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Analysis of Factors That Influence the Use of Social Media Analytic Debi Using UTAUT Model

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Abstract

Social media has provided consumers with new opportunities to engage in social interactions on the internet. The very high increase in the number of social media users has provided a new market for companies that can be seen as new business opportunities. Digital Brand Index or also called DEBI is a social media Analytic developed by limadigit agency in 2014 which aims to be a unique selling point for the agency. This study aims to determine what factors influence the behavior of using social media Analytic DEBI using the Unified Theory of Acceptance and Use of Technology method (UTAUT). The Conclusion of this study is behavioral intention has a significant effect on use behavior, performance expectancy doesn't has a significant effect on behavioral intention, effort expectancy doesn't has a significant effect on behavioral intention, facilitating condition has a significant effect on behavioral intention, information quality doesn't has a significant effect on behavioral intention, existing features has a significant effect on behavioral intention, based on the conclusion, the factors that influence the use behavior of DEBI are behavioral intention, facilitating condition and existing features.

Keywords: Unified Theory of Acceptance and Use of Technology; social media Analytic; social media; DEBI.

1. INTRODUCTION

In the digital era that is increasingly rapidly developing, various aspects of life began to be dominated by information technology, especially in social media. According to research from [1] Social media refers to "Internet-based applications built on the ideological and technological foundations of Web 2.0", where Web 2.0 means that "content and applications are no longer created and published by individuals, but instead continue to be modified by all users in a participatory and collaborative manner and Social Media Analytic. defined as "an emerging interdisciplinary field of research aimed at combining, expanding, and adapting methods for social media data analysis" [1]. The emergence of social media platforms as the main representatives of Web 3.0 applications significantly impacts the co-creation activities among enterprises, customers, and other stakeholders,

and has enabled firms to benefit from creativity and ideas of their users and customers for developing and rendering innovative services [2]. "Companies like media agencies have recognized the importance of influencers and used them for example. for product placement. Furthermore, social media content analysis has evolved in recent years into one of the main research goals in Information Systems. One of the purposes of the study may be to identify and analyze the dissemination of information" [3], [4]. Many organizations currently utilize social media analytics tools to turn social media data into valuable knowledge which can be utilized to enhance customer interaction and product development [5]. [6] states that: social media has provided consumers with new opportunities to engage in social interactions on the internet. Consumers use social media, such as online communities, to produce content and to communicate with other users. Social media learning can also identify the benefits that can be obtained with business [6].

Limadigit Agency is an agency that operates in the world of Digital Marketing and Advertising and has a Social Media Analytic system called *DIGITAL BRAND INDEX (DEBI)*, this system was created in 2014 for the purposes of the agency's internal team in analyzing client-owned social media handled by the agency and also aims to be a unique selling point for the agency, this system has the main function to retrieve live data from APIs belonging to Facebook, Instagram and Twitter to then be analyzed by the system and presented to users in the form of charts and tables.

This system has undergone several changes since 2014 and is still being actively maintained until now, based on an interview author to Limadigit's Social Media Manager, Ms.Tisca, Stated the existence of this system is very important for the agency, with this system at the time of *pitching* the agency will get a better impression from clients compared to its competitors. The agency will look more experienced and more reliable in handling social media clients because it can already create its own social media analytic system.

Ms.Tisca also stated that although this system is already available, the social media team and management of the agency are still actively subscribing to and using the *PHLANX* Social Media Analytic application, while the system that is already available is only used for reporting at the end of the month, due to the number of bugs and complaints from users, this results in the agency having to spend costs for Additional subscriptions to subscribe every month, if this system can be maximized its use then the agency no longer needs to spend the additional costs and can sell the system as additional income for the company. Here is a comparison of the features available between DEBI, Brand24, Social blade and PHLANX*:*

Table 1. Comparison of social media Analytic Features

Features	DEBI	SocialBlade	PHLANX	BRAND24
Track Profile Instagram, Facebook & Twitter	✓	✓	X	✓
Track Facebook & Instagram Activity (Impression, interaction , Reach, Replies)	✓	X	✓	✓
Instagram Hastag Tracker	✓	✓	X	✓
Track Instagram Story	✓	X	X	X
Sentiment Analysis	✓	X	X	✓
Track Post instagram	✓	X	✓	✓
Track instagram post Insigths	✓	X	X	✓
Instagram Competitor Engagement Rate Tracker	X	✓	✓	X
Competitor Tracking	X	X	✓	✓

The Unified Theory of Acceptance and Use of Technology (UTAUT) is one of the newest acceptance models. The UTAUT model proposed by [7] integrates a fragmented technology acceptance model and aims to explain users' intentions to use information systems and subsequent usage behavior. According to the UTAUT2 model, seven constructs are considered direct determinants of user acceptance and usage behavior, i.e.: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price, dan Habit.

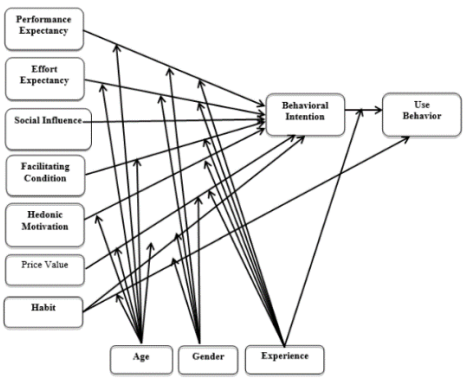

Figure 1. Original Model Of UTAUT

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Perceived usefulness and ease of use originally used in tam studies are included as Performance Expectancy and Effort Expectancy in the UTAUT model. According to the UATUT model, Effort Expectancy is more prominent in the early stages of using new technologies. In contrast to previous technology acceptance models that were able to predict user acceptance of an innovation with an accuracy of about 40%, UTAUT was found to be 70% accurate in predicting user acceptance of information technology innovation [8]. UTAUT is the best model for predicting future needs [9]. UTAUT model is a popular theory used in measuring user intentions towards a technology, The development of this theory is proven by many studies in various fields [10].

In a previous study conducted by [11] using the UTAUT model by adding variables of information quality and service quality, according to him information quality represents the user's reaction to the characteristics of output information versus user information requirements, and service quality has the potential to directly affect the behavioral intention and satisfaction of information systems shown in the Figure 2.

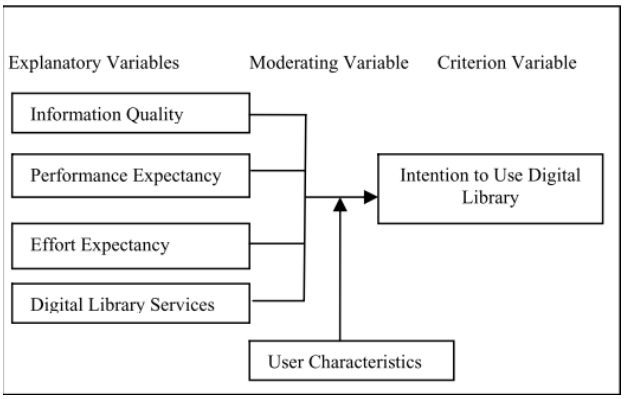

FIGURE 2. Modified Utaut Model By Latif Et Al

There are several previous studies that have been used as references in this study, such as Research conducted by [12] using the UTAUT model that analyzes the role of emotional marketing and UTAUT on donation intentions through social media, Research conducted by [13] behavioral intentions and behavior of using social networking sites among senior adults, Research conducted by [14] in explaining the use of internet banking by the elderly by applying the UTAUT2 approach, Research conducted by [15] which explains the adoption of social learning platforms using the UTAUT model. This study aims to determine what factors influence the behavior of using Social Media Analytic DEBI using the Unified Theory of Acceptance and Use of Technology method (UTAUT). This study is also expected to help the firm development team identify and maximizing the features needed by the users.

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2. METHODS

2.1. Research Methods

Based on previous study literature the model to be used in this study is as follows (Figure 3):

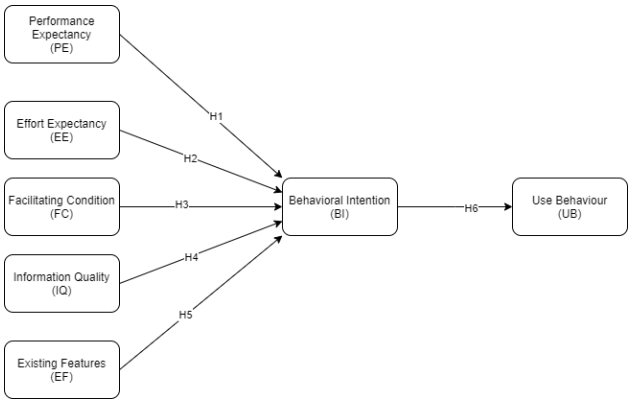

Figure 3. Research Model.

This model is used because of measurements made through several approaches to create design and software benchmarks [7]. The UTAUT model used in this study has been modified using only 3 original variables, namely Performance Expectancy (PE), Effort Expectancy (EE), Facilitating Condition (FC) and 2 additional variables, namely Information Quality (IQ) and Existing Features (EF), this study does not use moderating variables. Performance Expectancy according to [7] can be interpreted as the performance expected by the user, Peformance Expectancy in DEBI can be explained as a good performance when used by the user. If debi performance when used by users is considered good, it will have a positive effect on behavioral intention and use behavior.

Effort Expectancy according to [7] is the ease of a system usage according to users, Effort Expectancy in DEBI can be explained as ease of using DEBI, If DEBI is easy to use it will have a positive impact on behavioral intention and use behavior. Facilitating Condition according to [7] is the extent to which one believes that technical and organizational infrastructure is available to support the use of systems, In this case Facilitating Conditions in DEBI includes knowledge in using the system, the tools provided and experts who can help when there are difficulties in using the system. If this is provided, it will have a positive impact on behavioral intentions and use behavior. Information Quality according to [11] is the level of user perception that the digital source of information they get according to their needs. Information Quality in DEBI can be explained as data that is processed and displayed to the user, if the data is in accordance with the needs of the user it

will have a positive effect on behavioral intentions and use behavior. Existing Feautres according to [16] is a competition tool to distinguish the company's products from similar products that are competitors. Existing features in DEBI can be differentiating features with existing competitors or data that is processed deeper and becomes more useful for users, if this can be fulfilled it will have a positive impact on behavioral intentions and use behavior.

2.2. Variable Measurment

In this study there were five independent variables and two dependent vairable, Independent Variables are variables that affect dependent variables. Here are the independent variables used in this study. The first is peformance expetancy form which is interpreted as "*the belief of the individual that using the system will help him to achieve a goal in a job or activity*"[7], the second is Effort Expectancy which is interpreted as *"the ease of use of a system according to the user"* [7], the third is Facilitating Condition which is interpreted as *"to the extent to which one believes that technical and organizational infrastructure is available to support the use of systems"* [7], the fourth is Information Quality which is interpreted as *"Showing the level of user perception that the digital information source they obtain is in accordance with their needs"* [11], the fifth is Existing Features which is interpreted as *"a means of competition to distinguish a company's products from similar products that are competitors"* [16]. Dependent variable is a variable influenced by independent variables, in this study Behavioral intention of DEBI and Use Behavior of DEBI as the end variable.

Table 2. Research Variable Indicators

No	Code	Variable	Indicators
1	PE1	*Performance Expectancy*	Using the Debi system can speed up the work.
2	PE2		Using the Debi system can make work easier.
3	PE3		Using the Debi system can make the work more effective.
4	EE1	*Effort Expectancy*	I find debi system easy to use.
5	EE2		The use of debi system is clear and easy to understand.
6	EE3		Debi systems can be learned in a fast time.
7	FC1	*Facilitating Condition*	I have the knowledge to use the system.

8	FC2		If I have difficulties there are professionals who will help
9	FC3		The system can be accessed using office devices
10	IQ1	*Information Quality*	Accuracy and information provided by the system according to the needs of the user
11	IQ2		Relevance of the data provided by the system according to the needs of the user
12	IQ3		The data provided by the system is always up to date
13	EF1	*Existing Features*	Existing features make it easier to work.
14	EF2		Features provided according to needs
15	EF3		The features provided make the work more efficient
16	BI1	*Behavioral Intention*	I prefer to use debi system compared to other systems
17	BI2		I intend to use the debi system to get my work done.
18	BI3		I predict I will use the debi system as long as I work.
19	UB1	*Use Behavior*	I Feel happy with using the existing system

20	UB2		I Feel fulfilled by using the features available on the system
21	UB3		Using the system can get the information needed for the job.

the Table 2 above is to explain the indicators used in this study based on the aspects of the variables used.

2.3. Population And Sample

In this study, the number of people to be used is a five-year office employee who amounts to 50 people. Of the total population will be divided again only those who use DEBI applications will be selected as research samples. The number of samples used is 40 samples. The sample used in this population was determined using a Probability sampling method

2.4. Data Analysis

This reasearch is using statistical analysis technique as the data analysis method using smart PLS software to process the data, The analysis covers validity test and reliablity test. Validity test is used to measure the variable value of the indicator whether it is feasible or not by looking at the values of convergent validity and discriminant validity. Reliability tests are performed to measure consistency in statement items compiled on questionnaires.

2.5. Hypothesis Testing

This study used multiple regression analysis. Regression analysis is a study of dependence of the dependent variable with one or mere independent variables. The following are the mathematical formula of multiple regression used in this study :

$$UB = \beta_{10} + \beta_{11}BI + \varepsilon_1$$

$$BI = \beta_{20} + \beta_{21}PE + \beta_{22}EE + \beta_{23}FC + \beta_{24}IQ + \beta_{25}EF + \varepsilon_2$$

Where,
UB =Use Behavior
BI =Behavioral Intention
EF =Effort Expectancy
IQ =Information Quality

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FC =Facilitating Condition
EE =Effort Expectancy
PE =Peformance Expectancy
β =Regression Coefficient
e =Error

***H1**: Hypothesis of Behavioral Intention on Use Behavior.*
H0: β11=0
H1: β11≠0

***H2**: Hypothesis of the influence of Performance Expectancy on Behavioral Intention.*
H0: β21=0
H1: β21≠0

***H3**: Hypothesis of the influence of Effort Expectancy on Behavioral Intention.*
H0: β22=0
H1: β22≠0

***H4**: Hypothesis of Facilitating Condition on Behavioral intention.*
H0: β23=0
H1: β23≠0

***H5**: Hypothesis of the influence of Information Quality on Behavioral Intention.*
H0: β24=0
H1: β24≠0

***H6**: Hypothesis of Existing Features on Behavioral Intention.*
H0: β25=0
H1: β25≠0

3. RESULTS AND DISCUSSION

The data in this study was obtained from the results of the spread of questionnaires, Questionnaires were distributed using links made using *Google Form* and distributed using WhatsApp to agency employees. The collection of data of this questionnaire was carried out for 21 days. The number of respondents obtained in this study was 40 respondents.

3.1 Demographics of Respondents

In the questionnaire that has been created there are several characteristics of respondents who are divided into Gender and Department of respondents described as follows:

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a) Characteristics by Gender

Characteristics based on gender divided into two, namely male and female, from the results of questionnaires obtained the results of male respondents as much as 23 (57.5%) and women as many as 17 (42.5%). As depicted in the graph regarding the characteristics of respondents by genderIn the questionnaire that has been created there are several characteristics of respondents who are divided into Gender and Department of respondents described as follows :

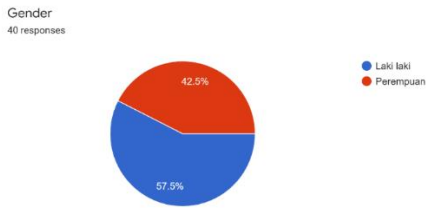

Figure 4. Characteristics By Gender

b) Characteristics by Department

Characteristics based on departments are divided into three, namely the IT department, the Creative & digital Department and the Account Executive department, in the IT department there are the following member roles: Backend Developer, Frontend Developer, and IT Team lead. In the Creative & digital department there are the following member roles: Social Media Admin, Copy Writer, Art Director, Graphic Designer, Multimedia designer, Content Strategist. In the Account Executive department there are the following member roles: Account Executive, Traffic Admin, and Account Manager. From the results of the questionnaire obtained by the results of respondents obtained the results of IT respondents as many as 10 respondents (25%), Creative & Digital as many as 24 respondents (60%) and Account Executive as many as 6 respondents (15%). As depicted in the graph regarding characteristics by department.

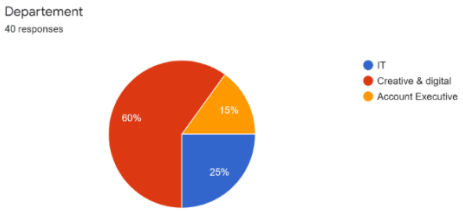

Figure 5. Characteristics By Departement

Researchers also collected feature data that respondents thought should be provided by *the social media analytic* (*SMA)* system, here is a graph of respondents' answers:

Figure 6. Features of Social Media Analytic

From the graph in Figure 6, 40 respondents (100%) agreed that a SMA system should have a Facebook Track & Instagram Account feature, 39 respondents (97.5%) agreed that a SMA system should have a Track Instagram Post Insights feature, 38 respondents (95%) agreed that a SMA system should have an Instagram & Facebook Track Profile feature, Track Instagram Competitor Engagement Rate and Track Instagram Story, 37 respondents (92.5%) agreed that a SMA system should have Instagram Track Post and Competitor Tracking features, 2 respondents (2.5%) agreed that the SMA system should have Paid Content & non paid Content metrics for Instagram and Facebook, and 1 respondent (2.5%) agreed that a SMA system should have features best & worst post (eng. Rate, likes, comment, etc).

3.2 Descriptive Analysis

Table 3. Questionnaire Answer

Variable	Indicator	Answers (%)					MEAN
		1	2	3	4	5	
Peformance Expectancy	PE1	0%	0%	27.5%	67.5%	5%	3.850
	PE2	0%	0%	32.5%	62.5%	5%	3.825
	PE3	0%	0%	42.5%	47.5%	10%	3.750
Effort Expectancy	EE1	0%	0%	22.5%	72.5%	5%	4.050
	EE2	0%	0%	35%	62.5%	2.5%	3.800
	EE3	0%	0%	40%	57.5%	2.5%	3.775
Facilitating Condition	FC1	0%	0%	15%	77.5%	7.5%	4.050
	FC2	0%	0%	15%	70%	15%	4.125
	FC3	0%	0%	20%	70%	10%	4.025
Information Quality	IQ1	0%	2.5%	42.5%	50%	5%	3.700
	IQ2	0%	0%	37.5%	55%	7.5%	3.850
	IQ3	0%	17.5%	40%	40%	2.5%	3.500
	EF1	0%	0%	32.5%	60%	7.5%	3.925

Existing Features	EF2	0%	0%	42.5%	50%	7.5%	3.750
	EF3	0%	0%	40%	55%	5%	3.775
Behavioral Intention	BI1	0%	0%	35%	62.5%	2.5%	3.875
	BI2	0%	0%	27.5%	70%	2.5%	3.975
	BI3	0%	0%	40%	57.5%	2.5%	3.775
Use Behavior	UB1	0%	0%	30%	67.5%	2.5%	3.925
	UB2	0%	0%	32.5%	65%	2.5%	3.900
	UB3	0%	0%	27.5%	70%	2.5%	3.900

From the results of the analysis in the table above, it can be concluded that the answers from respondents to each question are in the range of 3 and 4.

3.3 Convergent Validity

Convergent Validity testing is tested using SmartPLS software. According to the rule of thumb, the value of the Loading Factor indicator obtained reaches ≥ 0.7 and the AVE of each indicator reaches ≥ 0.5 then it can be said to be valid.

Table 4. Loading Factor and AVE Result

Variable	Indicators	Loading Factor	AVE	Conclusion
Peformance Expectancy	PE1	0.888	0.790	Valid
	PE2	0.914		Valid
	PE3	0.864		Valid
Effort Expectancy	EE1	0.869	0.749	Valid
	EE2	0.839		Valid
	EE3	0.888		Valid
Facilitating Condition	FC1	0.909	0.731	Valid
	FC2	0.734		Valid
	FC3	0.911		Valid
Information Quality	IQ1	0.841	0.682	Valid
	IQ2	0.837		Valid
	IQ3	0.799		Valid
Existing Features	EF1	0.892	0.748	Valid
	EF2	0.855		Valid
	EF3	0.846		Valid
Behavioral Intention	BI1	0.846	0.729	Valid
	BI2	0.860		Valid
	BI3	0.856		Valid
Use Behaviour	UB1	0.827	0.755	Valid
	UB2	0.921		Valid
	UB3	0.855		Valid

It can be seen in Table 4 above where all the values of the factor loading of each indicator reach ≥ 0.7 and the AVE of each indicator reaches ≥ 0.5 so that the indicator can be said to be valid. Here are the results of calculations using PLS algorithm (Figure 7).

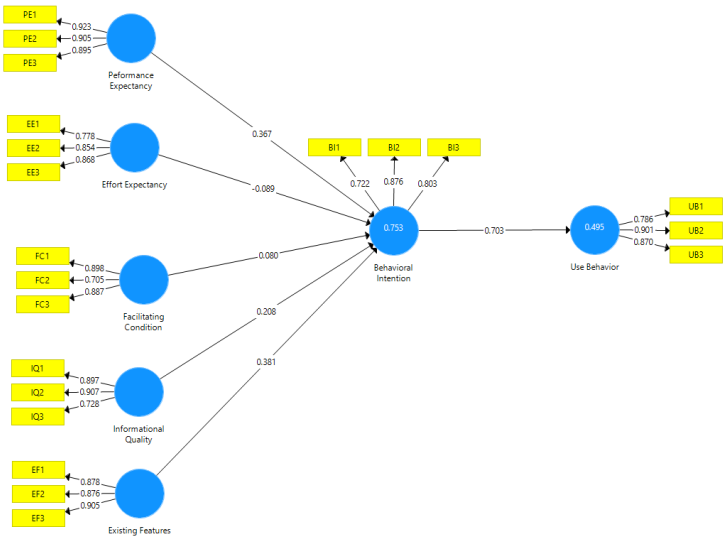

Figure 7. Calculation Structural Model

3.4 Reliability of the Constructs

To measure consistency in statement items compiled in questionnaires, The author used two parameters namely composite reliability and Cronbach's alpha. A measure of the overall reliability of the collection of items that make up a latent variable by considering the angle of the loading factor, the value of *composite reliability* is considered acceptable if it has a value above 0.7.

Table 5. Composite Reliability Result

Variabel	Composite Reliability	Result
Performance Expectancy	0.919	Reliable
Effor Expectancy	0.900	Reliable
Facilitating Condition	0.890	Reliable
Information Quality	0.865	Reliable
Existing Features	0.899	Reliable
Behavioral Intention	0.890	Reliable
Use Behavior	0.902	Reliable

In Table 5 above, all latent variables in this test have reliable values and are not problematic. From the test results obtained in Table 6, each variable can be declared Reliable.

Table 6. Cronbach's Alpha Result

Variable	Cronbach's Alpha	Result
Performance Expectancy	0.867	Reliable
Effort Expectancy	0.835	Reliable
Facilitating Condition	0.821	Reliable
Information Quality	0.768	Reliable
Existing Features	0.831	Reliable
Behavioral Intention	0.815	Reliable
Use Behavior	0.836	Reliable

3.5 Hypotheses Tests

At this stage, the T-statistical analysis process displayed in Table 7, T-statistic is the significance of the relationship between independent variables and dependent variables. To determine whether a hypothesis can be analyzed by comparison between the value of T-statistic with the value of T-table, the value of the T-table in this study is 2,030. If the T-statistic value < T-table and P-value > 0.05 then the relationship between the variables is declared insignificant, while if the value of T-statistic > T-table and P-value < 0.05 then the relationship between the variables is declared significant. Here are the results of data processing using smartPLS software.

Table 7. T-Statistic Result

Relationship	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T-statistic	P-Value
BI->UB	0.699	0.709	0.059	**11.829**	**0.000**
PE->BI	0.117	0.142	0.147	**0.796**	**0.427**
EE->BI	-0.094	-0.096	0.129	**0.734**	**0.463**
FC->BI	0.205	0.209	0.098	**2.096**	**0.037**
IQ->BI	0.296	0.283	0.159	**1.867**	**0.062**
EF->BI	0.474	0.466	0.185	**2.559**	**0.011**

Hypothesis 1 which shows that Behavioral Intention has a significant effect on Use Behavior with P-value of 0.000 (<0.05).
Hypothesis 2 which shows that Peformance Expectancy variable has no significant effect on Behavioral Intention with p-value of 0.427 (>0.05).
Hypothesis 3 which shows that Effort Expectancy has no significant effect on Behavioral Intention with p-value value of 0.463 (>0.05).

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Hypothesis 4 which shows that Facilitating Condition has no significant effect on Behavioral Intention with p-value of 0.037 (<0.05).
Hypothesis 5 which shows that Information Quality has no significant effect Behavioral Intention with p-value of 0.062 (>0.05).
Hypothesis 6 which shows that Existing Features has a significant effect on Behavioral Intention with p-value of 0.011 (<0.05).

3.6 Discussion of the Results of the Study

a) The influence of behavioral intention on DEBI use behavior.
The results showed that Behavioral Intention had a significant effect on Use Behavior on the use of DEBI systems. Responding to these results, developers must be observant to see factors that can improve Behavioral Intention users to use the DEBI system.

b) The influence of performance expectancy on DEBI behavioral intention.
The results showed that Performance Expectancy had no significant effect on Behavioral Intention in debi system users. This variable measures an individual's confidence that using the system will help him to achieve goals in a job or activity, from the results obtained show that DEBI has not been able to gain the user's trust to use it in work activities with the constraints of performance and load time. The DEBI system is expected to speed up the processing of data requested by the user and cut the load time so that the user experience becomes better.

c) The influence of effort expectancy on DEBI behavioral intention
The results showed that Effort Expectancy did not have a significant influence on Behavioral Intention in debi system users. The interpretation of the test results of this hypothesis is because most users already have experience using the DEBI system from competitors so that users do not see the need to specifically learn how to use the DEBI system. The DEBI system is expected to make the UI / UX more attractive and more user friendly and can present data more neatly arranged, so that users do not experience severe problems in using the DEBI system and accelerate the level of learning for new users in using the DEBI system.

d) The influence of facilitating condition on DEBI behavioral intention.
The results showed that Facilitating Condition has a significant influence on Behavioral Intention. From the data obtained, respondents feel they have qualified knowledge to use the system, also feel that when they get difficulty in using the system, they can ask for help from the system admin.

e) The influence of information quality on DEBI behavioral intention
The results showed that Information Quality did not have a significant influence on Behavioral Intention. This variable measures the user's perception that the digital information source they get according to their needs, the results show that

the data presented by DEBI does not have good accuracy. Debi system is expected to update its data collection system so that the information presented to the user becomes more accurate and the data is always up to date.

f) The influence of existing features on DEBI behavioral intention
The results showed that Existing Features have a significant influence on Behavioral Intention. From the data obtained, respondents agreed that the features owned by the DEBI system are now in accordance with the needs of the user and can facilitate and make the user's work more efficient. This result is also parallel to the open question data taken on the questionnaire distributed (Figure 6), according to the results of respondents on the open question DEBI already includes most of the features needed by users.

4. CONCLUSION

Based on the results of the discussion in the previous chapter, the researcher was able to conclude that the factors that influence the use behavior of DEBI are Behavioral Intention has a significant influence on Use Behavior with a p-value of 0.000. Responding to these results, developers must be observant to see factors that can improve user behavioral intention to use the DEBI system. Facilitating Condition has a significant influence on Behavioral Intention. From the data obtained, respondents feel they have qualified knowledge to use the system, also feel when they get difficulty in using the system they can ask for help from the system admin. Existing Features have a significant influence on Behavioral Intention, From the data obtained, respondents agreed that the features owned by the DEBI system are now in accordance with the needs of the user and can facilitate and make the user's work more efficient. This result is also in line with the open question data taken on the questionnaire that was distributed in Figure 6, according to the results of respondents on the open question DEBI already includes most of the features needed by users.

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