of positive online reviews to drive customers' inclination to make purchases, with higher ratings and more reviews yielding increased sales (Wang et al., 2018; Cheung and Thadani, 2012). Similarly, Khwaja et al. (2020) corroborated these findings by highlighting the significance of trust inclination and argument quality in eWOM across social media platforms.

The fourth hypothesis described that perceived risk has a significant impact on information trustworthiness. The testing showed that the hypothesis has been accepted, meaning that the research study found evidence to support this relationship. The T statistics value is 11.704, with the P value of 0.000, indicating that the relationship between perceived risk and information trustworthiness is statistically significant. This means that the hypothesis stating that perceived risk has a significant impact on information trustworthiness was accepted. These findings are consistent with previous research by Jaafar et al. (2012) which showed a correlation between customers' trust level and their willingness to take risks when trying out a new product, as well as with a study by Rosillo-Díaz et al. (2020) on perceived risk in e-commerce platforms. Additionally, Khwaja et al. (2020) highlighted the significance of a customer's trust and attitude towards a product or service in determining their perceived risk.

The fifth hypothesis states that information trustworthiness has a significant impact on information adoption. The findings outline the acceptance of the hypothesis suggesting that a person's inclination to trust influences their adoption of information. The T statistics value of 12.035 and the p-value of 0.000 indicate that there is a significant relationship between information trustworthiness and information adoption (Figure 2). This means the hypothesis is accepted and that there is evidence to support the assertion that trust significantly influences information adoption. The findings coincide with the research of Chevalier and Mayzlin (2006), indicating that trustworthiness is a vital factor that drives consumer acceptance of information. The outcomes are also consistent with Kim et al.'s (2017) study, which demonstrates that information quality plays a significant role in consumers' readiness to utilize the provided information. Moreover, Yousafzai et al. (2009) and Hajli (2018) found that information reliability has a significant impact on the adoption of information, highlighting that consumers are more likely to embrace information when they perceive it as trustworthy.

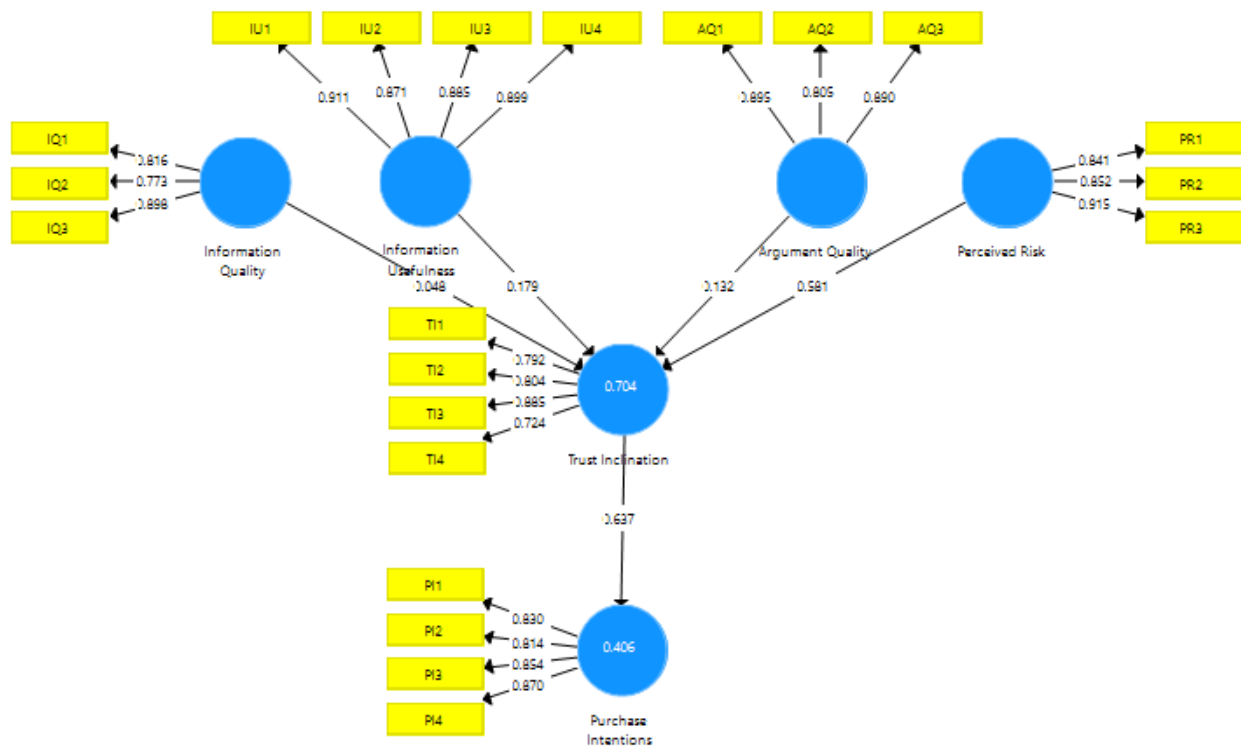


Figure 2. Full Empirical Model

### Managerial Implications

The findings that information quality, information usefulness, argument quality, and perceived risk significantly affect information trustworthiness. The study highlights the importance of understanding the role of social media in shaping consumer behavior and suggests that marketers need to be adept in identifying and harnessing the power of eWOM to drive sales. Moreover, the study emphasizes the need for marketers to ensure that the information provided in eWOM messages is of high quality and relevant to the target audience. This includes understanding the needs and preferences of the target audience, tailoring the message to their specific interests and ensuring that the message is accurate and credible.

Managerially, the findings have implications to organizations to focus on ensuring that the



information they provide is of high quality and useful to its intended audience in social media. The marketers in social media also need to pay attention to the quality of their arguments when presenting information to their customers and prevent misleading information about product. The findings also highlight that organizations need to be aware of the perceived risks associated with the information they provide, such as the potential for bias or manipulation, and take steps to mitigate these risks. This may include providing transparency around the sources of information being presented, as well as establishing procedures for verifying the accuracy and reliability of information. The study highlights the importance of trustworthiness in information management and suggests that organizations need to take a proactive approach to building and maintaining trust in the information they provide if they want to have a positive impact on decision-making and strategic planning.

Moreover, the findings that information trustworthiness has a significant effect on information adoption of social media user in using online shopping. The findings suggest that organizations should invest in improving their information management systems to address concerns about information quality, reliability, and accuracy. Furthermore, marketers should also focus on building relationships with consumers on social media platforms, engaging with them in conversations and responding to their queries and concerns in a timely and effective manner. Finally, the study suggests that marketers need to be aware of the potential risks and challenges associated with eWOM on social media platforms, such as negative comments and reviews, fake reviews, and privacy concerns. Marketers should have a clear strategy in place to address these issues and proactively manage their brand reputation on online platforms. In conclusion, the study provides important insights into the factors that influence consumer behavior on social media platforms and offers valuable guidance to marketers for developing effective eWOM marketing strategies.

## **CONCLUSION**

The findings showed that information quality, information usefulness, argument quality and perceived risk have a significant effect on information trustworthiness. The findings also showed that information trustworthiness has a significant effect on information adoption. Theoretical implications of these findings suggest that trustworthiness in social media marketing may be rooted in the quality and usefulness of information presented, the strength of the arguments made, and the level of perceived risks involved. These findings also provide insights into how consumers evaluate information in digital spaces, suggesting that social media marketers should strive to provide high-quality and reliable content that resonates with their target audience. Moreover, the findings suggest that trust is a critical factor that needs to be considered in information adoption theories and models, especially in social media marketing context.

Moreover, these findings provide insights into the factors that influence the credibility and reliability of information presented in digital marketing spaces. Specifically, businesses and marketers can use this information to create marketing content that is more informative, useful, and persuasive, to reduce perceived risks and increase customers' trust in their brand. Furthermore, businesses and marketers can utilize these findings to develop content strategies that are designed to target specific audiences on social media platforms whilst enhancing their trustworthiness.

The limitations of the findings need to be conveyed. The study did not control for external variables that could impact information trustworthiness, such as socio-economic status or cultural background, and there is limited sample to young persons as the majority of sample which can undermine the generalizability. Additionally, this study only focused on one type of information

adoption, namely intention to use information. Future research could examine the impact of information trustworthiness on other types of information adoption behaviors, such as sharing or recommending information to others. Future research is also expected to explore the role of other variables, technology acceptance model or The Unified Theory of Acceptance and Use of Technology (UTAUT), in determining information trustworthiness and to examine the impact of digital technology, internet and social media marketing.

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