



The Influence of Perceived Trust, Information Literacy and Perceived Validity on Netizens' Perception That social media is an Appropriate Instrument for The Information Deployment

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Abstract

The purpose of this study is to ascertain how information literacy, perceived validity, and perceived trust of the variables affect people's adoption of social media as a vehicle for information dissemination. In general, a quantitative method is used to conduct this research. Social media users that are active or inactive and reside in five major Indonesian cities make up the demographic used in this study. Using the purposive sampling strategy, researchers collected samples. 100 people made up the study's sample. Questionnaires were distributed as part of the data collection process. Two phases of measurement were done in this investigation by the researchers. Analyze the measurement model first, and then analyze the model structure second. According to the results, most people in five major Indonesian cities have a 70% degree of trust in information found on social media. Let us therefore suppose that 60% of the information on social media is accurate. Therefore, it can be said that most individuals have a good level of information literacy, which enables them to evaluate the veracity of the information they are given rather than blindly accepting it. Perceived validity, perceived usefulness, perceived simplicity of use, and perceived trust are all directly impacted by information literacy, and these factors will indirectly affect actual use. Through usage patterns and intentions, perceived validity influences actual use among AUs in an indirect manner. Through perceived validity, perceived trust influences actual use in an indirect manner.

Keywords: Social Media, Information Literacy, Perceived Validity, Perceived Trust.

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1. Introduction

Communication and information technology (ICT) is developing with the existence of numerous media, including online media [1]. The public's primary information source is internet media due to its user-friendliness and effectiveness [2]. Online media has altered not just how information is disseminated but also how individuals use it. Information can be effectively and efficiently shared with other parties via social media. Social media is an extremely socially active medium that facilitates open communication between people of different origins and interests [3]. There are several advantages to social media, such as increased social engagement, social connectivity, access to knowledge, and enjoyment [4]. Meet new people, keep up with existing acquaintances, and increase social connectivity among users of social media are all possible with the help of social media. Online friendships can facilitate the acquisition of emotional support something that cannot be obtained offline as well as the deepening of current friendships and the upkeep of stronger bonds [5]. Apart from that, social media also makes it easier for someone to get interesting information. Based on the data obtained, it is known that 150 million Indonesians already use social media applications [6]. The social media that are most widely used by people to share or disseminate information are WhatsApp, Facebook, Instagram, Line, and Twitter, respectively [7].

The ease of sharing information using social media will provide benefits if the information shared is correct; however, this convenience can have negative effects if the information shared is incorrect [8]. Any news or information that raises questions or presents ideas that are not supported by evidence is considered a hoax. Spreading hoaxes can lead to misunderstandings, which in turn can lead to losses and even rifts in society [9] [10]. National unity may be jeopardized by certain parties' exploitation of the propagation of hoaxes to excite and divide society [11]. One of the things that contributes to the proliferation of hoaxes in society is the social media transmission of information that is not yet proven to be accurate [12]. Compared to traditional media, people now rely more on internet media like Facebook, Twitter, and Instagram for news and information [13]. Social media

has expanded to become a worldwide hub for social interaction, entertainment, and information, but it has also come under fire for spreading false information [14]. Social media makes the issue worse by enabling the quick and widespread dissemination of information [15]. When content is shared and reshared on multiple social media sites, it can quickly become viral. On Twitter, 59% of content is shared by users without them even reading it [16].

According to a survey with one thousand participants, 18% of them got fake news more than once a day, and 45% of them got it daily [17]. According to the study's findings, websites account for 35% of the channels used to disseminate hoaxes, followed by chat apps like Whatsapp and Line (64%), social media (Facebook, Twitter, and Instagram), which account for 95% of the channels [18]. According to information provided by the Ministry of Communication and Information, there are up to 700,000 websites in Indonesia that are known to disseminate hate speech and hoaxes [19]. Indonesian hoaxes are thought to be the root of a number of issues. Its appearance increases during the presidential general election or regional head election. This can be seen in the governor election of DKI Jakarta [20]. At that time, many hoaxes were circulating in society. The Indonesian Press Council assesses that hoaxes have entered a serious stage [21]. Moreover, hoaxes have a very wide range, from satirical ones to those published through various information channels. Initially, people sought the truth about information through traditional media [22] [23]. However, currently, hoaxes have entered another dimension on social media and are simply adopted in traditional media without clarification [24]. This situation can occur due to a lack of information literacy. Lack of information literacy causes a habit of believing or spreading information on social media without first verifying its truth [25]. Meanwhile, a person's level of trust in the truth of information can be a factor in someone's use of technology, which in this case is social media [26].

Therefore, based on the description above, it is necessary to analyze the acceptance of social media as a tool for disseminating information to determine the factors that cause someone to disseminate information via social media [27]. By using additional variables, namely, information literacy, perceived validity, and perceived trust, in the technology acceptance model (TAM 2). The aim of this TAM model is to identify the factors that cause society to accept the use of computed systems, which in this case is social media as a means of disseminating information [28]. Information literacy is the level of an individual's literacy towards information as measured by their ability to search, share, verify, and understand information. Perceived validity is the level of individual confidence in the truth of the information received [29]. Perceived trust is the level of individual confidence in the information received. Based on previous studies, this is how information literacy influences individual habits of sharing information [30]. However, the factors that influence the individual's perceived trustworthiness and perceived truthfulness of the information they receive are not yet known. Then the researcher refers to research that says that perceived validity and perceived trust can influence the acceptance of the use of a technology, in this case social media [31]. Based on the individual's response to the truth value of the information received, it can influence the individual to disseminate or not disseminate the information [32]. Researchers believe that information literacy can influence an individual's perception of the level of truth and trust in information. If the individual believes that the information received is correct, it can encourage the individual to share the information with others [32].

TAM 2 is a development of the first TAM, with the difference being the addition of external variables as additional benchmarks for estimating the factors that cause acceptance of a technology. TAM 2 has five main variables: perceived usefulness, perceived ease of use, intention to use, usage behavior, and actual use [33]. In this research case study, the use of technology is the use of social media applications. Then, based on research conducted previously, the TAM 2 model was added using two additional variables, namely perceived validity and perceived trust, which are determining factors in the quality of acceptance of a technology. These two variables are used because a person's perception of trust in the truth of information can influence their decision to use that information [34]. Research on the dissemination of information is of concern because the dissemination of information whose truth is not known can result in the spread of hoaxes. This occurs due to the public's lack of literacy regarding the information they receive [35]. This can cause people to spread information without first verifying its truth. So the addition of the information literacy variable is needed to measure the level of public information literacy. Information literacy is considered to be one of the factors in the successful acceptance of technology [35]. A high level of information literacy can help make it easier for someone to learn how to use technology themselves. Someone who understands it well can feel the benefits of this technology. Therefore, information literacy can be a factor in technology acceptance [36] [37].

2. Research Methods

This research is generally carried out using a quantitative approach. Based on this approach, this research stage, of course, applies quantitative methods, techniques, and tools. For instance, data collection methods use surveys and research instruments in the form of questionnaires, and data analysis methods use statistical software. The procedure in this research consists of eight stages, sequentially. These stages include literature review, model development, research design, instrument creation, data collection, data analysis, interpretation, and finally

report creation. The population used in this research is active or inactive social media users who live in five big cities in Indonesia. Researchers took samples using the purposive sampling technique. The sample in this research was 100. The research instrument was a questionnaire. In this study, researchers used a five-point Likert scale. The data collection process was carried out by distributing questionnaires directly and indirectly to respondents in order to obtain primary data. The number of questionnaires collected will be classified using MS Excel. Data analysis in this research is as follows: The first part is demographic analysis using Microsoft Excel. Next, after carrying out demographic analysis, researchers carried out statistical analysis using SmartPLS. In this analysis, researchers carried out two stages of measurement. First, carry out measurement model analysis, and second, carry out model structure analysis.

3. Results and Discussion

This research provides an interesting picture of social media use in five big cities in Indonesia, especially in the context of a comparison between active and inactive users. Data shows that the majority of respondents are active social media users, which indicates a high level of public participation on these platforms. From the research results, it can be concluded that the majority of residents in five big cities in Indonesia have access to and use social media actively. This reflects a global trend where social media is increasingly becoming an integral part of people's daily lives, whether as a communication tool, source of information, or means of entertainment. It is important to note that comparative data between active and inactive users in Greater Jakarta reflects trends that may differ from data on social media usage levels at the national level. Although more than 90% of respondents are active users, these results may not be directly extrapolated to the entire Indonesian population. Interestingly, the findings regarding the dominance of female users in the use of social media in five big cities in Indonesia provide a new perspective. Although previously, national data showed a predominance of male users, the results of this study show a different trend at the local level. Cultural, demographic, and behavioral factors of local communities may be potential explanations for these differences. As technology develops and internet penetration spreads throughout Indonesia, this kind of research can provide valuable insights for companies and policymakers to understand the behavior of social media users. Further analysis, such as motivations for social media use, platform preferences, and impact on local communities, could provide a deeper understanding.

The results of research regarding the age of social media users in five big cities in Indonesia provide valuable insight regarding user demographics. The dominant focus on the 21–25 age group shows that the younger generation has a significant role in the use of social media in the region. Further analysis of the preferences and behaviors of this age group can provide a deeper understanding of digital content consumption and social interaction trends. It is important to acknowledge that the results of this study may have been affected by sampling bias, in that the researchers interacted more with the 21–30-year age group. Therefore, future research could broaden the scope and ensure a more balanced representation of different age groups to make the results more reliable. The shift in the order of the most-used social media is also interesting to note. WhatsApp dominates as the top platform, with usage of 98%, showing that instant messaging applications remain the main communication tool for social media users in five big cities in Indonesia. Instagram, Line, Facebook, and Twitter also remain relevant, although with different proportions of users. Comparison with previous research shows consistency in the dominance of WhatsApp as the main platform in Indonesia. However, changes in the order and proportion of users may reflect the shifting dynamics of social media usage trends over time. Further analysis of user preferences and needs behind these changes can provide a clearer view of the evolution of people's digital behavior in five big cities in Indonesia. Additionally, the results showing a lower number of social media users in the over-36 age group provide room for further research to understand the factors that may influence low participation in this group. A more holistic approach could include aspects such as digital literacy levels, communication preferences, and different content needs among these age groups.

The results of the measurement model analysis in this study provide a positive picture regarding the validity and statistical characteristics of the model. The model measurements have met the requirements and show good statistics, providing a strong basis for proceeding to the model structure analysis stage. In the measurement model test, the variables and indicators have met the requirements, indicating the reliability of the measurement instruments used. Even though in Fornell-Lacker's test it was found that the AVE root value in PV variable was lower than the PV correlation with other variables, namely PT, no deletion was carried out because the PV cross-loading value still met the requirements. Model structure analysis provides important findings regarding the relationship between IL and PV. The t-test produced a significant value (5.7), validating that IL has an influence on PV. Furthermore, the IL→PV path with a β value of 0.14 shows a significant influence on the model used. However, the results of the f^2 and q^2 tests indicate that although the influence of IL on PV is recognized as significant, the magnitude of the influence is relatively small. Research concludes that information literacy not only influences a person's behavior in disseminating information on social media but also has an impact on assessing the validity of information. With a person's ability to search for, share, and verify information, the

assessment of the validity of information on social media can become more authoritative. These findings provide important insights for a deeper understanding of the complexity of the interactions between information literacy and digital behavior in the social media era. Future research could explore additional factors that might strengthen or reduce the influence of IL on PV, thereby providing more detailed recommendations for the development of information literacy and information management on social media platforms.

The results of testing the model structure show significant findings regarding the influence of IL on two key variables, namely PU and PE. The t-test on the IL→PU path produces a value of 5.7, indicating that H2 is accepted. This shows that IL has a significant influence on the perceived usefulness of social media. With a β value of 0.3, it can be concluded that the IL→PU pathway makes an important contribution to the research model, although the f^2 and q^2 tests show that the influence of IL on PU is relatively small. Meanwhile, on the IL→PE path, the t-test produces a value of 10.15, indicating that H3 is accepted. This means that IL has a significant influence on PE. With a β value of 0.5, the IL→PE path shows a strong influence on the model. The f^2 value, which reached 0.355 and showed that IL has a significant impact on PE, strengthens this conclusion. The q^2 test with a value of 0.18 also confirms that the influence of IL on PE has a significant impact at the medium level. This finding is in line with previous research, which identified information literacy as an internet skill that functions as an external variable. The advantages and simplicity of using social media as a tool for information dissemination increase with the ability to use the internet or social media, as measured by IL. These results make an important contribution to the understanding of the complexity of the relationship between information literacy and users' perceptions of social media. In this context, increasing information literacy can be considered a key factor in understanding and optimizing the use of social media as a source and channel of information.

The results of testing the model structure show relevant findings regarding the influence of IL on two important variables in the context of this research, namely PT and UB. The t-test on the IL→PT path produces a value of 5.3, indicating that H4 is accepted. This shows that IL has a significant influence on perceived trust in information. With a β value of 0.3, it can be concluded that the IL → PT path makes a significant contribution to the research model, although the f^2 and q^2 tests show that the influence of IL on PT is relatively small. Meanwhile, on the PV→UB path, the t-test produced a value of 2.3, indicating that H5 was accepted. This means that PV has a significant influence on UB. With a β value of 0.16, the PV→UB path shows a significant influence on the model. However, testing f^2 and q^2 with values of 0.02 and 0.01 shows that the influence of PV on UB is small. These findings provide further understanding of the complexity of the relationship between information literacy, perceived trustworthiness of information, and user beliefs in the context of social media. Although the effects of IL on PT and PV on UB were recognized as significant, the effect sizes were relatively small. This may provide impetus for future research to explore additional factors that may moderate or strengthen this influence, as well as considering the context and characteristics of social media users.

The results of testing the model structure show relevant findings regarding the influence of PV on the two main variables, namely IU and PU. The t-test on the PV→IU path produces a value of 2.3, indicating that H6 is accepted. This confirms that PV has a significant influence on perceived IU. With a β value of 0.2, the PV→IU path makes an important contribution to the research model, although the f^2 and q^2 tests show that the influence of PV on IU is relatively small. However, on the PV→PU path, the t-test produces a value of 0.5, indicating that H7 is rejected. This means that PV does not have a significant influence on PU. With a β value of 0.02, the PV→PU path does not make a significant contribution to the research model. Testing f^2 and q^2 with a value of 0.000 also indicates that the influence of PV on PU is small. This may be caused by the low cross-loading value of the PV variable indicator on the PU variable, so this hypothesis cannot be accepted. These findings highlight the complexity of the influence of perceived validity on various dimensions of user perception on social media. Although PV can significantly influence IU, this is not the case with PU. This raises further questions regarding the variability in how users perceive the validity of information and how these influences perceived usefulness in a social media context. Further analysis of factors that may moderate this relationship may provide deeper insight.

The results of testing the model structure provide significant understanding regarding the relationship between PT and two key variables, namely PV and IU. The t-test on the PT→PV path produces a value of 43.5, indicating that H8 is accepted. This indicates that PT has a strong influence on PV. With a β value of 0.808, the PT→PV path makes a significant contribution to the research model, and the f^2 and q^2 test results of 2.3 and 0.65, respectively, indicate that the influence of PT on PV is large. These results confirm that people's trust in the information they receive greatly influences their perception of the validity of information on social media. If trust in information is low, the information is likely to be considered untrue. However, on the PT→IU path, the t-test produces a value of 1.2, indicating that H9 is rejected. This means that PT does not have a significant influence on IU. With a β value of 0.1, the PT→IU path does not make a significant contribution to the research model, and the f^2 and q^2 test results of 0.004 and 0.001, respectively, indicate that the influence of PT on IU is small. This potential low influence may be caused by the low cross-loading values of the PT variable indicators on the

IU variable, so this hypothesis cannot be accepted. These results provide in-depth insight into the central role of trust in shaping people's perceptions of the validity of information on social media. Although high trust in information increases perceived validity, the effect may not always spill over to the perceived usefulness of the information. Further analysis of the factors that moderate the relationship between trust and information usefulness may provide additional insights into understanding these dynamics.

The results of testing the model structure reveal important findings regarding the influence of PT on UB and the influence of PU on IU. The t-test on the PT→UB path produces a value of 0.1, indicating that H10 is rejected. This means that PT does not have a significant influence on UB. With a β value of 0.01, the PT→UB path does not make a significant contribution to the research model, and the results of the f2 and q2 tests, which are 0.000 each, indicate that the influence of PT on UB is small. This potential low influence may be caused by the low cross-loading values of the PT variable indicators on the UB variable, so this hypothesis cannot be accepted. Meanwhile, on the PU→IU path, the t-test produced a value of 3.8, indicating that H11 was accepted. This means that PU has a significant influence on IU. With a β value of 0.2, the PU→IU path makes an important contribution to the research model, and the f2 and q2 test results of 0.03 and 0.02, respectively, indicate that the influence of PU on IU is small. Although the effect is relatively small, these results confirm that the perceived usefulness of information plays an important role in shaping users' perceptions of the information they receive. These findings can provide a basis for a deeper understanding of the factors that influence the interaction between information usefulness and user beliefs in the context of social media.

The results of testing the model structure show significant findings regarding the influence of PE on PU and IU. The t-test on the PE→PU path produces a value of 11.8, indicating that H12 is accepted. This indicates that PE has a strong influence on PU. With a β value of 0.5, the PE→PU path makes a significant contribution to the research model, and the f2 test result of 0.4 shows that the influence of PE on PU is large. The q2 test with a value of 0.2 also confirms that the influence of PE on PU is medium. Researchers argue that the ease of use of social media maximizes the benefits users gain, because if a platform is easy to use, users are more likely to find it useful. Furthermore, on the PE→IU path, the t-test produces a value of 3.5, indicating that H13 is accepted. This means PE has a significant influence on IU. With a β value of 0.2, the PE→IU path makes a significant contribution to the research model, although the f2 and q2 tests of 0.04 and 0.03, respectively, indicate that the influence of PE on IU is small. This is in accordance with the understanding that the ease of use of social media for disseminating information can influence users' intentions to carry out these activities. Thus, these findings contribute to further understanding of the critical role of perceived ease of use in shaping users' perceptions of the usefulness of information on social media.

The results of testing the model structure show that IU has a significant influence on UB, with a t-test value of 16.5 and acceptance of H14. With a β value of 0.6, the IU→UB path makes a significant contribution to the research model, and the f2 test results of 0.6 indicate that the influence of IU on UB is large. The q2 test with a value of 0.35 also indicates that the influence of IU on UB is medium. These findings confirm that the usefulness of information on social media can shape users' beliefs regarding the information they receive and share. Apart from that, UB also has a significant influence on AU, with a t-test value of 14.1 and acceptance of H15. With a β value of 0.5, the UB → AU path makes a significant contribution to the research model, and the f2 test results of 0.4 indicate that the influence of UB on AU is large. The q2 test with a value of 0.3 also shows that the influence of UB on AU is medium. Researchers believe that the habit of using social media to search for or disseminate information will influence an individual's actual use of social media. These results provide valuable insight into how users' beliefs shape actual usage behavior in social media environments.

This research involves an innovative approach by combining the Technology Acceptance Model model with additional variables relevant to the case study context. As a basis, the researchers retained the structure of TAM 2, a leading model for measuring technology acceptance. However, this research provides an additional touch by adding two key variables, namely perceived validity and perceived trust, to the model. This was done in response to specific problems that emerged in the case study, which is the focus of this research. The main change to this model is the addition of the information literacy variable, which is a contribution from previous research. Information literacy is considered an important factor influencing the acceptance of technology, especially social media, in the context of information dissemination. The case study in this research focuses on the dynamics of information dissemination via social media, where the quality of the information is a determining factor in the decision to disseminate or reject the information. By combining these elements, this research opens up space for a deeper understanding of the factors that influence the reception and dissemination of information on social media. This approach reflects an intelligent response to the complexity of social media dynamics and enriches our understanding of user behavior towards information-based technologies.

4. Conclusion

Based on the findings from the research that has been conducted, the conclusions obtained from this research are as follows: From the research results obtained, the majority of residents have a level of trust of 70% in information on social media. Then assume the level of truth of information on social media is 60%. So it can be

concluded that the majority of people have a good level of information literacy, so they can assess the truth of the information and not just immediately believe the information they receive. Based on the measurement model test, depend on all indicators used, none were removed in this study because they met the testing requirements. Based on this, it can be concluded that the questionnaire used was appropriate. So, in statistical analysis, the influence of the variables IL, PV, and PT on the acceptance of social media as a tool for disseminating information is that information literacy has a direct effect on perceived validity, perceived usefulness, perceived ease of use, and perceived trust, which will have an indirect influence on actual use. Perceived validity has an indirect effect on actual use through usage behavior and intention to use. Perceived trust has an indirect effect on actual use through perceived validity.

Based on the results of the research that has been carried out, the suggestions that need to be considered are as follows: Based on the research results, especially the questionnaire testing, review the indicators used. Input and suggestions from experts should be considered so that the indicators used are appropriate. Apart from that, additional indicators and variables are needed so that assessments can be carried out in more depth, such as variables that represent community interests in sharing information. When collecting respondent data, it is best to pay attention to the comparison of respondent data with the sample, including both gender and other demographic data, so that the respondent data obtained is sufficient to generalize the object of this research. Review the hypothesis used to make it more targeted and prevent hypothesis rejection. Research was conducted using qualitative methods.

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