

DETERMINANT OF TENDENCY TOWARDS THE USAGE OF SOCIAL MEDIA TOOLS: TRUST IMPORTANCE IN SAUDI COMMUNICATION SECTOR

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Abstract: This study sought to examine the relationship between predictors of social media application usage; these constructs include usefulness, ease of use, effectiveness of collaboration and communication among communication sector of Saudi Arabia with moderating role of trust on tendency towards usage of social media tools as latest technology advancements. Self-administrated questionnaire was used for data collection from Saudi communication sector. Cross sectional research was conducted and participants were voluntarily participated and completed questionnaire. Relationships and proposed framework was examined by using SMART-PLS (Measurement Model, Structural Equation Model). Reliability, composite reliability and discriminate validity; further, hypothesis testing was examined in structural model and direct effect and indirect effects (moderating role) has been examined and found significant relation between constructs, but moderating role of trust was not significant. This study provides what is perhaps the first empirical test of the joint contribution of usefulness, ease of use, effective collaboration and communication with moderating role of trust on adoption and tendency of social media usage in Saudi context. In addition, the findings of the study extend the literature on tendency of social media usage.

Keywords: Usefulness, Ease of Use, Collaboration, Communication, Trust, Tendency towards social Media

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Introduction

For getting different type of online services, internet has developed all the communities in the world economy. It is believed that in recent time, huge amount of activities have been taken place over the internet which are related to general population and business communities. There is a massive increase in the demand for the easy access of internet among the members of different age groups and business organizations.

Rapid growth of internet usage has been observed in past decades and now more than half of world's population has access to internet (Internet World Stats, 2018). A huge population of internet users also has access and users of social media platforms as well; social media includes Twitter, Facebook, LinkedIn and other

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like you tube as well. Social media platforms have gained significant importance in recent decade and became extremely popular due to capability of content sharing and Web 2.0 technology. Internet usage statistics shows interesting figures that there are more than 2 billion Face-book users, more than 300 million Twitter active accounts, more than 500 million Google+ users and more than 400 million LinkedIn users. Rapidly increased number of users at social media shows its emergence around the world, however, it was created for social communication and interaction. Social media has penetrated in society and widely used around the world and believed to be effective and rapid way of communication. However, literature work is lacking with the provision of such material which focuses on the usage of social media and its impact on the performance measures of different sectors (Lau, 2017). For this purpose, our study has conducted the research to analyze the relationship between social media usage and performance in the region of Saudi Arabia. The study attempts to explore relation between factors influencing adoption of social media.

It has been suggested to analyze the context of social media specifically in private communication sector and other sectors and contexts to generalize the findings, further it has been suggested to examine comparative studies on the usage of social media and to empirically examine impact of social media on performance of firms (Alshuaibi, 2015; Walancik & Dacko-Pikiewicz, 2016; Grzegorzcyk, 2017). Previous studies have depicted that lack of knowledge on relationships between social media and performance related constructs such as on effectiveness of social media. The focus of present study is to analyze the association between the adoption of social media and its tendency in the context of Saudi region, where researchers have used the variables like influence of social media, ease in usage, communication and collaboration factors with the moderating role of trust respectively.

The study is unique in examining the current set of variables as previous studies stated mixed findings. So, researcher intends to contribute self-determination theory by integrating social media and adoption of social media in Saudi context. The study entails usefulness, ease of use, collaboration and communication as influential towards adoption of social media for business activities and trust has been considered as moderator in explaining the relationship between these constructs. The present set of variables haven't taken or empirically examined before. Current study will be pioneer in examining the relationship with moderating role of trust in Saudi Context.

Literature Review

Researcher attempted to present the literature to hypothesis development and research model is presented in current part of the study. Individuals can perceive that their performance can be improved by using technology as it provides benefits and found to be useful. Social media found to be useful in creating ease in attaining target and achievement of goals by using technological tools including social

media such as Face-book, Twitter and LinkedIn. Social media believed to make an individual free from any sort of mental pressure and issues at work place during business (Davis, 1989). Usefulness of social media or technological tools has considered as strong and effective predictors of adopting social media tools and technology for information sharing (Jiang, Hsu, Klein, & Lin, 2000; Smoła, Ślusarczyk & Kot, 2016). The usage of technology and social media tools in academia has been observed and found effective in literature which supports TAM for assessing its usefulness in academia (Lu, Yao, & Yu, 2005). Therefore, previous studies have depicted that usefulness of social media found to be predictor of adopting tendency for social media in education, health, retail, hotel sector, tourism and various other services & production sector. The above discussion provides the way out for the following research hypotheses:

H1: the usefulness of social media tools may influence the tendency of adoption of social media in the communication sector of Saudi Arabia.

Usage of specific technological tools by individuals shows their believe on social media tools which make their objective easy to achieve (Gruzd, Staves, & Wilk, 2012). Researchers have posited that ease of use construct found to be vital and important element in developing behavior towards adoption of technology (Venkatesh & Davis, 2000). Previous studies have found positive link between ease of use and attitude towards adoption of social media technological tools, but still empirical evidence still lack in explaining relationship between these constructs (Arshad & Akram, 2018). Ease of use of any technological tool or social media application enables individual to adopt technological advancements and develop their behavior positively towards innovative tools (Lu et al., 2005). Empirical studies have been conducted on examining influential electronic commerce adoption including Saudi Arabia. Literature has shown that electronic commerce has increased over number of years in developing countries. Various benefits have been drawn from electronic commerce in local and global market and in developing countries. Other developing countries including Saudi Arabia yet on the way to develop their system on modern technological basis, for online purchases and electronically conduction of business activities. Based on above discussion following hypothesis is proposed:

H2: Ease of use of social media tools influence tendency of adopting social media in Saudi academic sector

Technological advanced tools enable individuals to share information and communication by offering high speed collaborative tools specially based on social media applications which include Face-book and Twitter. The benefits are gained through usage of social media applications in every community including education sector, tourism industry, SMEs industry and general public as well (Kaplan & Haenlein, 2010). Collaboration among various entities of firms or organizations is essential for successful and effective decision making. Firms strive to overcome communication and collaboration gap among academic or non-academic community (Bernard & Rubalcava, 2000; Kot, Tan & Dragolea, 2017).

Prior researchers have posited that social media platforms found to be beneficial at college and university level students for educational purpose (Forkosh-Baruch & Hershkovitz, 2012). Based on above discussion following hypothesis is proposed:

H3: Collaboration in effective terms at social media tools impact tendency of social media adoption in communication sector of Saudi Arabia.

H4: Effective communication at social media tools influence tendency of adopting social media in Saudi communication sector

Trust plays an important role in success of business around the world. Trust involves in business activities in various areas, trust in knowledge sharing (Chow & Chan, 2008), trust on information system, trust among social network, trust on electronic mean of business and commerce. Trust gains more importance in virtual space because of its high risks, deceitful and volatile behaviors of individuals (Gefen & Straub, 2003). In addition, our study has analyzed the moderating effect of trust between both the explanatory and outcome variables which seems to be among the core contribution. For this reason, following hypotheses were developed and tested empirically.

H5: The relationship between usefulness of social media tools and tendency of adopting the social media in the communication sector of Saudi Arabia is moderating by the trust.

H6: The relationship between ease of use of social media tools and tendency of adopting the social media in the communication sector of Saudi Arabia is moderating by the trust.

H7: The relationship between collaboration at social media tools and tendency of adopting the social media in the communication sector of Saudi Arabia is moderating by the trust.

H8: The relationship between communication at social media tools and tendency of adopting the social media in the communication sector of Saudi Arabia is moderating by the trust.

H9: Trust on social media tools influence tendency towards adoption of social network applications in Saudi communication sector

Research Methodology

Positivist research approach has been taken for current study on quantitative basis and gathered data through survey questionnaire. Target population of study comprised on employees working in Saudi communication sector at manager level. Cross-sectional survey design is adopted to collect data from managers at communication sector of Saudi Arabia; who voluntarily agreed to participate. For survey 110 questionnaires were distributed in Jeddah in communication industry among participants by simple random convenience sample as it is cheap, fast and easy to get response from selected sample. The respondents were asked to be social media users and technology adopted behaviors. The usable questionnaires were 100 and used for data analysis. The characteristics for sample size included college diploma holders, bachelor's degree holder; educational level included Master

degree and PhD degree holders as well. The experience of respondents is important in data collection and their response plays important role in determining the relationship between constructs.

The study used measurement scales of each construct as given in present section of study. The items to measure tendency towards social media usage were based on dimensions of technology acceptance. It was consist on six (06) questions and adopted from Oly Ndubisi, (2007) and used by Tang & Musa, (2011). The items were measured on 5 point Likert Scale; whereas 1 present 'never used' and 5 present 'often use'. The reliability cronbach alpha for measurement scale was found as 0.72. The usefulness used in the study as independent variable was measured on 5 point Likert scale; the reliability cronbach alpha for construct was observed as 0.81. Ease of use was also measured with 5 items, the cronbach alpha for construct was measured as 0.832. The scale of collaboration was adopted from the study of (So & Brush, 2008) and consist on 4 items; the cronbach alpha was observed as 0.911. The 4 items measurement scale for this communication was adopted from the study of (Ozkan & Koseler, 2009) ; the cronbach alpha for this construct was observed as 0.813. Trust was measured on 4 item scales; the scale was adopt from the study of Poon & Granger (2003); the cronbach alpha for construct was observed as 0.75.

Analysis and Result

They present study entailed SAMRT-PLS for analyzing data. Measurement model and structural equation modeling was used as it is well established in recent research that PLS found to be helping in examining the psychometric properties, relationship based on theories and validation of relations PLS is widely known and used due to its accuracy. For determining the relationships between constructs are also verified by the usage of PLS. Relationship strength is depicted after analyzing of data on smart-PLS. Current study examined the measurement model and in second step SEM was used for testing the hypothesis relationships.

Reliability

The reliability of scale is determined by the cornbach alpha (α) and can be examined by using SPSS. It is established fact that and suggested by various researchers that cornbach alpha α of construct must be higher than 0.70 and it will be considered as accepted in social sciences to determine the relationship empirically. The current study observed the alpha value of each construct higher than cutoff point. The construct of the study 'tendency of usage social media' was observed as 0.72; usefulness was observed as 0.81; ease of use was observed as 0.83 and collaboration was observed as 0.911; communication was 0.813. The reliability of current scale for each construct found to be higher than cut off point; so reliability is good for over all scale. Table 1 shows Composite Reliability of construct. For hypothesis evaluation study used SEM approach. Level of significance is considered as 5%.

Table 1: Composite Reliability:

Sr#.	Constructs	CR	Remarks
1	Tendency to use Social Media (TSM)	0.901	Good
2	Usefulness (UF)	0.813	Good
3	Ease of Use (EOU)	0.891	Good
4	Collaboration (COL)	0.873	Good
5	Communication (COMM)	0.901	Good
6	Trust (TR)	0.754	Good

Discriminate Validity

Table 2; depicts score of discriminate validity of measurement instrument, the square root of AVE for each construct must be larger than cross-correlations with other constructs. Below table 2; show the discriminant validity figures.

Table 2; Discriminant Validity

Sr.#	Constructs	TSM	UF	EOU	COL	COMM	TR
1	TSM	0.95					
2	UF	0.57	0.91				
3	EOU	0.71	0.83	0.98			
4	COL	0.62	0.74	0.89	0.89		
5	COMM	0.83	0.69	0.77	0.79	0.81	
6	TR	0.75	0.81	0.76	0.81	0.71	0.85

Structural Model:

The structural model estimation and hypothesis testing presented in the current part in table 3. The results of PLS-SEM analysis depict that influential factors (UF, EoU, Col, Comm and TR) significant effect on tendency towards social media usage (TSM); ($\beta = 0.361, p < 0.001$; $\beta = 0.627, p < 0.001$; $\beta = 0.120, p < 0.05$, $\beta = 0.357, p < 0.001$, $\beta = 0.341, p < 0.001$) respectively. Independent variables (UF, EoU, Col, Comm, TR) significantly predict tendency to use social media ($\beta = 0.351, p < 0.05$, $\beta = 0.613, p < 0.001$, $\beta = 0.212, p < 0.05$, $\beta = 0.357, p < 0.001$, $\beta = 0.341, p < 0.001$) respectively.

Table 3: Hypothesis Results (Direct Effect)

Sr.	Hypothesis	Beta (β)	T-value	P-value
H1	UF-----→TSM	0.361	2.273	0.001
H2	EoU-----→TSM	0.351	2.022	0.030
H3	Col-----→TSM	0.627	2.350	0.020
H4	Comm-----→TSM	0.613	3.432	0.040
H9	TR-----→TSM	0.120	3.321	0.035

Description of hypothesis (Direct Effects):

Direct effect of UF (Usefulness) to TSM (Tendency to use social media) found to be positive and statistically significant; the table 3 depicts ($\beta = 0.361$ with t-value as 2.273) which shows positive and significant result. Therefore, H1 Accepted. Direct effect of EoU (Ease of use) to TSM (Tendency to use social media) found to be positive and statistically significant; the table 3 depicts ($\beta = 0.351$ with t-value as 2.022) which shows positive and significant result. Therefore, H2 Accepted. Direct effect of Collaboration (Col) to TSM (Tendency to use social media) found to be positive and statistically significant; the table 3 depicts ($\beta = 0.627$ with t-value as 2.350) which shows positive and significant result. Therefore, H3 Accepted. Direct effect of Communication (Comm) to TSM (Tendency to use social media) found to be positive and statistically significant; the table 3 depicts ($\beta = 0.613$ with t-value as 2.432) which shows positive and significant result. Therefore, H4 Accepted. Direct effect of TR (Trust) to TSM (Tendency to use social media) found to be positive and statistically significant; the table 3 depicts ($\beta = 0.120$ with t-value as 4.321) which shows positive and significant result. Therefore, H5 Accepted.

Moderating Test: (In-Direct Effects)

Moderating role of Trust (TR) for the present study is examined in this phase, researcher used PLS with steps that relies on regression analysis. The results depict the moderation role of Trust between predictors (UF, EoU, Col, Comm) and TSM; statistics shows direct significant effect of UF on TSM ($\beta = 0.652$, $p=0.000$). Further, results show predictors (UF, EoU, Col, Comm) have significant direct effect on TSM (Tendency to use social media) ($\beta = 0.351$, $p < 0.05$, $\beta = 0.613$, $p < 0.001$, $\beta = 0.212$, $p < 0.05$) respectively. Table 4; shows the results of moderating effect of constructs.

Table 4: In-Direct Result (Hypothesis-test moderation)

Sr.	Hypothesis	Beta (β)	T-value	P-value
H5	UF*TR→TSM	0.389	4.273	0.001
H6	EoU*TR→TSM	0.659	3.012	0.030
H7	Col*TR→TSM	0.827	5.340	0.000
H8	Comm*TR→TSM	0.017	1.511	0.50

Description: (Moderating role of Trust)

Moderation effect of trust is investigated; hypothesis 5; results shows t-value 4.273 found to be higher than cutoff point 1.96; which indicate that trust moderate statistically significant between Usefulness and Tendency to use social media. Therefore, H5 is accepted. The moderating effect of trust on the relationship between UF and TSM found β value as ($\beta = 0.389$, $t = 4.273$, $p < 0.05$), hence H5 accepted on statistical grounds. Moderation effect of Trust is examined between ease of use and TSM; hypothesis 6; results shows t-value 3.012 found to be higher

than cutoff point 1.96; which indicate that Trust moderate statistically significant between EoU and TSM. Therefore, H6 is accepted. The moderating effect of trust on the relationship between EoU and TSM found β value as ($\beta = 0.659$, $t = 3.012$, $p < 0.05$), hence H6 accepted on statistical grounds. Moderation effect of trust is also examined between collaboration and TSM; hypothesis 7; results shows t-value 5.340 found to be higher than cutoff point 1.96; which indicate that trust moderate statistically significant between Collaboration and TSM. Therefore, H7 is accepted. The moderating effect of trust on the relationship between Collaboration and TSM found β value as ($\beta = 0.827$, $t = 5.340$, $p < 0.05$), hence H7 accepted on statistical grounds. Moderation effect of trust is shown; hypothesis 8; results shows t-value 1.511 found to be lower than cutoff point 1.96; which indicate that trust doesn't moderate statistically significant. Thus, the result shows no credibility and rejected. Therefore, H8 is rejected. The moderating effect of trust on the relationship of communication and TSM found β value as ($\beta = 0.017$, $t = 1.511$, $p < 0.05$), hence H8 rejected.

Conclusion

Social media usage at service sector and production has increased to conducted business process on internet based applications. The research scholars have examined the relationship between social media usage and performance related outcomes in Western regions. The usage of social media includes face-book, Twitter, LinkedIn and internet based computer systems but the usage of technology in Arab world was neglected so far, however there are few studies have been conducted in Saudi Arabia, USA and Jordan to examine the effect of social media. The current study attempts to investigate the relationship of influential factors including ease of use, usefulness and communication and collaboration to determine the tendency towards usage of social media application in Saudi Arabian communication sector. Further, trust was used in the present study to determine the moderating role. Trust plays the moderating role between the relationship of independent and dependent variables. The current study contributes in the body of knowledge in explaining the relationship between influential factors and tendency towards social media usage in services sector, the relationship between ease of use, usefulness, communication and collaboration is explained in context of communication sector of KSA.

Moderating role of trust between usefulness, ease of use, collaboration, communication and tendency towards social media, previous inconclusive findings between usefulness, and ease of use with usage of social media also examined. Results showed that trust moderated relationship between usefulness, ease of use collaboration and tendency of social media application usage and found that trust moderate the relationship, but trust doesn't moderate between communication and tendency towards social media application usage in academic sector of Saudi Arabia.

This study suggested to the regulators that they should develop the reasonable policies for the usage of social media in the organization that help in the progress of the organization. This study has some limitation that may the directions for the further studies. This study investigated only the four factors and prospective studies may add further factors to measure the tendency towards usage the social media. This study use moderator and future study may add mediator in their studies.

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WYZNACZANIE TENDENCJI W ZAKRESIE WYKORZYSTANIA NARZĘDZI MEDIÓW SPOŁECZNYCH: ZAUFANIE W SEKTORZE KOMUNIKACJI W ARABII SAUDYJSKIEJ

Streszczenie: Badanie to miało na celu zbadanie związku między predyktorami użycia aplikacji społecznościowych; konstrukcje te obejmują użyteczność, łatwość użycia, skuteczność współpracy i komunikacji między sektorem komunikacji Arabii Saudyjskiej z moderującą rolą zaufania do tendencji do korzystania z narzędzi mediów społecznościowych jako najnowszych osiągnięć technologicznych. Do gromadzenia danych z saudyjskiego sektora komunikacji wykorzystano kwestionariusz samorządowy. Przeprowadzono badania przekrojowe, w których uczestnicy dobrowolnie wzięli udział i wypełnili kwestionariusz. Relacje i proponowane ramy zostały zbadane przy użyciu SMART-PLS (model pomiaru, model równań strukturalnych). Niezawodność, niezawodność złożona i dyskryminująca ważność; ponadto zbadano hipotezę w modelu strukturalnym, zbadano efekt bezpośredni i pośredni (rola moderująca) i stwierdzono znaczący związek między konstruktami, ale moderująca rola zaufania nie była znacząca. To badanie stanowi być może pierwszy test empiryczny wspólnego wkładu użyteczności, łatwości użytkowania, efektywnej współpracy i komunikacji z moderującą rolą zaufania w zakresie adopcji i tendencji korzystania z mediów społecznościowych w kontekście saudyjskim. Ponadto wyniki badania rozszerzają literaturę na temat tendencji korzystania z mediów społecznościowych.

Słowa kluczowe: Przydatność, łatwość użytkowania, współpraca, komunikacja, zaufanie, tendencja do mediów społecznościowych

使用社交媒体工具的倾向性决定因素:沙特通讯业中信任的重要性

摘要:本研究旨在探讨社交媒体应用使用的预测因素之间的关系。这些构架包括实用性,易用性,沙特阿拉伯通讯部门之间协作和交流的有效性,以及对随着最新技术进步而使用社交媒体工具的趋势的调节作用。自我管理的调查表用于从沙特通信部门收集数据。进行横断面研究,自愿参加者并完成问卷。通过使用SMART-PLS(测量模型,结构方程模型)检查了关系和建议的框架。可靠性,综合可靠性和区分有效性;此外,在结构模型中检验了假设检验,并检验了直接效应和间接效应(调节作用),并发现结构之间存在显著关系,但信任的调节作用并不显著。这项研究可能是对有用性,易用性,有效的协作和沟通的联合贡献的第一个实证检验,在沙特语境下,信任对社交媒体的采用和趋势具有适度的信任作用。此外,这项研究的发现扩展了有关社交媒体使用趋势的文献。

关键字:有用性,易用性,协作,沟通,信任,社交媒体趋势