



Perception of Social Media Use on Home Industry Product Promotion: Expectations-Confirmation Theory (ECT) Perspective

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Abstract

This study discusses the perception of the use of social media in the promotion of home industry products with the perspective of Expectations Confirmation Theory (ECT). This type of research uses an explanatory research method that explains the causal relationship (cause and effect) to test the hypothesis to explain the relationship and influence between variables. Data collection in this study used a questionnaire instrument using a closed-ended question. The data in this study were analyzed using the smartPLS application. The results showed (1) there was a significant effect of Confirmation on Satisfaction, (2) there was a significant positive effect of Service Quality on Satisfaction, (3) there was an insignificant effect of Confirmation on Continuance Intention, (4) there was a significant effect of Confirmation on Continuance Intention, (5) there is an insignificant effect of Satisfaction on Continuance Intention, (6) there is an insignificant effect of Confirmation on Continuance Intention through Satisfaction. Then Continuance Intention will decrease through Satisfaction, and Continuance Intention will increase if directly influenced by Confirmation, (7) there is an insignificant effect of Service Quality on Continuance Intention through Satisfaction. Then Continuance Intention will decrease through Satisfaction. Continuance Intention will increase if directly influenced by Service Quality.

Keywords: Perception, Social Media, Promotion, Home Industry Products, Expectations-Confirmation Theory (ECT)

1. Introduction

The development of information and communication technology (ICT) such as computers and telecommunications technology, especially the internet, can be used to bridge information and knowledge spread among home industry players. Access to digital communications helps increase access to trade and marketing opportunities, access to information for training, gain networks and income opportunities for women and increase employment opportunities. Information Communication Technology (ICT) can be an effective tool for women in small and medium businesses to develop their businesses (Sharafizad, 2016). However, the role of women in ICT development is still a minority. Men still play an important role in ICT. Women dominate administrative positions, entering data, computer operators, and the like, men hold the rest.

In other words, ICT for women in developing countries is a luxury item that is difficult and impossible to access. Therefore, in order to develop home industries which women generally dominate, it is necessary to develop expertise in the operation of information

communication technology (ICT) to increase the productivity of economic actors. One application of ICT used by women in home industries is the use of social media because it is considered more efficient and easier to use. Home industry players are able to market products using social media (Constantinides et al., 2009).

The use of social media as a means of promotion for home industry players needs to measure satisfaction and to measure satisfaction with the use of social media, researchers use the Expectation Confirmatory Theory (ECT) approach. Expectation Confirmatory Theory was originally developed by Oliver in 1977. ECT has been widely used to study consumer satisfaction and post-adoption of information systems or information technology in an institution (Hossain & Quaddus, 2012).

Several studies using ECT show that expectations aligned with the performance achieved will encourage satisfaction with using information technology (Alruwaie et al., 2020); (Li, 2022); (Khayer et al., 2020). This effect is mediated by positive or negative

disconfirmation between expectations and performance. If a product exceeds expectations (positive disconfirmation) post-purchase satisfaction or use will be achieved. However, conversely, if the product does not meet expectations (negative disconfirmation), consumers tend to be dissatisfied. In this theory, 4 (four) main constructs are developed in the model: expectations, perceived performance, disconfirmation, and satisfaction.

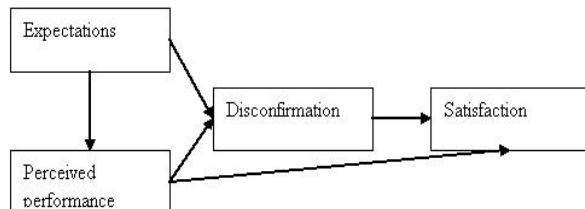


Figure 1. Expectation Confirmatory Theory (ECT)

The following is the research framework carried out.

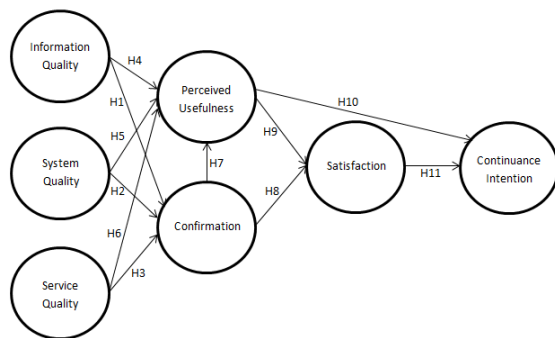


Figure 2. Conceptual Framework

2. Research Method

This type of research uses an explanatory research method that explains causal relationships (cause and effect) to test hypotheses to explain the relationship and influence between variables (Andersson et al., 2020). The location of this research was carried out in Padang Panjang City, West Sumatra. The population in this research are home industry activists in the city of Padang Panjang who have used an online marketing system (e-commerce). The number of respondents used in this research was 50 people. Data collection in this study used a questionnaire instrument using closed-ended questions. The data in this research was analyzed using the smartPLS application.

3. Result and Discussion

Result

Based on the questionnaire results distributed to 50 participants (respondents), the readiness index for IR actors, especially in Padang Panjang City, was stated to be a score of 4.13 (IR actors are ready). If mapped into a graph regarding the use of ICT devices in the form of Laptops/Computers and Smartphones used by

home industry players, it can be seen in the graph below:



Figure 3. Laptop/Computer Usage Index Graph for Home Industry Players

From the graph above, it shows that the Laptop/Computer Usage Index used by home industry players is only 2 people often use Laptops/Computers, 7 people sometimes use them, 3 people have used them, 8 people have used them and 30 people have never used Laptops. /Computer. If mapped into a graph regarding the use of ICT devices in the form of smartphones used by home industry players, it can be seen in Figure 4.

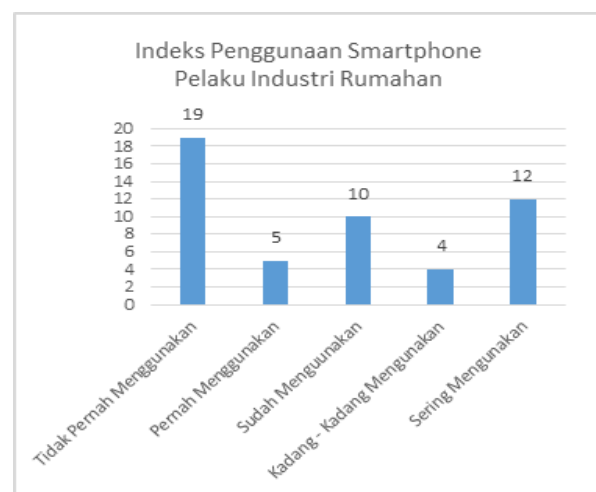


Figure 4. Graph of Smartphone Usage Index by Home Industry Players

The graph above shows that the Smartphone Usage Index used by home industry players is only 12 people often use Smartphones, 4 people sometimes use them, 10 have used them, 5 have used them and only 19 people have never used Smartphones. Home industry players use social media a lot in conducting business.

Based on the survey results, some of the social media they often use can be depicted in the graph below:

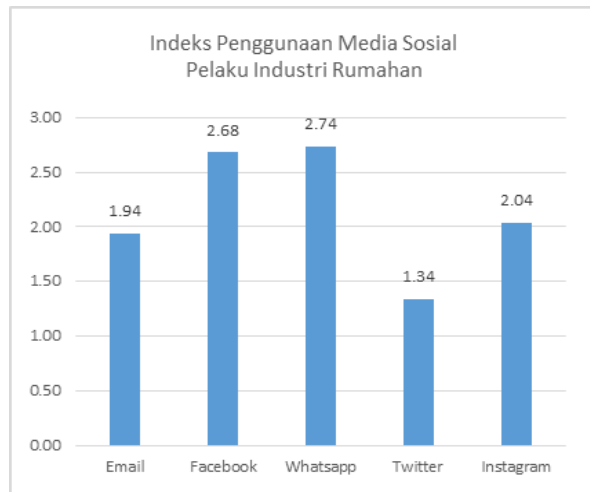


Figure 5. Index of Social Media Users by Home Industry players

Based on the graph above, there are findings that the social media used by home industry players to communicate or run their business is WhatsApp with an index of 2.74, while the lowest index for social media used is Twitter with an index of 1.34.

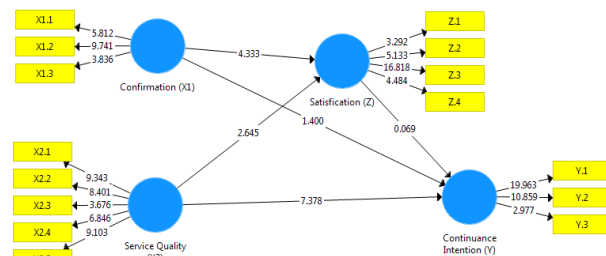


Figure 6. Research Hypothesis Testing with SmartPLS

Hypothesis testing in this research can be assessed from the value of the t-statistic or t-count compared to the t-table of 1.96 at an alpha of 5%. If the t-statistic/t-count < t-table 1.96 at alpha 5%, then Ho is rejected and if the t-statistic/t-count > t-table 1.96 at alpha 5%, then Ha is accepted. The following are the SmartPLS output results, which depict the estimated output for structural model testing.

Table 1. Direct Effect Test Result

	Sampe Asli (O)	Rata-rata Sampe (M)	Standar Deviasi (STDEV)	T Statistik (O /STDEV)	P Values
Confirmation (X1) -> Continuance Intention (Y)	0.179	0.189	0.128	1.400	0.162
Confirmation (X1) -> Satisfaction (Z)	0.559	0.567	0.129	4.333	0.000
Satisfaction (Z) -> Continuance Intention (Y)	0.011	-0.007	0.155	0.069	0.945
Service Quality (X2) -> Continuance Intention (Y)	0.754	0.764	0.102	7.378	0.000
Service Quality (X2) -> Satisfaction (Z)	0.376	0.376	0.142	2.645	0.008

Source: Data processed by authors, 2023

Table 2. Indirect Effect Test Result

	Sampe Asli (O)	Rata-rata Sampe (M)	Standar Deviasi (STDEV)	T Statistik (O /STDEV)	P Values
Confirmation (X1) -> Satisfaction (Z) -> Continuance Intention (Y)	0.006	-0.006	0.092	0.065	0.948
Service Quality (X2) -> Satisfaction (Z) -> Continuance Intention (Y)	0.004	-0.002	0.063	0.064	0.949

Source: Data Processed by authors, 2023

Discussion

The following is a discussion of the research results:

The Effect of Confirmation on Satisfaction

The results of data testing using the SmartPLS program tool found a Confirmation coefficient value of 4.333, which is the magnitude of the influence this construct has on satisfaction. Next, to assess whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value > t-table 1.96 at alpha 5% or $4.333 > 1.96$ P-Value value $0.000 < 0.05$ therefore H0 is rejected and H1 is accepted, in other words there is a significant influence of Confirmation on Satisfaction. The result is in line with previous studies by (Daneji et al., 2019); (Fu et al., 2018)

The Influence of Service Quality on Satisfaction

From the results of data testing with the SmartPLS program, it was found that the Service Quality coefficient value was 2.645, which is the magnitude of this construct has influence on Satisfaction. Next, to assess whether this hypothesis is accepted or rejected, the t-statistic or t-count value is compared with the t-table of 1.96 at an alpha of 5%. Where if the t-statistic value > t-table 1.96 at alpha 5% or $2.645 > 1.96$ P-Value value $0.008 < 0.05$ then the hypothesis can be accepted or H0 is rejected and H2 is accepted, in other words there is a positive influence Service Quality has a significant impact on Satisfaction. The result is in line with previous studies by (Kasiri et al., 2017); (Huang et al., 2019); (De Ona et al., 2016)

The Effect of Confirmation on Continuance Intention

Based on the results of data testing using the SmartPLS program tool, it can be seen that the Confirmation coefficient value is 1.400, which is the magnitude of the influence that the Confirmation construct has on Continuance Intention. To find out whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value > t-table 1.96 at alpha 5% or $1.400 < 1.96$, the P-Value value is $0.162 > 0.05$, therefore H0 is accepted and H3 is rejected, in other words there is an insignificant effect of Confirmation on Continuance Intention. The result is line with previous studies by (Daneji et al., 2019); (Oghuma et al., 2016); (Tam et al., 2020)

The Effect of Service Quality on Continuance Intention

Based on the results of data testing using the SmartPLS program tool, it can be seen that the Confirmation coefficient value is 7.378, which is the magnitude of the influence that this construct has on the formation of

Continuance Intention. To find out whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value $>$ t-table 1.96 at alpha 5% or $7.378 > 1.96$ P-Value value $0.000 < 0.05$ therefore H_0 is rejected and H_4 is accepted, in other words there is a significant influence of Confirmation on Continuance Intention. The result is line with previous studies by (Shao et al., 2020); (Kim, 2018)

The Effect of Satisfaction on Continuance Intention

Based on the results of data processing with the SmartPLS program, a satisfaction coefficient value of 0.069 was obtained, which is the magnitude of this construct has influence on continuity intention. Next, assessing the value of the t-statistic or t-count is useful for assessing whether a hypothesis is accepted or rejected, by comparing the t-statistic or t-count value with the t-table at 1.96 (with an error of rejecting the data of 5%). The t-statistic value $>$ t-table 1.96 or $0.069 < 1.96$ P-Value value $0.945 < 0.05$, thus the hypothesis can be accepted or H_0 is accepted and H_5 is rejected, in other words there is an insignificant effect of Satisfaction on Continuance Intention. The result is line with previous studies by (Daneji et al., 2019); (Tran et al., 2019)

Effect of Confirmation on Continuance Intention through Satisfaction

The t-statistic value $>$ t-table 1.96 or $0.065 < 1.96$ P-Value value $0.948 > 0.05$, thus the hypothesis can be rejected or H_0 is accepted and H_6 is rejected, in other words there is an insignificant effect of Confirmation on Continuance Intention through Satisfaction. So Continuance Intention will decrease through Satisfaction, Continuance Intention will increase if it is directly influenced by Confirmation.

The influence of Service Quality on Continuance Intention through Satisfaction

The t-statistic value $<$ t-table 1.96 or $0.064 < 1.96$ P-Value value $0.949 > 0.05$, thus the hypothesis can be rejected or H_0 is accepted and H_7 is rejected, in other words there is an insignificant influence of Service Quality on Continuance Intention through Satisfaction. So Continuance Intention will decrease through Satisfaction, Continuance Intention will increase if Service Quality directly influences it.

Conclusions

Based on the research results, it can be concluded that (1) there is a significant influence of Confirmation on Satisfaction, (2) there is a significant positive influence of Service Quality on Satisfaction, (3) there is an insignificant influence of Confirmation on Continuance Intention, (4) there is a significant influence Confirmation on Continuance Intention, (5) there is an insignificant influence of Satisfaction on

Continuance Intention, (6) there is an insignificant influence of Confirmation on Continuance Intention through Satisfaction. So Continuance Intention will decrease through Satisfaction, Continuance Intention will increase if it is directly influenced by Confirmation, (7) there is an insignificant influence of Service Quality on Continuance Intention through Satisfaction. So Continuance Intention will decrease through Satisfaction, Continuance Intention will increase if Service Quality directly influences it.

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