

Increasing the Information Quality of social media on the Political Involvement of Millennials Using Social Media

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Abstract

Political involvement, namely community activity in influencing the methods of preparing and implementing public policies, as well as participating in choosing government leaders. Social media is widely used as a place to engage in political activities. This study aims to examine the quality of social media information, social media reputation, trust, use of social media, and millennial political involvement. The instrument of this research is using a questionnaire created using a Google form that is distributed online. The respondents of this study are millennials. This study contributes to the inconsistency test between social media information quality variables and political involvement. The results of the study prove that there is an influence between the variables use of social media and political involvement. This study also concluded that most of the millennial generation use social media for 3 hours/day to seek information and communicate. Finally, this research can find that the use of social media affects political involvement.

Keywords Information Quality of Social Media, Political Involvement, Reputation of Social Media, Trusts, Use of Social Media.

INTRODUCTION

Entering the digital era, the role of the internet and social media is increasingly popular among people of all ages. The social media development factor is also driven by the growth of increasingly sophisticated smartphones. Social media that are growing and developing rapidly at this time are TikTok, Instagram, Twitter, Facebook, Line, Telegram, and so on. Social media has many roles in helping them to communicate, interact, share and other activities more easily. Social media also has a significant impact on people's lives and online political participation.

The millennial generation, also known as generation Y, is the generation born after generation X, namely the generation born around the 1980s to 1990s.(Nour Aldeen et al., 2022). Millennials are Indonesian citizens aged between 20 and 35 years (Subagyo et al., 2022). Millennials are getting used to using fast and easy technology, such as sending messages using WhatsApp, watching movies or videos on YouTube, or even sending important files via email. So that generation Y began to get rid of the methods used by generation X in sending information.

According to the Central Statistics Agency (BPS) in 2020, the number of millennials reached 69.38 million people or around 25.87% of Indonesia's population. The large population of the millennial generation is very important considering their strategic role as the successor to the development of the Indonesian nation.

As a political engagement for millennials, they use social media as a place to express their opinion about the government. Most politicians often use social media for campaigning or simply providing political information, which usually aims to create and influence public opinion.



Information quality of social media is quality information presented to social media users that can meet the expectations of users who need this information. Then, social media users can sort again in order to get valid information so that we avoid the dangers of false information. Reputation of social media will appear when the information they provide is of good quality and can be trusted. Then, public trust in using social media will increase and will affect the political involvement of its users. This research provides an important role in several fields, for example, providing a more comprehensive form of relationship between information quality of social media, reputation of social media, trust, use of social media and political involvement.

The novelty of this research is to analyze the effect of the variable "Information quality of social media" on "Political Involvement", because there are differences of opinion according to Mohamad et al., 2018; Monsoor, 2021; MCKnight et al., 2017; Donati et al., 2020; Sharma and Klein, 2020; Fiilieri et al., 2015; Evans, 2019; Abdullah et al., 2021) there is an influence between the Information Quality of Social Media on Political Involvement. But based on research (Hamid et al., 2022) Information quality of social media has no effect on Political Involvement. This study also attempted to reexamine and include the "Use of social media" variable as the mediating variable.

LITERATURE REVIEW

Information Quality of Social Media, Reputation of Social Media

Information quality is quality news that is presented to social media users with the aim of meeting user needs for information. According to (Dedeoglu, 2019) the quality of information and the credibility of sources are so necessary in conveying information. Therefore, the quality of information and the credibility of social media content aims to form an important instance of content shared on social media. Important characteristics that must exist in the quality of information are accurate, precise, complete and relevant (Pudjihardjo & Wijaya, 2015). The quality of information and use of communication in the form of various social media will affect the credibility and reputation of social media obtained by users (Hamid et al., 2022)

According to previous research (Dedeoglu, 2019); Pudjihardjo & Wijaya, 2015; Hamid et al., 2022) states that there is an influence of the information quality of social media on the reputation of social media because if the information presented on social media is quality information and according to what users need, the social media reputation will be considered good by users. Based on the explanation above, the provisional allegation forms the following hypothesis:

H1: Information Quality of Social Media has a positive effect on Reputation of Social Media

Reputation of Social Media, Trust

The millennial generation has a fairly large movement regarding information. The strength of the millennial generation in using social media can give birth to a belief in social media. According to (Tarigan, 2014) reputation is one of the factors that can influence

consumer decisions to use or trust a product. Social media was chosen as a trusted source for them to get information (Hamid et al., 2022) if there is no information regarding information about social media specifically, it is possible that users will use reputation to judge social media (Tri et al., 2018)

According to previous research (Tarigan, 2014; Hamid et al., 2022; Tri et al., 2018) stated that there is an effect of Reputation of social media on Trust because a good social media reputation can generate user trust as a source in finding valid information. Based on the explanation above, the provisional allegation forms the following hypothesis:

H2: Reputation of Social Media has a positive effect on Trust.

Trust, Political Involvement

Political involvement arises from one's intention to be involved in a political activity. According to Arniti (2020) Political Involvement is community activity in influencing the method of preparing and implementing general policies, as well as participating in choosing government leaders. Political Involvement is a person's feeling of having a position in the world of politics through participation in using voting rights or being involved in a party or organization (Sa'ban et al., 2019). According to (Wahyudi et al., 2013) Trust is related to one's perception of cases caused by a political system or a politician. The determinant of the size of individual political involvement comes from political understanding and beliefs about the government or political schemes (Akhrani et al., 2018)

According to previous research (Arniti, 2020; Sa'ban et al., 2019; Wahyudi et al., 2013; Akhrani et al., 2018) states that there is an influence of Trust on Political Involvement because political involvement is influenced by information that a person gets from sources source they trust. Based on the explanation above, the provisional allegation forms the following hypothesis:

H3: Trust has a positive effect on Political Involvement

Information Quality of Social Media, Use of Social Media

Information Quality namely information that has been organized and operated to improve decision making, because the user's role is to make better decisions in information retrieval (Tanjaya et al., 2019). According to (Dedeoglu, 2019) gender plays an important role in the use of social media: the gender of social media users can easily persuade someone to judge, appreciate, and the user's attitude towards social media content. Furthermore, the gender of social media users has an important role in assessing the quality of information or content sources. The uses and gravitations theory states that the use of social media plays a large role in choosing and using social media and selecting the most superior media sources in meeting their information needs (Juditha & Darmawan, 2018)

According to previous research (Tanjaya et al., 2019; Dedeoglu, 2019; Juditha & Darmawan, 2018) states that there is an influence of the Information Quality of Social Media on the Use of Social Media, because social media users try to find sources of information that suit their needs and assess good quality information so that their needs in searching for



information can be fulfilled according to their wishes. Based on the explanation above, the provisional allegation forms the following hypothesis:

H4: Information Quality of Social Media has a positive effect on the Use of Social Media because if the information presented on social media is of good quality, it will affect social media users in choosing the social media they will use.

Use of Social Media, Political Involvement

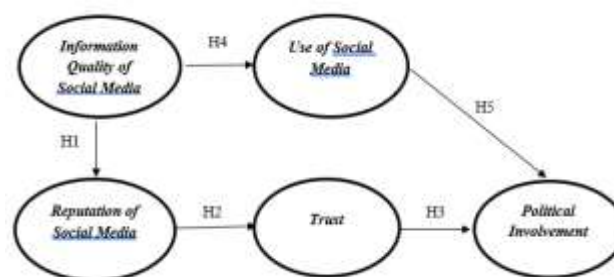
Use of Social Media so diverse as users can use the social media and access it. The majority of social media users are women with various age ranges and education. Therefore, with the existence of social media users with this diversity, their use of social media also varies, starting from exchanging information or as a place for political campaigns (Asiati, 2018). According to (Utami, 2020) Political Involvement is an action of a person or group that plays an active role in political activities intended to encourage decision making. Meanwhile, according to (Novianty, 2021) Political Involvement is an important part of the composition of a democratic country, or as a characteristic of political reform.

According to research (Asiati, 2018); Utami, 2020; Novianty, 2021) states that there is an influence of the Use of Social Media on Political Involvement because there are lots of campaigns carried out on social media so that social media users can play a role in someone's political involvement. Based on the explanation above, the provisional allegation forms the following hypothesis:

H5: Use of Social Media has a positive effect on Political Involvement.

This study aims to determine the effect of Information Quality of Social Media, Use of Social Media Reputation of Social Media, Trust, and Political Involvement, and the mediating variables between Information Quality of Social variables on Political Involvement which are mediated by the variable Use of Social Media Reputation of Social media. Thus, the proposed conceptual framework is presented as follows:

Figure 1: Conceptual framework



Source: (Hamid et al., 2022)

RESEARCH METHOD

This study uses hypothesis testing. Hypothesis testing is a method that aims to test hypotheses which generally explain the relationships and differences between variables (Sekaran & Bougie, 2016). The unit of analysis used in this study is the individual. The population in this study are millennial-aged individuals who use social media to engage in

politics. The data from this study are cross-sectional data where the data obtained is only in a predetermined time and period. The data used in this study is primary data, namely data obtained and collected directly from individuals or respondents.

There are five variables in this research, namely information quality of social media, reputation of social media, trust, use of social media and political involvement with 24 question items in this research questionnaire. The information quality of social media variable consists of 3 question items. The reputation of social media variable consists of 4 question items, the trust variable consists of 4 question items, political involvement consists of 6 questions. Questions from these four variables refer to research (Hamid et al., 2022). The use of social media variable consists of 7 question items that refer to research (Turan & Kara, 2018).

Determining the number of samples in this study refers to opinion (Hair et al., 2019), namely the number of question indicators multiplied by five to ten. Based on these guidelines, the minimum sample size in this study is 120 respondents. However, after being collected there were as many as 160 sample responses. After screening, only 130 were valid and could be used to continue the analysis in this study.

RESULTS AND DISCUSSION

There were 130 respondents who met the criteria of this study, which can be seen in table 1. It is known that the respondents who filled out the questionnaire consisted of 81 female respondents (62.3%) and 49 male respondents (37.7%). . Based on the duration of time spent using social media, 42 respondents (32.3%) spend 3 hours per day using social media. The most frequently used type of social media is Instagram, which consists of 54 respondents (41.5%).

Table 1: Characteristics of Respondents

Characteristics	Status	Number of Respondents	Percentage
Gender	Woman	81	62.3%
	Man	49	37.7%
	Total	130	100%
Length of time spent using social media	< 1 hour	16	12.3%
	2 hours	35	26.9%
	3 hours	42	32.3%
	> 5 hours	37	28.5%
	Total	130	100%
The most used type of social media	Instagram	54	41.5%
	Twitter	24	18.5%
	WhatsApp	50	38.5%
	ticktock	2	1.5%
	Total	130	100%

Validity test

According to (Sekaran & Bougie, 2016) validity test is used to test the accuracy of the instrument in measuring the variables that the author will examine. The aim is to obtain a strength level of 80 percent, a significance level of 0.05 and the proposed inflation from standard errors of factor loadings (Hair et al., 2019). The required sample size for each factor



loading value is considered significant, in this study there were 130 respondents, so a factor loading value above 0.50 is considered valid. Can be seen in table 2.

Reliability test

According to (Sekaran & Bougie, 2016) the reliability test is related to internal consistency between indicators used in measuring a variable. The reliability test in this study was carried out using Cronbach's Alpha, which is a test to see the level of consistency between question items, the higher the Cronbach's Alpha coefficient, the more homogeneous the items are in measuring a variable. A research instrument is said to be reliable if the Cronbach's Alpha value is > 0.60 (Ghozali, 2016). Can be seen in table 2.

Table 2: Validity and Reliability Test

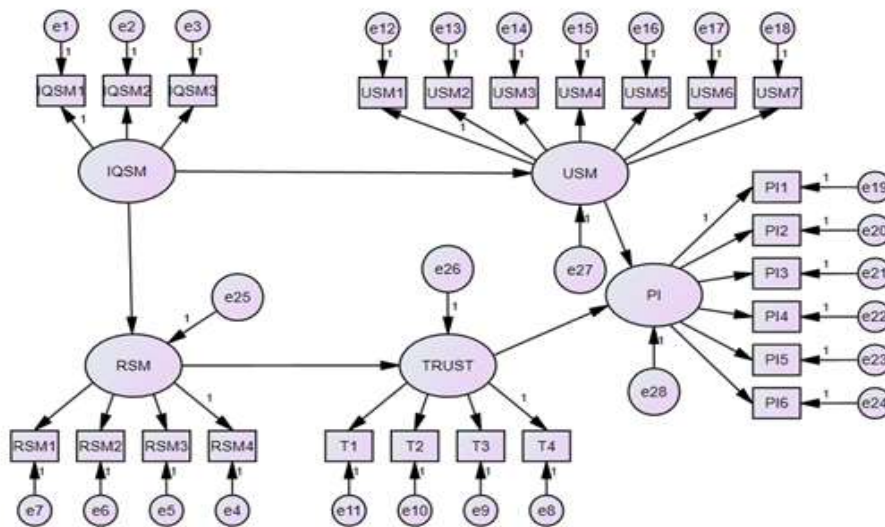
Question	validity	Reability
	Factor Loading value	Cronbach's Alpha
<i>Information Quality of Social Media (IQSM)</i> I use social media to find various information The content presented is tailored to my behavior or interests Information content about politics that is presented on social media is interesting to me	0.770 0.869 0.708	0.650
<i>Reputation of Social Media (RSM)</i> I choose social media that is already well-known I consider that a good social media reputation influences his political views I think that social media cares about its users I choose a social media that has a good reputation in the online environment.	0.666 0.597 0.807 0.731	0.658
<i>Use of Social Media (USM)</i> I post to social media sites I use social media to upload photos I use social media to respond to other users' reviews I use social media to upload videos I use social media to update the location where I am I use social media to publish blogs I use social media to participate in political discussion forums	0.534 0.804 0.736 0.853 0.672 0.709 0.687	0.838
<i>Trust (T)</i> I trust social media because it's secure I believe social media can be relied upon to participate in politics I believe in political information on social media I believe that this social media keeps the published content aligned.	0.835 0.770 0.879 0.692	0.808
<i>Political Involvement (PI)</i> Politics means a lot to me Political issues are important to me Political issues are an important part of my life Politics is personally very important to me	0.842 0.850 0.888 0.896	0.916

I am interested in political issues	0.812	
I am engaged in political activities	0.784	

Source: data processed using SPSS.

Hypothesis testing uses Structural Equation Model (SEM) analysis with the AMOS program. SEM is an analytical method that allows testing of complex variable associations simultaneously. The research model can be seen in Figure 2.

Figure 2 Output Structural Equation Model (SEM)



Source: data processed using AMOS

RESULTS AND DISCUSSION

Goodness of fit shows how well the model made by researchers mathematically between indicator items (Hair et al., 2019). The decision making on the goodness of fit test is that the closer the value is between the indicators and the criteria (out of value), the better the model is and it can be said to be fit. Can be seen in table 3.

Table 3: Models of Goodness of Fit

Goodness of Fit Index	Criteria (Out of Value)	Indicator Value	Conclusion
Probability	P-Value ≥ 0.05	0.000	PoorFit
NFIs	≥ 0.90	0.614	Marginal Fit
TLI	≥ 0.90	0.644	Marginal Fit
CFI	≥ 0.90	0.682	Marginal Fit
CMIN/DF	Limited 1 to 5	3,668	Goodness of Fit

Source: data processed using AMOS

The results of the goodness of fit test showed that there was 1 measurement showing the results of Good of Fit. So the conclusion of the resulting model is goodness of fit.



Furthermore, in table 4 there are the results of hypothesis testing where this test has a tolerance limit for the error rate used, which is 5%.

Table 4: Hypothesis Testing Results

hypothesis	Estimates	p-values	Decision
H1: IQSM→RSM	1.228	0.000	<i>Supported</i>
H2: RSM→Q	1.123	0.000	<i>Supported</i>
H3: Q→PI	1,211	0.000	<i>Supported</i>
H4: IQSM→USM	0.931	0.000	<i>Supported</i>
H5: USM→PI	0.424	0.022	<i>Supported</i>

Source: data processed using AMOS

Based on table 4, it can be seen that the first hypothesis has a positive influence between the information quality of social media on the reputation of social media, resulting in a positive estimate value of 1.228 and a p-value of 0.000 which indicates that H1 is accepted. Moreover, these results are similar to research (Hamid et al., 2022).

The second hypothesis is that there is a positive influence between the reputation of social media on trust, resulting in a positive estimate value of 1.123 and a p-value of 0.000 which indicates H2 is accepted. This finding is in line with research conducted (Tri et al., 2018) reputation has a significant effect on trust.

The third hypothesis is that there is a positive influence between trust and proven political involvement and H3 is accepted. The results of the research estimate value between these two variables show a positive number of 1.211 and a p-value of 0.000. The results of this study are in accordance with research (Akhrani et al., 2018) where there is a significant relationship between trust and political involvement, the higher political trust, the higher a person's political involvement. This research is also supported by research (Munawarah & Kristanto, 2022)

The fourth hypothesis is that there is a positive influence between the information quality of social media and the use of social media. This hypothesis is proven because it is supported by research results which show that the estimate value is positive 0.931 and the p-value is 0.000. The results of this study are supported by research (Aini & Nanda, 2020).

The fifth hypothesis is that there is a positive influence between the use of social media on political involvement resulting in a positive estimate value of 0.424 and a p-value of 0.022 which indicates H5 is accepted. These results are in accordance with previous research conducted by (Dwitama et al., 2022). In his research, he stated that the use of social media is an important instrument for influencing people's political involvement.

CONCLUSION

This research found a more comprehensive model of the relationship between information quality of social media, reputation of social media, trust, use of social media and political involvement of the millennial generation in Indonesia. The novelty of this research is to analyze the effect of the variable "information quality of social media" on "Political Involvement", because there are differences of opinion according to previous researchers

who stated that there is an influence between information quality of social media on political involvement. This study also attempts to reexamine and include the "use of social media" variable as the mediating variable. The main objective of this research is to examine the political involvement of millennials with the use of social media.

This research has several limitations. First, this research is homogeneous, or only focuses on one research object, namely millennials. Further researchers need to consider using a larger and more diverse sample. Second, this research only focuses on generation Y, but the respondents are not only generation Y. Therefore, future research should include other generations such as generation X or generation Z. Third, this research only focuses on Indonesia, therefore further researchers are advised to expand research to other countries. Fourth, theories about the use of social media as political engagement are still quite limited.

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