

Continuous Usage Intention of Social Media: A Study Among Facebook Users

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Abstract: This study aimed to explore the variables that may play a significant role in inducing facebook users to use facebook continuously. The population of this study are all facebook users who have actively used facebook as a social media for at least one year. Purposive sampling technique was used in this study and 290 respondents were enrolled. The data was collected using a questionnaire and further analyzed with path analysis and SEM-PLS approach. The results showed that perceived ease of use, perceived critical mass, perceived enjoyment, and perceived information intelligent have a positive and significant effect towards perceived usefulness. Perceived usefulness also has a positive and significant effect on users' attitude, and users' attitude has a positive and significant effect on intentions to use facebook continuously among its users. Hence, it is important for facebook as a social media to maintain its perceived usefulness in order to create a positive impact on its users' and induce facebook users' to use the social media continuously.

Keywords: attitude, continuous usage intention, perceived critical mass, perceived ease of use, perceived enjoyment, perceived information intelligent, perceived usefulness.

1. Introduction

Media social nowadays has become very developed. Many platforms of social media have been used by the public, for instance, Facebook, Instagram, Line, WhatsApp, Youtube, Twitter, and LinkedIn. Among all the existing social media platforms, it is known that Facebook is the most widely used social platform among Indonesian. Facebook was first used in 2004 and has grown rapidly since that year (Ko, 2013). In addition, the use of Facebook is also adopted by businesses because it causes a positive impact, such as increasing sales, good relations with customers, and may foster the customers loyalty (Singhal, 2016; Gallant and Arcand, 2017; Amelia *et al.*, 2019). Currently there are approximately 10 million businesses that use Facebook to promote and market their products (Facebook, 2021). Businesses chose Facebook to promote

its product because facebook can be used to share photos, videos and informations easily (Raynes-Goldie, 2012). Furthermore, according to Facebook data (2021), 2.8 billion monthly active users as the fourth quarter of 2020. However, in the last few years the use of Facebook has been switched to different social media and was replaced by another social media, namely Instagram. Avus and Wen-Lung (2020) have studied the shifts in the use of Facebook to Instagram social media, which shows that the attractiveness of the social media and the influence of friends may cause social media users to switch to other platforms. The decline in Facebook users indicates that the intention to use it continuously is also decreasing. Research that examines the intention of using Facebook has been conducted by Carla *et al.* (2014); Hsin *et al.* (2014); Eftekhar *et al.* (2014); Tuten and Solomon (2014); Cho *et al.* (2015); Bartsch and Dienlin (2016); Leung

et al. (2017); Zahy *et al.* (2018); Linda *et al.* (2019); and Erik *et al.* (2020). The intention to use social media continuously can be influenced by many factors, including the feelings that it is easy to use, the benefits and, the positive attitude from using social media. This is in accordance with the existing conceptual framework in Theory Accepted Model (TAM) (Dumpit and Fernandez, 2017; Wamba et al., 2017).

Attitudes towards social media may be manifested in the form of positive or negative attitude. The attitude depends on the perceived benefits of its users, if the perception of the perceived benefits is positive, it will be able to induce positive attitudes from the consumer, and vice versa. Attitudes on Facebook as a social media was studied by Wiedermann and Li (2018), which showed that attitude had a positive and significant effect on intention to use Facebook continuously. In addition, several researchers also examined the effect of attitude on intention to use the social media continuously, among others: Rupak *et al.* (2014); Basak and Calisir (2015); Chang *et al.* (2015); Yazdanparast *et al.* (2015), which findings are all identical. Hence, a positive attitude is very essential to be built by social media in order to maintain and increase the users' intention to use. In building users' attitudes, it is necessary to pay attention to the perceived benefits (Hossain and Silva, 2009). The more useful social media is felt by its users, the more positive the attitude will be (Dhoha *et al.*, 2019). Previous studies have already showed that Instagram advertisements create a positive impact on users (Rauniar et al., 2013). Likewise, the benefits felt by the Facebook users' have a positive influence on their attitudes (Althunibat, 2015). The perception of the perceived benefits of using social media is influenced by several variables, including perceived ease of use, perceived critical mass, and perceived enjoyment (Li-Barber, 2012; Litt and Hargittai, 2014). However, there is also research that stated that perceived usefulness is influenced by the users perceive informational benefits. This is in accordance with the existing reality in the field, that from

the results of interviews with several Facebook users', they stated that by using Facebook they can get personal information about their friends, for instance, the position, activities, and also their friends' moods. Thus, in this study, the perceived benefit is influenced by four variables, namely: perceived ease of use, perceived critical mass, perceived enjoyment, and perceived intelligent information.

2. Methodology

The measurement of variable construct in this research was derived from previous research and further modified to suit the conditions in the field. Measurement of variable construct of perceived ease of use and perceived critical mass refers to the measurement used by Dhoha *et al.* (2019); and perceived enjoyment refers to research by Li *et al.* (2015), Gan (2017), Ozanne *et al.* (2017), Dhoha *et al.* (2019). Measurement of perceived intelligent information variable refers to research by (2019) and adjusted to the perceptions obtained from observation through opening a Facebook page. Measurement of perceived usefulness variable refers to research conducted by Dhoha *et al.* (2019). Furthermore, the measurement of attitude variable refers to research by Brandao (2019); Dhoha *et al.* (2019), meanwhile measurement of continuous usage intention refers to research by Al-Jabri *et al.* (2015) and Li *et al.* (2015); Dhoha *et al.* (2019).

3. Results

Significance of the estimated parameters provides useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output path coefficients presented in **Table 1**

Table 1. Path Coefficient

Correlation between variables	Path coefficient	<i>t-statistic</i>	<i>P values</i>	Hypothesis
Perceived ease of use → Perceived usefulness	0.181	3.372	0.001	Accepted
Perceived critical mass → Perceived usefulness	0.160	3.105	0.002	Accepted
Perceived enjoyment → Perceived usefulness	0.298	4.760	0.000	Accepted
Perceived intelligent → Perceived usefulness	0.363	5.793	0.000	Accepted
Perceived usefulness → Attitude	0.639	14.317	0.000	Accepted
Attitude → Continuous usage intention	0.699	21.817	0.000	Accepted

Source: processed data, 2020

Hypothesis testing was conducted using the *t-statistics* and looking at the *p-value*. If the *p-value* < 0.05, the hypothesis is accepted. From **Table 1**, it can be seen that perceived ease of use for perceived usefulness has a *t-statistics* value of 3.372 and *p-value* of 0.001 which is under 0.05, and therefore the hypothesis is accepted. This means that the higher the perceived ease of use, the higher the perceived usefulness felt by the Facebook users. Perceived critical mass for perceived usefulness has a *t-statistics* value of 3.105 and *p-value* 0.002 which is under 0.05 and the hypothesis is accepted. This indicates that the higher the perceived critical mass, the higher the perceived usefulness felt by the Facebook users. Perceived enjoyment for perceived usefulness has *t-statistics* value of 4.760 and *p-value* 0.000 which is under 0.05 and therefore the hypothesis is accepted. This means that the higher perceived enjoyment will induce higher perceived usefulness. Furthermore, perceived intelligent information affects perceived usefulness with a *t-statistics* value of 5.793 and *p-value* of 0.000 which is under 0.05 and the hypothesis is accepted. Perceived usefulness affects attitude with a *t-statistics* value of 14.317 and *p-value* of 0.000 which is under 0.05, therefore the hypothesis is accepted; and attitude for continuous usage intention was found with a *t-statistics* value of 21.817 and *p-value* of 0.000 which is under 0.05, thus the hypothesis is accepted. All hypotheses from H1 to H6 are accepted.

4. Discussion

Effect of perceived ease of use on perceived usefulness

Based on the results of the analysis, the effect of perceived ease of use on perceived usefulness obtained a beta coefficient value of 0.181 with a significance level of $0.001 \leq 0.05$, which means that H_0 is rejected and H_1 is accepted. The result indicates the perceived ease of use variable has a positive and significant effect on perceived usefulness. Consequently, the higher the level of ease on Facebook (which is shown by the flexibility to use the social media in interacting with others, easy to use according to the need of the users, easy to be skilled at using the social media, and easy to understand), the higher perceived usefulness felt by the Facebook users. The result of this study strengthens the results of previous studies conducted by Litt and Hargittai, (2014); Rupak *et al.* (2014); Basak and Calisir (2015), which found that perceived ease of use has a positive and significant effect on perceived usefulness. This research finding is also in line with Chang *et al.* (2015) that found the perceived ease of use variable has a positive and significant effect on perceived usefulness. Hence, it can be inferred that the higher perceived ease of use, the higher perceived usefulness will be felt.

Effect of perceived critical mass on perceived usefulness

Based on the results of the analysis of the perceived critical mass on perceived usefulness, the beta coefficient value obtained was 0.160 with a significance level of $0.002 \leq 0.05$ which means that H_0 is rejected and H_1 is accepted. That result indicates that the

perceived critical mass variable has a positive and significant effect on perceived usefulness. Thus, the higher the level of Facebook popularity which is indicated by the number of Facebook uses among friends, family, and/or coworkers, the higher the perceived usefulness of using Facebook.

A similar result can be found from a previous study conducted by Hammedi and Bouqiaux (2015), which stated that the perceived critical mass variable has a positive and significant effect on perceived usefulness. This result is enforced by a research that Dhoha *et al.* (2019) carried out, which noted that perceived critical mass has a positive and significant effect on perceived usefulness.

Effect of perceived enjoyment on perceived usefulness

Based on the results of the analysis of the perceived enjoyment on perceived usefulness, it was found that the beta coefficient value is 0.298 with a significance level of $0.000 \leq 0.05$, thus the H_0 is rejected and the H_1 is accepted. That result indicates the perceived enjoyment variable has a positive and significant effect on perceived usefulness. Therefore, the higher the perceived enjoyment which is shown by the use of Facebook that generates interest, happiness, enjoyment, comfort, and entertainment, will induce the perceived usefulness of using Facebook to be higher.

The results of this study strengthen the results of a previous study conducted by Ana and Jose (2014), which found that the perceived enjoyment variable has a positive and significant effect on perceived usefulness. The results of this study are also confirmed by Moqbel (2012); Chiang (2013); and Liao *et al.* (2013), which findings also stated that perceived enjoyment has a positive and significant effect on perceived usefulness. Thus, it can be concluded that the higher the feeling of pleasure and comfort generated by using Facebook, the more perceived usefulness will be felt.

Effect of perceived intelligent information on perceived usefulness

Based on the results of the analysis of the perceived intelligent information on perceived usefulness, the beta coefficient value obtained was 0.363 with a significance

level of $0.000 \leq 0.05$, thus the H_0 is rejected and H_1 is accepted. That result means the perceived intelligent information variable has a positive and significant effect on perceived usefulness. Therefore, the higher the perceived intelligent information which is shown by the engagement to get information about friends' whereabouts, information about friends' activities, moods, and social status, may increase the perceived usefulness that will be felt by the users.

This results are in line with Liu and Brown (2014), which found that perceived intelligent information variable has a positive and significant effect on perceived usefulness. Chang and Heo (2014), and Cho *et al.* (2015), also found similar results that perceived intelligent information variable has a positive and significant effect on perceived usefulness. Therefore, if the information taken either comes from friend's homepage or the user's homepage is of a good quality, then the perceived usefulness may increase.

Effect of perceived usefulness on attitude

Based on the results, the effect of the perceived usefulness on attitude obtained a beta coefficient value of 0.639 with a significance level of $0.000 \leq 0.05$, thus the H_0 is rejected and H_1 is accepted. That result indicates that perceived usefulness has a positive and significant effect on attitude. Therefore, the higher the perceived usefulness, which is shown by being able to reconnect with friends, get personal benefits, be more effective in communicating with friends, and easy to get in contact with friends, may impact the attitude of Facebook users positively.

The results of this study strengthened by previous study conducted Curras-Perez *et al.* (2013), which stated that perceived usefulness variable has a positive and significant effect on attitude. This result is in line with studies by Rupak *et al.* (2014); Min and Kim (2015), which found that perceived usefulness variable has a positive and significant effect on Facebook users' attitude.

Effect of attitude on continuous usage intention

Based on the results of the analysis of attitude on continuous usage intention, the beta coefficient value obtained was 0.699

with a significance level of $0.000 \leq 0.05$, which implies that H_0 is rejected and H_1 is accepted. That result portends that the attitude variable has a positive and significant effect on continuous usage intention. Therefore, the more positive attitude of the Facebook users' which is presented by a positive, supportive, and happy attitude, may cause the continuous usage intention of Facebook users to become higher.

The result of this study at the same time strengthens the result by previous studies conducted by Chen *et al.* (2009); Chu (2011); and Chang *et al.* (2015), which stated that attitude has a positive and significant effect on continuous usage intention. This research result is also in line with VanMeter *et al.* (2018); Ifinedo (2018); and Liu *et al.* (2018), who found that attitude variable has a positive and significant effect on the continuous usage intention of Facebook social media.

5. Conclusion

Perceived ease of use, perceived critical mass, perceived enjoyment, and perceived intelligent information may increase the perceived usefulness of Facebook usage. Furthermore, the perceived usefulness felt by Facebook users is able to create a positive attitude towards its users' and has an impact in increasing the continuous usage intention of using Facebook.

This study may enrich the Theory of Accepted Model by adding variables of perceived critical mass, perceived enjoyment, and perceived intelligent information as an antecedent from perceived usefulness. In addition, the results of this study can be used as a basis for Facebook as a social media, to add perceptions that are perceived by its users, therefore can increase the use of Facebook and its users' usage intention continuously.

Limitations and future research direction

This research was conducted among predominantly unmarried respondents and of a certain age range, hence the results of this research could not be generalized and identified to different groups of respondents. Likewise, this research is conducted in a cross-sectional design, thus it is necessary to carry out more research in

different years, and the determining variables for continuous usage intention can be further developed with other variables, such as trust, satisfaction, and respondent's demographic variables.

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