

## **Penguatan Persepsi Kepastian Pada Periklanan Di Media Sosial : Perspektif Teori Dual-Process**

### *The Reinforcement of Certainty Perception on Social Media Advertisement: Dual-Process Theory Perspective*

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#### **Abstrak**

Media sosial telah banyak digunakan sebagai metode strategis untuk mempromosikan dan melibatkan konsumen. Tetapi, saat ini terlalu banyak informasi yang ada di media sosial. Hal tersebut membuat konsumen merasa tidak pasti dengan informasi yang beredar di media sosial. Ada lebih dari dua juta pengguna Facebook di seluruh dunia, artinya media sosial masih memiliki potensi besar sebagai media promosi. Dalam penelitian ini, *Social word of mouth* (sWOM) dilihat sebagai solusi untuk mengurangi ketidakpastian yang ada di media sosial. Kemudian teori dual-proses diadaptasi untuk membentuk kerangka kerja konseptual, yang mencakup beberapa variabel seperti keterlibatan komentar, kualitas komentar, komentar-kemampuan-kemampuan, serta pengurangan ketidakpastian. Item skala diadopsi oleh penelitian sebelumnya dan kuesioner disusun dengan teknik terjemahan kembali. Data yang dikumpulkan diuji menggunakan smart-PLS. Hasilnya kemudian dianalisis untuk melihat dampak secara teoritis maupun praktis. Hasil penelitian menunjukkan bahwa semua variabel yang diusulkan memiliki pengaruh signifikan terhadap pengurangan ketidakpastian.

**Kata kunci:** Social Word of Mouth (sWOM), Dual-Proses Theory, pengurangan ketidakpastian

#### **Abstract**

*Social media offers a powerful way to promote and engage the consumer. However, there are too many information circulating on social media nowadays. This situation makes the consumers feel uncertain with the validity of information they find on social media. There are more than two million Facebook users globally, meaning that the platform still has big potential as an effective promotion tool. In this study, Social word of mouth (sWOM) theory is seen as a solution to reduce the uncertainty on the social media. Then, the dual-process theory is adapted to build the conceptual framework, which includes several variables including comment involvement, quality of comment, comment trust-ability, as well as uncertainty reduction. Item scales are adopted by the prior study and the questionnaire is composed with a back-translation technique. The collected data is tested using smart-PLS. Then the results are analyzed to observe both theoretical and managerial impact. The findings of the study suggest that all of the proposed variables have significant effect on the uncertainty reduction.*

**Keywords:** Social Word of Mouth (sWOM), Dual-Proses Theory, Uncertainty Reduction.

## **Introduction**

In today's digital era, the powerful way to promote and engage consumers is social media (Husain & Ghufuran, 2016), (Milewicz & Saxby, 2013). Social media is an effective marketing tool as it allows consumers get involved in the conversation directly, which means that they significantly affect the content and tone of the marketing information (Mangold & Faulds, 2009). That being said, in order to reach out to the right audiences, social media marketing managers should be able to make the conversation relevant with the company's purpose and goals (Mangold & Faulds, 2009).

On the other hand, despite the ease and comfort it offers, social media contains various kinds of information, both good and bad ones (Hennig-Thurau, Hofacker, & Bloching, 2013). Oftentimes, the excessive quantity of information circulating in the social media turns out to be information overload for its users. As a consequence, some people might feel uncertain with the validity of information displayed on social media (Ray, 2014).

When it comes to social media, statistics reveals that Facebook remains the most popular platform, garnering more than two million active users worldwide (statista, 2017). Given that there are so many people still using social media such as Facebook as a mean of communication, this suggests that business opportunities and effective marketing practices driven by social media are still wide open.

A myriad of information is spread and distributed around social media, but some people might doubt the validity of these data because they might come from unclear sources. Therefore, there needs to be efforts to reduce vagueness regarding the information. Comments on the product on social media by the consumer is one of the ways to increase certainty on a social media platform (Cheung, Luo, Sia, & Chen, 2009). Owing to this reason, social media manager could attract consumers to comment on their products or services through social media platforms to reduce uncertainty regarding the products. The act of commenting, evaluating and sharing of information on social media implies that there are involvement and quality of the comment by the social media users (Katrin, 2015).

Kaplan & Haenlein (2010) state that the activity on social media then called social word of mouth (sWOM hereafter). Based on a data, more than 95% marketers do their advertising through social media (Du Preez & Bendixen, 2015), which explains why it is crucial to conduct deeper research on social media marketing field. Therefore, this research aims to observe the influence of comment involvement and quality of comment on the comment trust-ability and uncertainty reduction. As the evidence of the current study, taking place on Taiwan country, since Taiwan has become a rapid growth in the internet connection (Cheong & Chen, n.d), thus making Taiwan a member of ASIAN "dragon". It would be more attractive when taken place here, notably study on students who are the most use of social media today.

## **Comment Involvement on the Comment Trust-Ability and Uncertainty Reduction**

The current study conducted by the dual-process theory perspective. According to Cheung et al. (2009) the dual-process theory is a psychological theory that focuses on how the influence of informational and normative message will be received by the person. Informational influence is information conducted based on the reality or experience (Allen N J and Meyer J P, 1993). Normative information is obtained by the norms or expectation, which is possible to manipulate based on the interested party (Allen N J and Meyer J P, 1993). This study focuses more on the informational influence, given that in the digital era, any kind of information becomes easier and more accessible for anyone to reach. The informational influence reflects on the three variable such as comment involvement, quality of comment, and comment trust-ability.

Comment involvement reflects the behavior of the person on certain object or information displayed on social media (Gendel-Guterman & Levy, 2013). This concept is adopted by personal involvement which is related to the individual's motivational and information elaboration (Lynne, 1994). When the person is interested on the object, then they will be more willing to get involved in it. The involvement includes sharing, commenting, or giving feedbacks (Burgoon, Chen, & Twitchell, 2010). Based on the finding on the previous study, thus arise the hypothesis below:

H1: The comment involvement affects the comment trust-ability significantly.

Personal involvement such as comment on social media is believed to be able to reduce the uncertainty (Racherla, Mandviwalla, & Connolly, 2012) because comment involvement can be perceived as more personal than product information made by the company (Miquel, S., Caplliure, E.M. and Aldas-Manzano, 2002). The study of Miquel, S., Caplliure, E.M. and Aldas-Manzano (2002) find that the more consumer involved in the comment activity, the more they will search information about it in order to find more accurate information. Based on that finding, the second hypothesis conducted as below:

H2: The comment involvement affects the uncertainty reduction significantly

### Quality of Comment on the Comment Trust-Ability and Uncertainty Reduction

Quality of comment is adapted from the previous study which has stated it is same meaning as the argument quality (Xu & Yao, 2015). Xu & Yao (2015) define argument quality as persuasive opinion of personal knowledge. The quality of arguments has positive influence on the purchase intention (Kempf DAS, 2005). Previous study conducted by Racherla et al. (2012) suggested a significant influence of argument quality and trust as it is found to reduce uncertainty (Tidwell, L. C., & Walther, 2002). Due to the quality of comment contain the truth, then the other people willing to trust and feeling certainty with the information. So that, the further hypothesis is written as below:

H3: The quality of comment affected the comment trust-ability significantly

H4: The quality of comment affected the uncertainty reduction significantly

Generally, the whole hypothesis is described by the model below:

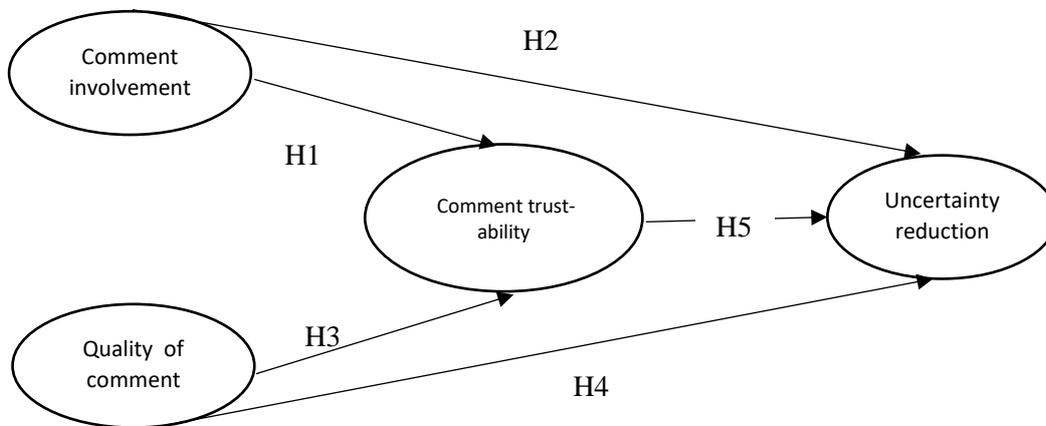


Figure 1 – The Theoretical Framework

### Comment Trust-Ability on the Uncertainty Reduction

Comment trust-ability is defined as the social media user perceived trust in the experience review by the others (Bastos & Levy, 2012). According to Racherla et al. (2012), the extent of trust-ability will affect the uncertainty reduction, meaning that the information indicates competent and reliable content. Uncertainty reduction is the level of the manipulation immune of information content by the third party (Ramirez, 2007). The previous study of Racherla et al. (2012) observed that trust in review affected the reduce uncertainty significantly. Thus, the further hypothesis stated as below:

H 5: The comment trust-ability affected the uncertainty reduction significantly

## Research Method

This research is a quantitative research which collects primary data. The measurement of each variable is adopted by the previous study. The data distributed by the systematic sampling, the sample is 100 Taiwan student from National Central University. There are 10 items for comment involvement which adapted by Lynne (1994), quality of comment measured with 6 items which adapted by Rains (2007), comment trust-ability measured with 3 items which adapted by Rains (2007). Then, the uncertainty reduction measured with 7 items which adapted by Glen WC (1979). All items are modified to fit in the current research, then it was translated to the local language, which is Chinese. Then the seven-point Likert scale is used to measure all indicators. Further, the survey data is tested using smart-PLS 3.0. As known, smart-PLS is a popular tool to test current marketing field (Sarstedt, Ringle, & Hair, 2017).

## Result And Discussion

### Demography

Gender	Freq.	%	Education Background	Freq.	%
Female	58	57.4	Undergraduates	75	74.3
Male	42	41.6	Post-graduates	24	23.8
<b>Total</b>	100	100.0	Doctorate students	1	1.0
Age	Freq.	%	<b>Total</b>	100	100.0
≤20	60	59.4	Age of Facebook Users	Freq.	%
21-25	38	37.6	≤ 1 year	3	3.0
26-30	1	1.0	<1-2 years≤	9	8.9
>30	1	1.0	<2-3 years≤	56	55.4
<b>Total</b>	100	100.0	>3 years	32	31.7
Monthly disposable Income (NTD)*	Freq.	%	<b>Total</b>	100	100.0
≤\$6,000	41	40.6	Facebook Usage per Day	Freq.	%
<\$6,000-\$9,000≤	48	47.5	≤1 hours	24	23.8
<\$9,000-\$12,000≤	8	7.9	<1-2 hours≤	32	31.7
>\$12,000	3	3.0	<2-3 hours≤	23	22.8
<b>Total</b>	100	100.0	>3 hours	21	20.8
*New Taiwan Dollars; exchange rate: \$1 NTD = \$0.03 USD			<b>Total</b>	100	100.0

Source: Data Processed (2018)

The total number of respondents in the study is 100 students of the National Central University, Taiwan. Based on the data, there are 57.4 % female and 41.6% are male. On the average, more 59.4 % respondents are less than twenty years old as, 37.6% are in age between 21 and 25, while the rest are coming from 26-30 years old age group, and 1% are from more than 30 years old age group. About half of them spend money a month between 6,000- 9,000 NTD (New Taiwan Dollar), at 47.5%, followed by 40.6 % students who spend money less than 6000 NTD, while the other 7.9% spend money between 9000- 12000 NTD, and 3.0% can afford to spend more than 12000 NTD. While the most dominant education level of respondents are bachelor degree (74.3%), 23.8% study participants are from graduate level as, while only 1% are doctorate students.

Regarding social media usage, more than half respondents (56 percent) say they already have Facebook accounts for 2-3 years, 31.7% more than 3 years, while the other use Facebook for less than 1 years and between 1-2 years 3% and 8.9% respectively. Furthermore, 31.7% respondents typically spend social media 1-2 hours per day, followed 23.8% students who use it less than 1 hour at, while the other spend 2-3 hour and more than 3 hours at 22.8 % and 20.8% respectively.

### Scale Accuracy

The reliability assessment uses composite reliability (CR) and average variance extracted (AVE) value. While the study obtains CR value ranged from .785 to .948, and AVE value above

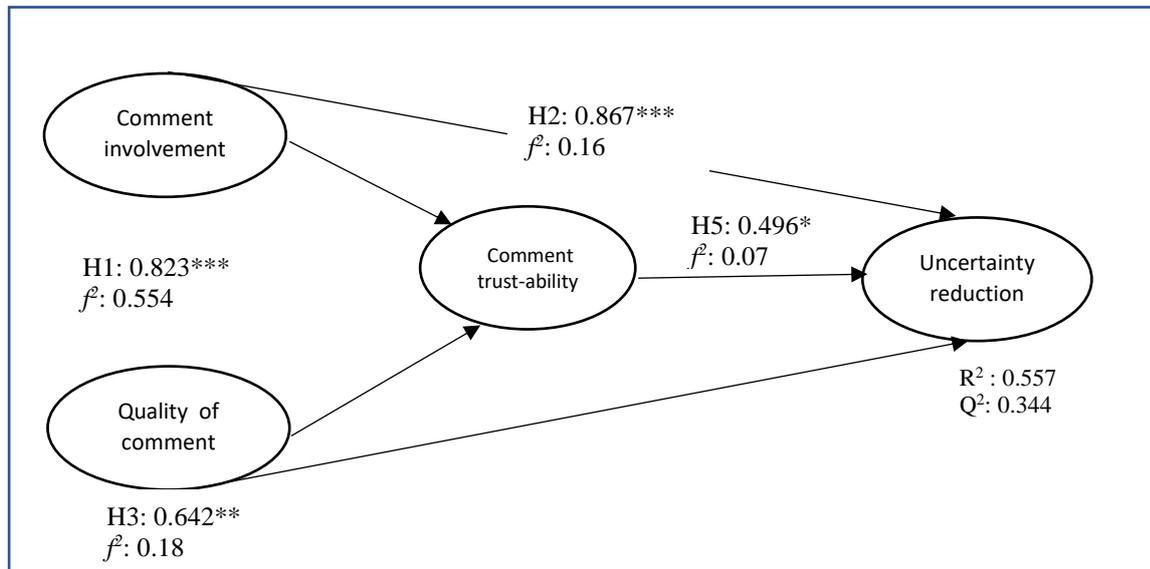
.5 is acceptable, but for UR has AVE value as .487, where is the number able to accept marginally, then in this case consider to accept the hypothesis. For further, to assess the internal reliability, the current study uses the Cronbach Alpha value, which all variable has been obtained the good value, it is above the .7 (see table 2). The whole of indicators are assessed with convergent validity, where it is all acceptable which has the outer loading above .5. While, the dimension that has value less than .5 is removed. Eventually, overall obtain good convergent validity for all remaining outer loading.

variable	item indicator	Outer loading	Cronbach Alpha	CR	AVE
<b>CI</b>	Inv1	0.701	0.887	0.911	0.565
	Inv2	0.668			
	Inv3	0.745			
	Inv4	0.899			
	Inv6	0.527			
	Inv7	0.791			
	Inv8	0.817			
	Inv9	0.804			
	<b>CT</b>	CT1			
CT2		0.908			
CT3		0.948			
<b>QOC</b>	QOC1	0.688	0.875	0.911	0.675
	QOC2	0.908			
	QOC3	0.933			
	QOC4	0.759			
	QOC5	0.794			
<b>UR</b>	UR2	0.667	0.676	0.785	0.487
	UR5	0.481			
	UR6	0.846			
	UR7	0.746			

Source: Data Processed (2018)

### Structural model

The bootstrapping procedure of 500 samples is used to calculate the T-test which is beneficial to assess the hypothesis. The Cohen's indicator ( $f^2$ ) is to test the level of effect size. The assessment of T-test obtain all hypothesis is significant, except H4. While for  $f^2$  showing has a medium effect at a value above .15 for H2 and H3, for the rest showing the large effect at .554 for H1, and very small effect at H4. The whole result describe completely in the figure 2.



$R^2$  : 0.62  
 $Q^2$ : 0.494

H4: 0.082<sup>in</sup>  
 Notes: \* $p < .05$ ; \*  $f^2$ : 0.004      .001, in: insignificant.  
 Figure 2 – The result of main direct effect testing

### The Influence of Comment Involvement on the Comment Trust-Ability

The result shows significant effect at .823, which means it has been accepted at .001 level of the P value. This proves that perceived trust-ability is influenced by comment involvement, indicating the same finding as the previous studies of Burgoon et al. (2010) and Racherla et al., (2012). In this study, it proves that user' comment involvement will influence trust-ability perceived by other social media users, specifically for the Facebook platform.

### The Influence of Comment Involvement on the Uncertainty Reduction

The hypothesis testing obtains value at .867, meaning that the purpose hypothesis is significant. This result implies that on Facebook or other social media, perceived uncertainty can be reduced through comment involvement by its users. This result is supported by the previous studies of Racherla et al. (2012) and Miquel, S., Caplliure, E.M. and Aldas-Manzano (2002).

### The Influence of Quality of Comment on the Comment Trust-Ability

The influence of quality of comment on the comment trust-ability is significant at .642 level. The result reflects the quality of comment on social media will affect trust-ability perceived by other social media users. This finding supported the previous studies such as Kempf DAS (2005) and Racherla et al. (2012).

### The Influence of Quality of Comment on the Uncertainty Reduction

The T-test result shows that the influence of quality of comment on the uncertainty reduction is insignificant at .082 level. It means that the quality of comment on social media does not really affect the uncertainty reduction, this might happen due to any other factor which is more dominant to reduce the uncertainty such as pictures, expert opinion, video and others (Shepherd, 2016). This result contrasts with the previous studies of (Tidwell, L. C., & Walther, 2002).

### **The Influence of Comment Trust-Ability on the Uncertainty Reduction**

The comment trust-ability has a significant effect on the uncertainty reduction at .496 level. This result shows that the uncertainty reduction on social media is influenced by the level of comment trust-ability. This result is supported by the previous study by (Punjaisri, K. and Wilson, 2007).

### **Conclusion**

This study finds that comment involvement influence comment trust-ability and uncertainty reduction on social media platform. While the quality of comment has effects on comment trust-ability, it has insignificant effect on the uncertainty reduction. Meanwhile, comment trust-ability has effect on uncertainty reduction. The outcome represents that, to reduce the uncertainty information on social media platform is needed to build up the comment involvement and comment trust-ability by the other users.

In order to create reliable advertisement, social media marketing managers are suggested to attract consumers to get involved in the comment-making. By doing so, it is expected that the advertisement will be perceived as more trustable. Future research in this area of study can be conducted in collaboration with other theory which still has any relationship with the way people communicate in the social media platform. This research is limited on one country as the sample. Therefore, future research could be done across countries in order to get wider and better findings.

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