Chapter 31
The Actual Use of Social Media in Indonesia:
A Preliminary Finding

Sevenpri Candra

iD https://orcid.org/0000-0002-3604-4748

Management Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia

Steffani Steffani

Bina Nusantara University, Indonesia

Klaudiya Klaudiya

Bina Nusantara University, Indonesia

Iva Sutiana

Bina Nusantara University, Indonesia

ABSTRACT

In Indonesia, the use of social media has been increased. Many factors are related to support the use of social media. This research aims to prove the affects between quality of life, social exchange, and technology acceptance model, which is based on previous research by adding privacy concern as moderating variable. This research conducted by distributing online questionnaires to the citizen that using social media in Indonesia. This research used Structural Equation Modeling as analysis method with software WarpPLS 5.0 as statistic tools. Data were collected from online questionnaires and the total of sample are 440 respondents. The result for this research shows that quality of life affects social exchange, which also affects to technology acceptance model and results to actual use of social media while the variable of privacy concern doesn't prove as moderating variable. As the result of the study, researchers suggest to the organizations that provide social media to pay attention to quality of life that will motivate someone to using social media.

INTRODUCTION

The world is now entering the era of globalization. The internet is the most visible aspect of globalization and in many ways is a driving force (Candra & Gunawan, 2017). The impact of the development of the internet is very influential on various aspects of people's lives. One of them in terms of internet-based communication is known as social media. Social media is a link between two or more people without any territorial boundaries. Social media becomes a web-based communication media and interactive mobile technology within the scope of organizations, communities and individuals. Social media can be accessed anywhere and anytime and is activated by scalable communication techniques. The usefulness of social media is not only a new means of entertainment, but also social media acts as a new media and social platform. Everything contained in social media and how people use social media has gradually reshaped a community landscape, as did telephone and television in the past. Thus, understanding the behavior of social media users is very useful for the community, government and organizations of the social media itself.

Social media is a place where users can easily participate in it, share and create content, social networks, and other virtual worlds. In Indonesia, social media can be divided into two major parts, namely social networks and messengers (wearesocial, 2018). Which includes social networks such as YouTube, Facebook, Instagram, and Twitter. While what is included is WhatsApp messenger, Line and Facebook messenger. According to WeAreSocial reports, total number of active social media users in Indonesia is 150 million by end of 2018 and this numbers will be continue growth and most of users are between 18-24 years old (wearesocial, 2018, 2020). By looking the numbers, so almost 56% of citizen in Indonesia are actively using social media and almost 3 hours and half their spent a day in social media. This is an interesting finding to be study more depth.

Several studies (Alharbi & Drew, 2014; Fathema, Shannon, & Ross, 2015; Rauniar, Rawski, Yang, & Johnson, 2014; Shen, 2015; Tan, Qin, Kim, & Hsu, 2012) say that by using social media, it will improve one's quality of life. Social media is also a means to exchange a message and value. So social media must be able to provide a container that can facilitate people to exchange messages. Previous research has been conducted outside Indonesia, so this study will highlight in Indonesia that is different from foreign countries both culturally, geographically and others.

Research from (Tan et al., 2012) examined the influence of privacy concerns with behavioral intention to use social media. Influence is carried out on students who use social media in the USA. The result is the influence of privacy concern directly on the behavior intention to use social media is not significant, but significant results are found on the influence of privacy concern in moderating perceived usefulness with social intention to use behavior.

Research conducted by (Rauniar et al., 2014) revised the framework of The existing Technology Acceptance Model (TAM) is the TAM model from Davis (1986). TAM is a model to analyze how users come to accept and use that technology. The purpose of this study is to better understand the behavior of social media users. This study found the variables of perceived usefulness and trustworthiness as important determinants of intention to use social media, which is an indicator of actual use. The study was conducted by conducting a survey online. The population taken is students from 2 universities (public and private) in the USA, with a total population of 900 students. The total sample taken was 389 students who were active Facebook users.

Research conducted by (Alharbi & Drew, 2014) is to find out the use of TAM in the academic behavior intentions in the use of management learning systems. Data collection is done by distributing question-

Related Content

An Approach to Aggregate the Partial Rank List of Web Services in E-Business
V. Mareeswariand E. Sathiyamoorthy (2019). *International Journal of E-Business Research (pp. 89-108).*
www.irma-international.org/article/an-approach-to-aggregate-the-partial-rank-list-of-web-services-in-e-business/219229

Innovation in Product Design: IoT Objects Driven New Product Innovation and Prototyping Using 3D Printers
Ravi Ramakrishnanand Loveleen Gaur (2017). *The Internet of Things in the Modern Business Environment (pp. 189-209).*
www.irma-international.org/chapter/innovation-in-product-design/180742

Transitioning to Software as a Service: A Case Study
Dave Sly (2011). *Digital Product Management, Technology and Practice: Interdisciplinary Perspectives (pp. 218-224).*
www.irma-international.org/chapter/transitioning-software-service/47286

Digital Transformation in Aviation Education: Post COVID-19
Savas S. Atesand Vildan Durmaz (2022). *Digitalization and the Impacts of COVID-19 on the Aviation Industry (pp. 102-125).*
www.irma-international.org/chapter/digital-transformation-in-aviation-education/301110

Computer Self-Efficiency as an Antecedent to the Acceptance of Instant Messenger Technology
Thomas F. Stafford (2005). *International Journal of E-Business Research (pp. 41-50).*
www.irma-international.org/article/computer-self-efficiency-antecedent-acceptance/1849