

THE INFLUENCE OF THE TECHNOLOGY ACCEPTANCE MODEL USING SOCIAL MEDIA IN INDONESIAN FILM CONSUMER ENGAGEMENT

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Abstract

The number of internet users who can access and upload products quickly and pleasantly with Facebook, Twitter, Instagram, YouTube, Line, WhatsApp, and others are increasing today. The increase in the use of social media in accessing films by the public correlates with consumer engagement with economic growth on social media. This study focused on the influence of Technological Acceptance Model (TAM) using social media in Indonesia film consumer engagements. Questionnaires were distributed to 512 social media user respondents by accessing films. Data processing used PLS (Partial Least Square) with a valid and reliable model test, and the resulting perceived ease of use impacted the perceived usefulness of the film. Perceived ease of use of social media can influence Perceived usefulness and behavioral intention. Perceived usefulness has an impact on Behavioral intention. The ease of use of social media can influence the consumer engagement of films. Perceived usefulness affects the consumer engagement of Indonesian films. Behavioral intention to use social media has an impact on consumer engagement. This research contributes in theory to the implementation of TAM in film in social media.

Keywords: behavioral intention, perceived usefulness, perceived ease of use, consumer engagement

1. INTRODUCTION

Social media is important in communicating between one person and another who has the same hobby. Social media is a place of discussion in exchanging information between communities in social media groups that have the same goal (Clark et al., 2017). The development of social media has changed the way of communicating by accessing information, storing, and disseminating it to accounts stored on one or more social network sites (SNS), becoming a very well-known activity (Weerasinghe and Hindagolla, 2018). The current pandemic condition has resulted in social media having a high role and becoming a medium for communicating between members without any distance at a relatively low cost. Accessing the internet has now become a routine thing for the community and has become a daily behavior and is not limited to only using a computer/laptop but also through mobile phones with various facilities offered by a number of cellular phone providers. People can interact with other users through the use of the internet, build relationships in a relatively short period, and become a social life to share information and build each other up (Tarigan et al., 2020). The use of social media can also be used to socialize, interact and build relationships with members through customer reviews or posting opinions (Kim and Park, 2017).

The use of social media can communicate interactively between individual community members, and the community can share information, communicate, and other activities. Social media speeds up the flow of communication by encouraging each member to contribute and provide feedback from interested members. Social media such as Twitter, Facebook, Google+,

LinkedIn are interesting and important social media in understanding technology and technology acceptance models (Rauniar et al., 2014).

Social media is online media used for long-distance communication, the interaction between members, getting information through application devices, and using the internet network (Tarigan et al., 2020). Social media is a means of communication to connect users with an unlimited area (Clark et al., 2017). Social media activities based on eWOM (electronic word-of-mouth) in the volume and opinions that are built can influence other users, especially in making positive statements (Cabosky et al., 2016). Social media that can provide posts for their members online such as Google, Twitter, and Facebook, can influence consumers to be able to be involved in the introduction and sale of films (Feng et al., 2020).

The social media reviewed by its members can provide consumer engagement in the use of hotels available on Expedia.com, Tripadvisor, Hotels.com, and Booking.com and impact hotel performance (Kim and Park, 2017). Personally engaged and interactive social media played a role in 966 films released in the UK and Spain and positively impacted film performance. Active and interactive individual involvement of fellow members in conveying images and opinions can impact customer engagement on film performance (Castillo et al., 2021). Customer engagement is essential in the film industry, primarily through social media, because it will help companies introduce products and brands to fellow members of their community. Social media users interactively use word-of-mouth among fellow users in reviewing and providing opinions and film reviews (Oh et al., 2017). Facebook social media users with perceived ease of use can have a significant impact on perceived usefulness because they can provide ease of relating to people who are considered important and provide efficiency in communicating (Rauniar et al., 2014). The use of smart speakers shows that perceived ease of use cannot affect perceived usefulness because finding smart speakers that are easy to use is not enough to impact improving performance (Kowalczyk, 2018). The adoption of internet banking used by two major banks in Greece shows that perceived ease of use significantly impacts perceived usefulness. The ease of using internet banking and the ease of learning internet banking can improve performance in banking activities and make efficiency in banking activities (Giovanis et al., 2012).

Facebook as a social media shows that perceived ease of use has a significant impact on intention to use as a form of behavioral intention to use Facebook intensely in the future (Rauniar et al., 2014). The use of smart speakers shows that the perceived ease of use cannot affect because finding smart speakers that are easy to use and the ease of understanding smart speakers cannot impact the use of smart speakers in the future. The ease of using smart speakers has no impact on intention to use (Kowalczyk, 2018). Internet use in Greece shows that perceived ease of use has a significant effect on behavioral intention. In addition, the ease of using internet banking and the ease of learning internet banking can increase the willingness to use internet banking in the near future (Giovanis et al., 2012). On the other hand, perceived ease of use cannot significantly impact intention to use online cinema ticket purchases (Palumian et al., 2021).

The use of Facebook provides efficiency in communication and the intention of continuous use, so that perceived usefulness has a positive impact on intention to use (Rauniar et al., 2014). The use of smart speakers allows me to complete tasks faster and increase productivity at home, influencing the intention to use smart speakers in the future (Kowalczyk, 2018). The use of the internet in Greece as a form of information technology shows that perceived usefulness has a positive impact on intention to use because it improves performance, more efficiency in banking activities encourages consumers to use internet banking intensely as a form of behavioral intention

(Giovanis et al., 2012). Perceived usefulness positively impacts intention to use online ticket purchases (Palumian et al., 2021).

Based on the explanation above, this study sets four research objectives in outline: first, perceived ease of use impacts perceived usefulness, behavioral intention, and consumer engagement. Second, examine the effect of perceived usefulness on behavioral intention and consumer engagement. Third, examine the impact of behavioral intention on consumer engagement. The study has six hypotheses that will be tested on the use of social media in the implementation of TAM to increase consumer engagement in films in Indonesia.

2. LITERATURE REVIEW

Information technology currently determines changes in communication between suppliers, service provision processes, and consumers in a supply chain system flow (Siagian et al., 2019). The technology acceptance model is important in knowing user perceptions to know and understand in-depth about efficiency and effectiveness in its use (Palumian et al., 2021). The technology acceptance model (TAM) begins in understanding information technology, software applications, e-commerce, and social media (Rauniar et al., 2014). The use of the technology acceptance model (TAM) on social network sites (SNS) is determined by the main factors, namely perceived ease of use and perceived usefulness, which determine usage by users (Weerasinghe and Hindagolla, 2018). The use of smart speakers as a Technology acceptance model with perceived ease of use, perceived usefulness, behavioral intention, and perceived enjoyment are influenced by perceived system quality, system diversity, and technology optimism (Kowalczyk, 2018). Adopt internet banking using the technology acceptance model in Greece by using perceived ease of use, perceived usefulness, behavioral intention, perceived compatibility, security/privacy risk, information technology experience, and demographics (Giovanis et al., 2012).

2.1. Perceived ease of use

Perceived ease of use can be interpreted as users' perception about the ease of using technological devices. For example, the indicator measures that the ease of using Facebook technology is easy to use to interact with fellow members, easy to use Facebook to do what you want, skilled in using Facebook, easy to use Facebook, and Facebook is easy to understand. Rauniar et al., 2014). Ease of use of smart speakers is measured by easy to operate, easy to get smart speakers as, easy to interact using smart speakers, easy to find smart speakers, high flexibility in using smart speakers, and easy to find smart speakers (Kowalczyk, 2018). The adoption of internet banking in Greece shows that the ease of use is measured by easy-to-use internet banking, easy to learn to use internet banking, internet banking site interactions are clear and understandable and become proficient in using internet banking (Giovanis et al., 2012).

2.2. Perceived usefulness

Perceived usefulness is defined as an individual's belief that using a certain technology will help improve work performance and performance. For example, confidence in using Facebook can help in improving a person's performance and efficiency in terms of items: making reconnection with people important, Facebook useful in life, using Facebook increasing the effectiveness of connecting with others, using Facebook making it easier to connect, and using Facebook easier to get information (Rauniar et al., 2014). A person's belief that smart speakers increase efficiency, effectiveness, and productivity in work are measured with items: smart speakers allow to complete tasks faster, smart speakers can improve performance, smart speakers can increase productivity,

smart speakers can increase effectiveness, smart speakers can make everyday life easier and be able to find the use of smart speakers (Kowalczyk, 2018). The level of confidence that users have in internet banking in Greece is measured by items that internet banking sites improve banking activities' performance. Internet banking sites make banking activities easier, and internet banking sites complete banking activities faster (Giovanis et al., 2012).

2.3. Behavioral intention

Behavioral intention is consumer behavior to have a desire to use information technology in the future. Facebook users in the future have the intention to use Facebook to connect with others and use Facebook continuously (Rauniar et al., 2014). Behavioral intention is measured by items using smart speakers in the future. "If I currently have access to smart speakers, I will use them immediately and plan to use smart speakers in three months ahead" (Kowalczyk, 2018). Internet banking adoption as a form of behavioral intention for users is measured by intending to use internet banking in the near future, planning to use internet banking and hoping to use internet banking in the near future (Giovanis et al., 2012).

2.4. Consumer engagement

Social media can provide images and opinions to the community to provide reviews and descriptions of something experienced to influence other members in using hotels related to hotel services who have had experience (Kim and Park, 2017). Reviews submitted by consumers related to products and services provided by hotels provide better consumer engagement for customers (Siagian et al., 2019). The use of social media that is used actively and interactively between members of the community increases consumer engagement and film performance on 966 films in England and Spain (Castillo et al., 2021). The understanding provided to the film industry demonstrates how important customer engagement before product/service release is for initial product success. The use of social media to transmit word of mouth between members in sharing information affects fellow members and wishes to become viewers of the film (Oh et al., 2017). The use of social media in expressing opinions with high volumes and positive statements can increase consumer engagement (Cabosky et al., 2016). Social media such as Google, Twitter, and Facebook Chinese market from piaofang.maoyan.com can influence consumers to be involved in the introduction and sale of films in 170 movies (Feng et al., 2020). Continuous use of Facebook impacts consumer engagement to use it continuously and intensely when dealing with other people (Rauniar et al., 2014). The use of smart speakers in the future will increase consumer engagement because users are easier to use and able to provide work efficiency and effectiveness (Kowalczyk, 2018). The industry's ability to use social media can provide sustainable customer satisfaction (Tarigan et al., 2020; Clark et al., 2017).

3. RESEARCH METHODS

Data collection in this study used a questionnaire that was distributed to online film users. The distribution of data is provided with a google form link to the respondents. The screening of the questionnaires was set where respondents who did not answer the questions completely could not be submitted. Acceptance of respondents from filling in amounted to 512 respondents. The results of the questionnaire distribution will be analyzed using partial least squares with the structural model in Figure 1.

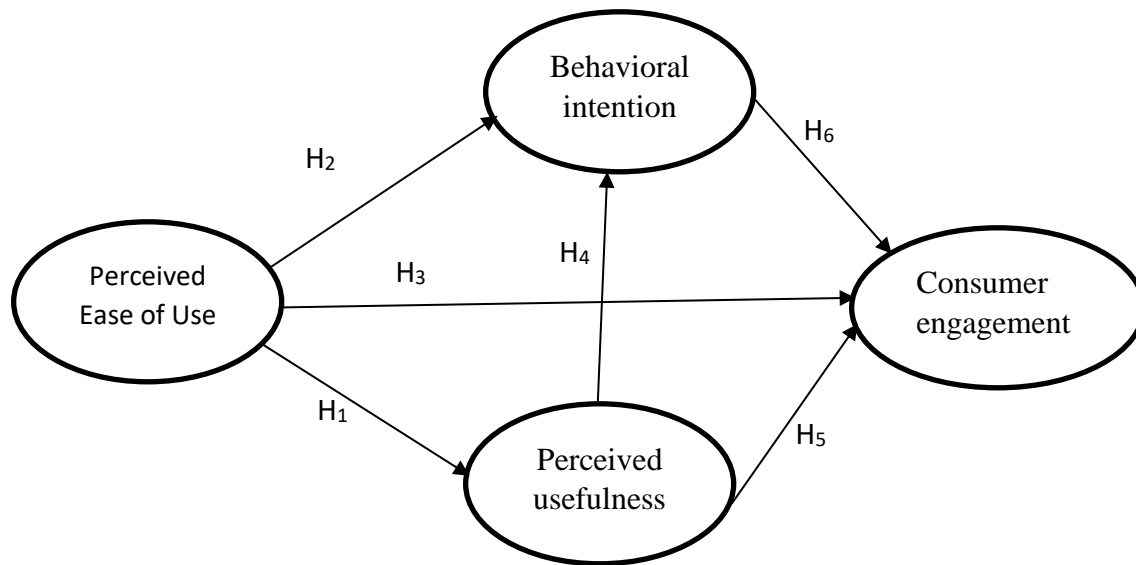


Figure 1. Model Research Technological Acceptance Model (TAM)

By the research model shown in Figure 1, can be formulated six research hypotheses as follows:

- H₁: Perceived ease of use affects perceived usefulness to user online movie
- H₂: Perceived ease of use increase behavioral intention for online film users
- H₃: Perceived ease of use improves consumer engagement for online film users
- H₄: Perceived usefulness enhances behavioral intention for online film users
- H₅: Perceived usefulness influences consumer engagement for online film users
- H₆: Behavioral intention enhances consumer engagement for online film users.

Data measurement is carried out by adopting measurement items related to perceived ease of use, namely ease of accessing films, easy to determine films as needed, and skilled in making online film choices (Rauniar et al., 2014; Kowalczyk, 2018; Giovanis et al., 2012). While the measurement for the perceived usefulness variable adopted by research Kowalczyk's (2018) is measured by the items: getting the right film fast, cheap to get the film, effective for getting films and films can make everyday life happier. Furthermore, the measurement for behavioral intention items is set to watch movies online repeatedly, watch movies in the near future and plan to use online movies in the near future (Rauniar et al., 2014; Kowalczyk, 2018; Giovanis et al., 2012). Finally, measurements taken for consumer engagement are set to provide opinions about films on social media, conduct online film reviews on social media and inform good films to fellow members of social media (Cabosky et al., 2021; Oh et al., 2017; Cabosky et al. ., 2016; Feng et al., 2020; Kowalczyk, 2018). Data processing was used with partial least squares to test the correlation between the research hypotheses.

4. ANALYSIS OF RESEARCH DATA

The results of data dissemination obtained a total of 512 respondents who were distributed with the google form link. Descriptive data from 512 questionnaires with the number of female respondents totaling 248 respondents (48%) and male sex totaling 264 respondents (52%). The

demographics of respondents to income showed that income was less than IDR 5,000,000 totaling 22 respondents (4%), IDR 5,000,000 to IDR 10,000,000 totaling 132 respondents (26%), respondents with income between IDR 10,000,000 - 15,000. 000 totaling 118 respondents (23%), respondents with income between IDR 15,000,000 – 20,000,000 totaled 78 respondents (15%) and respondents with income more than IDR 20,000,000 totaled 162 respondents (32 %). The questionnaire data that has been collected were tested for validity, reliability, and average variance extracted using partial least squares (Hair et al., 2014). The test results for validity are obtained in Figure 2.

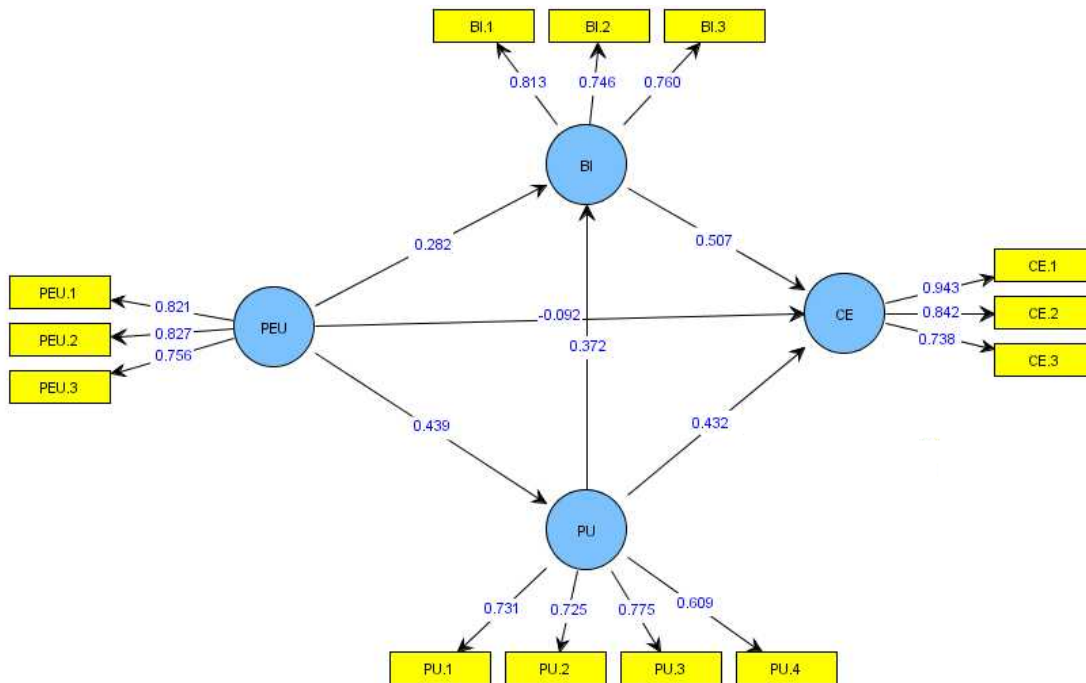


Figure 2. Research Validity Test

In Figure 2 shows that the value of the loading factor on the perceived ease of use (PEU) variable is as follows: PEU.1 (easy to access films) of 0.821; PEU.2 (easy to determine the film as needed) is 0.827; and PEU.3 (skilled in determining the choice of online films) is 0.756. All values above are greater than 0.500 so that they meet the validity requirements. Furthermore, the perceived usefulness (PU) indicators have factor loading values. Namely, PU.1 (fast to get the right film) is 0.731; PU.2 (low cost to get the film) is 0.725; PU.3 (effective for getting a film) is 0.775; and PU.4 (films can make daily life happier) is 0.609 which is above 0.500 so that it meets the validity requirements. In addition, the behavioral intention (BI) indicator has the following loading factors: BI.1 (watching online movies repeatedly) of 0.813, BI.2 (watching movies in the near future) of 0.746, and BI.3 (planning to use online films in the near future) of 0.760 is above 0.500 so that it meets the validity requirements. Finally, the last variable, consumer engagement (CE) consists of the following indicators and factor loading values. Namely, CE.1 (providing opinions about films on social media) of 0.943, CE.2 (conducting online film reviews on social media) of 0.842, and CE .3 (informing good movies to fellow social media members) of 0.738 is above 0.500 so that it meets the validity requirements.

The results of the reliability test show that the composite reliability value for perceived ease of use (PEU) is 0.844, perceived usefulness (PU) is 0.804, behavioral intention (BI) is 0.817, and consumer engagement (CE) is 0.743. All of these values are greater than 0.700, so that they have met the reliability requirements. The AVE (Average variance extracted) value obtained a perceived ease of use (PEU) value of 0.643, perceived usefulness (PU) of 0.508, behavioral intention (BI) of 0.598, and consumer engagement (CE) of 0.546, which was above 0.500 and had met the requirements. Testing the research hypotheses is obtained in Table 1.

Table 1. Testing the TAM Research Hypothesis on Consumer Engagement

Direct Effect	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
PEU -> PU	0.439	0.434	0.044	10,071
PEU -> BI	0.282	0.243	0.067	4.206
PEU -> CE	-0.092	-0.035	0.120	0.772
PU -> BI	0.372	0.377	0.051	7.261
PU -> CE	0.432	0.429	0.026	16,345
BI -> CE	0.507	0.516	0.028	18.295

From the results of hypothesis testing in Table 1, it is found that the first hypothesis of perceived ease of use (PEU) influences perceived usefulness (PU) of 0.439 (t-statistics 10.071 greater than 1.96), shows that the first hypothesis is accepted. The second hypothesis that perceived ease of use (PEU) has an effect on behavioral intention (BI) with a coefficient of 0.282 (t-statistics 4.206) also shows that the second hypothesis is accepted. The third hypothesis was rejected that perceived ease of use (PEU) did not affect consumer engagement (CE) due to the t-statistics value being smaller than 1.96 (t-statistics 0.772). The fourth hypothesis was supported that perceived usefulness (PU) affected behavioral intention (BI) of 0.372 (t-statistics 7.261), so that the fourth hypothesis was accepted. The fifth hypothesis is that perceived usefulness (PU) affects consumer engagement (CE) by 0.432 (t-statistics 16.345), and the fifth hypothesis is accepted. Finally, the sixth hypothesis is that behavioral intention (BI) affects consumer engagement (CE) by 0.507 (t-statistics 18.295).

5. DISCUSSION

The results of data processing and analysis showed that five hypotheses were accepted, and one hypothesis was rejected. These results indicate that the first hypothesis is accepted; namely, the perceived ease of use (PEU) affects the perceived usefulness (PU) of 0.439. This correlation shows the ease of accessing films and the ease of determining films as needed can increase perceived usefulness. The perceived usefulness obtained enables it to get an appropriate and effective film quickly. The second hypothesis accepted is that perceived ease of use (PEU) affects behavioral intention (BI) of 0.282. This correlation shows the ease of accessing films and the ease of determining films according to needs can make behavioral intentions increase. Online movie users are intensely using online movie watching repeatedly and plan to use online movies in the near future.

The fourth hypothesis accepted is that perceived usefulness (PU) affects behavioral intention (BI) of 0.372. This correlation shows that online movie users can quickly get suitable and effective movies so that it provides benefits for users to watch online movies repeatedly and plan to use online movies in the near future. Finally, the fifth hypothesis is accepted that perceived usefulness (PU) has an effect on consumer engagement (CE) of 0.432. This correlation shows that online film users can quickly get films that suit their needs and get movies that are effectively able to influence consumer engagement (CE) to give opinions about cinema on social media and conduct film reviews.

The sixth hypothesis is accepted that behavioral intention (BI) affects consumer engagement (CE) of 0.507. This correlation shows that the repeated use of online films and plans to use online films in the near future have an impact on consumer engagement (CE). Users will use social media to provide opinions about films, conduct film reviews and share good films with fellow members. The third hypothesis, which is the only one rejected, is that perceived ease of use (PEU) affects consumer engagement (CE) of -0.092. This correlation shows that it is easy to access movies and easy to determine movies according to their needs, which does not directly affect the intensity of users using online film. The perceived ease of use (PEU) used needs to be obtained quickly and efficiently so that users plan to use it repeatedly and can upload the opinion. This research contributes theory in the development of the technology acceptance model in the film industry.

6. CONCLUSION

The development of information technology and the limited conditions during the pandemic period resulted in moviegoers and fans at the cinema being unable to carry out these activities. Online movie users can use and access movies via the internet and also use social media. This research concludes that perceived ease of use affects perceived usefulness by 0.439. Perceived ease of use affects behavioral intention of 0.282. The results also show that perceived usefulness affects behavioral intention of 0.372, and perceived usefulness has an effect on consumer engagement of 0.432. Users intensely use online films as behavioral intention to influence consumer engagement by 0.507, but perceived ease of use does not directly affect consumer engagement. Perceived ease of use in getting access quickly and efficiently mediates the effects of perceived usefulness. Users plan to use it repeatedly and upload it to the social media community.

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