

CHAPTER I

INTRODUCTION

1.1 Background

The history of the internet began where J.C.R Licklider led the computer research program called DARPA that started in October 1962 together with Ivan Sutherland, Bob Taylor, and MIT researcher Lawrence G Roberts. In 1965 Thomas and Robert tried to connect the TX-2 computer to the Q-23 in California with a low speed dial-up telephone line and turn out to be the first wide-area computer network that ever been made at that time. In late 1966 Robert went to DARPA to develop his computer network concept and bring together his concept plan for the ARPANET (Advance Research Project Agency Network). Following years later, computer was added quickly to the ARPANET and in October 1972 Kahn organized a large very successful demonstration of the ARPANET at the International Computer Communication Conference (ICCC) (Leiner et al., 1997).

Nowadays society can not be separated by an internet connection. According to Leiner et al (2009) Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location. The internet connection nowadays is very crucial and important in human's life. The internet connection is already included in the basic needs of the human and no longer included in the

secondary needs like a few years ago. It is undeniable that almost all activities carried out by Indonesians, uses an internet connection. Such as buying food online, ordering transportation online, booking a hotel room, even adjusting the home environment.

Indonesians also use the internet in daily activities as a mean of social interaction through their social medias. The social media according to Boyd and Ellison (2008) is network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Senthikumar et al., 2013). The existence of social media nowadays is very important. Because, beside to exchange information with one and other, social media users also tend to share their experience with their followers, share their current activity and social life through their social media (Senthikumar et al., 2013). However social media is not a very new concept at all. Furthermore, it had been growing since the beginning of human interaction among them. And in some recent year social media already impacted many things in human daily life of communication that turned out also affected the business world.

Based on the available data in figure 1.1, almost 56% or equivalent to 150,000,000 people from a total population 268,200,000 of Indonesian use an internet connection. And in total there are 150,000,000 people who are very active in using social media. Based on figure 1.2, 91% of the population have mobile phone with various brands and types. Ranging from mobile phones to

smartphones. Whereas for smartphone owners only, there are 60% of the population. In average, based on figure 1.3, Indonesians spend their time to use internet for about 8 hours and 36 minutes while in average the population spend their time on their social medias for about 3 hours and 26 minutes.



Figure 1.1: Essential Data of Mobile, Internet, And Social Media Use in Indonesia (Source: Hootsuite.com, accessed on 20 October 2019)

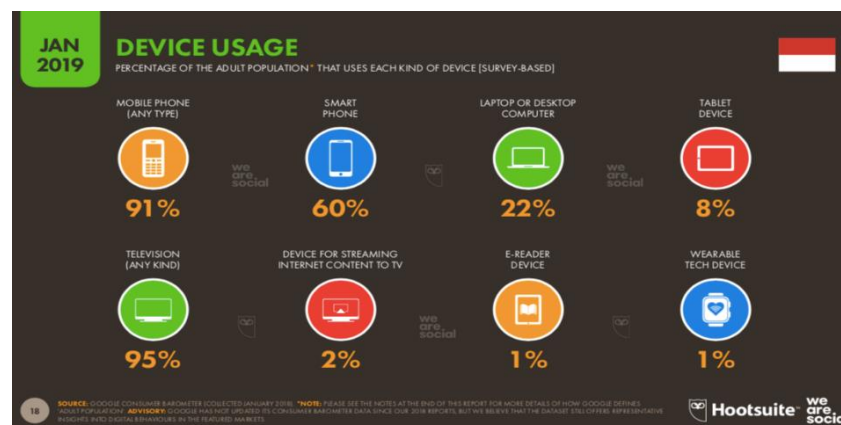


Figure 1.2: Percentage of The Adult Population That Used Each Device. (Source: Hootsuite.com, accessed on 20 October 2019)

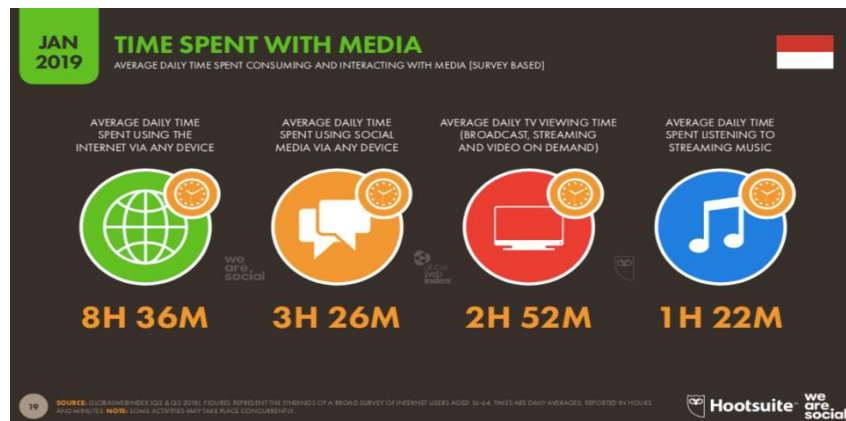


Figure 1.2: Average Daily Time Spent Consuming and Interacting with Media. (Source: Hootsuite.com, accessed on 20 October 2019)

There are some social medias that are often used. Figure 1.4 below shows the sequence of most active social media platform that is used by Indonesian.

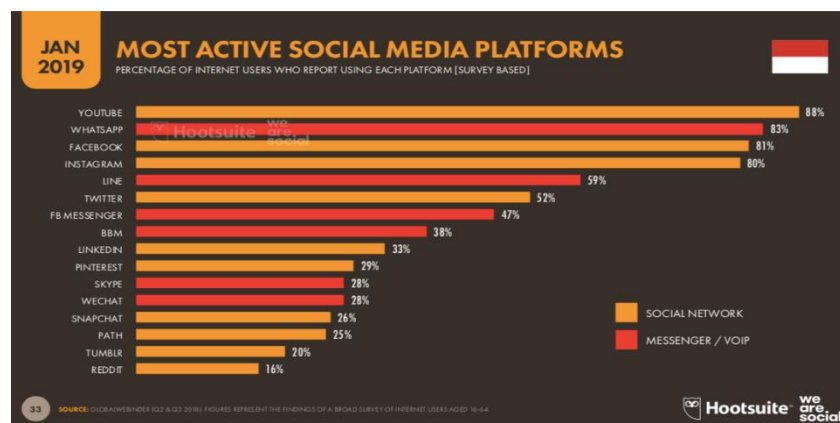
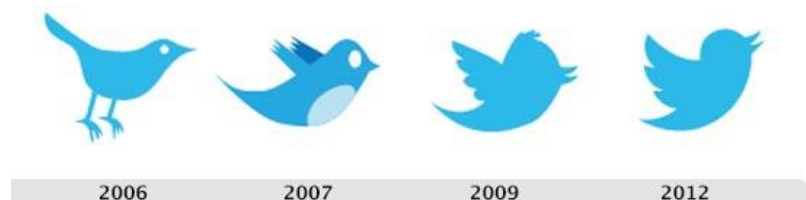


Figure 1. 3: Most Active Social Media Platform (Source: Hootsuite.com, accessed on 20 October 2019)

In the fourth position, with the percentage of 52% or 78.000.000 of the total social media active users, is occupied by Twitter. Twitter is a social networking and microblogging online service that allows users to send and receive text-based messages or posts of up to 280 characters called "tweets." (Technopedia, 2019). Twitter history started in 2006 when Jack Dorsey had an idea to make social media which have similar communication platform like SMS. At first Twitter was named as “Twtrr” with maximum 140 characters per

post. But after the number the users increased and some development were needed, Twitter then added some new feature like they decided to increase the tweet limit to 280 characters, added @ symbol to mention someone on tweet also hashtags and retweet feature (Arthur, 2019).

After some period of times abandoned by their users, Twitter is now back as the center of attention for many social media users. Two things that attract the attention of Indonesian to start using Twitter again are informative and interesting threads. A Twitter thread, for some Twitter users, were also used to give an honest review or personal experience of a brand / product during the use of the brand / product itself especially cosmetics or other beauty products. A thread on Twitter is a series of connected Tweets from one person. With a thread, user can provide additional context, an update, or an extended point by connecting multiple Tweets together (Twitter, 2019). This action then triggers social interaction among fellow users to discuss the review given by the sender to their mutual on Twitter which sometimes called as eWOM.



*Figure 1.4: The Evolution of Twitter Logo
(Source: la-boite-a.com, accessed 22 October 2019)*

Word of mouth (WOM) is the process of conveying information from person to person and plays a major role in customer buying decisions where in

the business environment this involves consumers sharing attitudes and opinions about a company's products or services (Alcocer, 2017) . WOM communication relies on social network influence. People use their friends, family and other members of their social network as a dependable source of information that usually this form is known as electronic word of mouth (eWOM) (Sridhar & Saha, 2012). This broad reach of eWOM provides consumers tremendous clout to influence brand image and perceptions. Twitter opens a new area of eWOM for businesses as people can describe things of interest and express attitudes that they are willing to share with others in short posts.



Figure 1.5: Thread Twitter
(Source: twitter.com, accessed 22 October 2019)

Product review, in fact, is the commonly used tool to support buying decision of a consumer. Review is also important for online retailer who use rating systems in order to build trust and reputation in the online market and social media (Lackermair et al., 2013). A product review is a textual review of

a customer, who describes the characteristics (e.g. advantages and disadvantages) of a product (Lackermair et al., 2015). In Twitter case, the business review is in form of interesting threads. Many companies started to see the benefits of Twitter's threads to promote their products/ services. Because a lot of threads attract Twitter users to read the tweet, many companies also use this thread Twitter feature to promote their products / services using this feature. Packed using interesting topics are expected to attract the attention of Twitter users to use or buy their products.

According to the background that has been elaborated above, the researcher would like to conduct a research which purposed to analyze the relation between the effect of social influence to the consumer behavioral intention with electronic word of mouth (eWom) thread Twitter as the object of the research. Then title of the research would be **“THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SOCIAL INFLUENCE AND ATTITUDE TOWARD BEHAVIORAL INTENTION (STUDY OF TWITTER SOCIAL MEDIA)”**

1.2 Research Problem

Based on the explanation and previous study mentioned in the introduction part above, these research problems are formulated as follows:

1. Does the Internet user's proficiency or Aptitude (APT) has affect on the Perceived Ease of Use (PEOU) of Twitter?

2. Does the Network Externalities (NE) has affect on the Perceived Ease of Use (PEOU) of Twitter?
3. Does the Network Externalities (NE) has affect on the Perceived Usefulness (PU) of Twitter?
4. Does the Perceived Privacy Protection (PPP) has affect on the Perceived Usefulness (PU) of Twitter?
5. Does Social Influence (SI) has affect on the Perceived Usefulness (PU) of Twitter?
6. Does Social Influence (SI) has affect on the Behavioral Intention (BI) to use Twitter?
7. Does Perceived Usefulness (PU) has affect on the user's Attitude (ATT) to the use of Twitter?
8. Does the Perceived Usefulness (PU) has affect on the Behavioral Intention (BI) to use Twitter?
9. Does the Perceived Ease of Use (PEOU) has affect on the Perceived Usefulness (PU) of Twitter?
10. Does the Perceived Ease of Use (PEOU) has affect on the Attitude (ATT) towards Twitter?
11. Does the Perceived Ease of Use (PEOU) has affect on the Behavioral Intention (BI) to use Twitter?
12. Does the Attitude toward the use of Thread Twitter (ATT) has affect on the Behavioral Intention (BI) to use Twitter?

1.3 Research Objective

1. To examine if there is an affect of the Internet user's proficiency or Aptitude (APT) on the Perceived Ease of Use (PEOU) of Twitter.
2. To examine if there is an effect of Network Externalities (NE) on the Perceived Ease of Use (PEOU) of Twitter.
3. To examine if there is an affect of the Network Externalities (NE) on the Perceived Usefulness (PU) of Twitter.
4. To examine if there is an affect of Perceived Privacy Protection (PPP) on the Perceived Usefulness (PU) of Twitter.
5. To examine if there is an affect of Social Influence (SI) on the Perceived Usefulness (PU) of Twitter.
6. To examine if there is an affect of Social Influence (SI) on the Behavioral Intention (BI) to use Twitter.
7. To examine if there is an affect of Perceived Usefulness (PU) on the user's Attitude (ATT) to the use of Twitter.
8. To examine if there is an affect of the Perceived Usefulness (PU) on the Behavioral Intention (BI) to use Twitter.
9. To examine if there is an affect of the Perceived Ease of Use (PEOU) on the Perceived Usefulness (PU) of Twitter.
10. To examine if there is an affect of the Perceived Ease of Use (PEOU) on the Attitude (ATT) towards Twitter.
11. To examine if there is an affect of the Perceived Ease of Use (PEOU) on the Behavioral Intention (BI) to use Twitter.

12. To examine if there is an affect on the Attitude toward the use of Twitter (ATT) on the Behavioral Intention (BI) to Twitter.

1.4 Research Contribution

- a. For the industry, as the information on how to use a thread Twitter as electronic word of mouth to influence the customer buying decision after they saw the thread on Twitter with factors that directly influence the buying decision.
- b. For the academies, as an additional knowledge and understanding about factors that might affect the customer buying decision based on thread Twitter.

1.5 Research Limitation

The limitation research of this research supposed to avoid the misunderstanding and deviations in this research progress:

- a. The subject of this research are the respondents who use Twitter actively for last 6 months, age between 20 to 40 years old (Y-Generation). Generation Y is the new generation after generation X that can be classified as a person who was born between 1980 and 1999. This generation is the new generation or known as millennial who will fully enter the workforce and lead the organization (Mansor, 2013). Millennials also known as a digital native. Digital natives are a generation or population growing up in the environment surrounded by digital technologies and for whom

computers and the Internet are natural components of their lives (Dingli & Seychell, 2015).

- b. The object of this research is Twitter especially the feature of thread Twitter.
- c. The Variable of this research divided into two variables which categorize into dependent variable and independent variable. The dependent variable is the behavioral intention and the independent variables are perceived ease of use, perceived usefulness, social influence and attitude.

1.6 Writing Systematic

The research is going to be written with the systematic order as follows:

Chapter 1: Introduction

Consist of research background, research problem, research objectives, research contribution, research limitation and research structure.

Chapter 2: Literature Review

Consist of theoretical background, previous research, definition and explanation of terms, the research framework and the hypothesis development.

Chapter 3: Research Methodology

Consist of research method, research design, research form, population and sample, data collection method and data analysis technique.

Chapter 4: Data Analysis & Discussion

Consist of the explanation of data output and the discussion of the research result.

Chapter 5: Conclusion & Recommendation

Consist of the conclusion, the research limitation and the future suggestion.