CHAPTER II

LITERATURE REVIEW

This chapter will elaborate more about the effect Twitter and related variable along with of perceived ease of use, perceived usefulness, social influences, attitude as the independent variable and behavioral intention as the dependent variable which will be used in this research. The information stated in this research was taken from the previous research which is conducted on the similar topic related to the influence of perceived ease of use, perceived usefulness, social influences and attitude toward behavioral intention (study of Twitter social media).

2.1 Theoretical Background

According to the previous research, the other variable that also influence the purchase decision from electronic word of mouth along with thread twitter is Aptitude, Network Externalities, Perceived Privacy Protection, Social Influence, Perceived Ease of Use, Perceived Usefulness, And Attitude.

2.1.1 Behavioral Intention

Behavioral intention defined by Mowen & Minor (2002) as the desire of consumers to behave in certain ways in order to own, dispose of and use products or services. So, consumers can cast a desire to look for some information, mention others about their experience with a product, purchase a certain product or service, or discard of a product in a particular way. According Simamora (2003) to behavioral

intention is a proportion that connects itself with future actions. According to Kanuk (2003) behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to certain brand.

2.1.1.1 Behavioral Intention Dimension

According to Tjiptono (2011) dimensions for behavioral intentions are:

1) Loyalty to the company, a condition where customers make repeat purchases on a regular basis, cannot be influenced by competitors to move and refer others.

2) Willingness to pay more, willingness to make payments higher than they should to obtain the benefits received.

3) Propensity to switch, a behavior that indicates a desire to move or not to the competitor.

4) External response to the problem, communicating dissatisfaction with the services provided to parties outside the organization.

5) Internal response to problems, communicating dissatisfaction with the services provided to parties in the organization

2.1.2 Attitude

In the research world there are many definitions of attitude that are some academic researcher trying to understand and define about human behavior. Attitude is defined as "individuals" behavior towards negative or positive feelings about carrying out a target behavior (Tan & Teo, 2000). In addition, attitude is related to behavioral intention of individuals in view of the fact that they form their intentions to do an exact behavior in the direction of which they have positive result (Tan & Teo, 2000).

Attitude included some information of the situation. However, the essential aspect of the attitude is found in the fact that some characteristics felling, or emotion is experienced, and as we would accordingly expert, some definite tendency to action is associated (Purwanto, 2014). The important things in attitude are emotional factor. The second factor is reaction or response or predisposition to react. In this case, attitude is important determinant in human behavior. As the reaction, attitude always related to two alternatives that is like or dislike, obey and perform or avoid it (Purwanto, 2014).

2.1.2.1 Component of Attitude

Travers, Gagne, and Cronbach in Ahmadi (2002) agree that attitude involves three components that interact with the object. These components include:

1) Cognitive component, associated with knowledge, beliefs or thoughts that are based on information associated with the object.

2) Affective component refers to the emotional dimension of attitudes, emotions are associated with the object. Here the object perceived as pleasant or unpleasant.

3) Behavior or conative component involving one of predisposition to act towards the object.

Component behavior is influenced by the cognitive component. This component related to the tendency to act so that in some literature this component is called the action tendency component. Action tendency components can be divided into two kinds.

1) Positive attitude. The attitude of the show, accept acknowledge, approve, and implement associated with the object.

2) Negative attitude, attitudes which show or showed rejection or disagree on matters relating to the object.

2.1.2.2 Factor that Influence Attitudes

Based on Azwar (2009) there are some factor that influence attitudes:

1) Personal Experience

   It can be the basis for the formation of attitudes, personal experiences should leave a strong impression. Therefore, the attitude will be more easily formed when personal experience occurs in situations involving emotional factors.

2) Influence others that are considered important

   In general, people tend to have a conformist attitude or direction of the attitude of people who are considered important. This tends among motivated by the desire for affiliation and the desire to avoid conflict with the people who are considered important.

3) Influence of culture

   Unwittingly steering line culture has instilled our attitude towards various issues. Culture has colored the attitude of members of the community because the pattern is culture that gives individuals experience public care.

4) The Mass Media

   In the newspapers and the healthcare radio or other communications media, which supposedly factual news delivered objective likely to be influenced by

the attitude of the author, consequently, affect the attitudes of consumer.

5) Education and Religious Education

Moral concepts and teachings of educational institutions and religious institution determine the belief system it is not surprising that in turn affects the attitude concept.

6) Emotional Factor

Sometimes, a form of attitude is a statement that is based on emotion which serves as a sort of channeling frustration or alienation of the ego defense mechanisms.

2.1.3 TAM Model

The Technology Acceptance Model (TAM) provides a conceptual framework based on theories in social psychology, namely, the theory of reasoned action (TRA), and the theory of planned behavior (TPB) (Nguyen, 2015). The basis of these theories, TAM proposed a causal model to explain and predict the acceptance of a given information technology by potential users. The original TAM suggests that perceived usefulness and perceived ease of use are drivers that influence a user's attitude towards using a technology, which in turn determines their intention to use or to

adopt it (Ha & Stoel, 2009). In addition, TAM also posits that perceived ease of use explains the variation in perceived usefulness.

TAM is the most widely applied model in user acceptance of technology studies when compared to other models like TPB. This is because of its simplicity and ease of implementation. However, the limitation of TAM stems from the fact that many important factors are not included in the model. This informs why researchers often extend TAM by adding other variables that are relevant in different contexts and settings (Nguyen, 2015).

2.1.3.1 Perceived Usefulness

Perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance." This follows from the definition of the word useful: "capable of being used advantageously." A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use-performance relationship (Davis, 1989). In TAM framework, PU is hypothesized to be the direct predictor of behavioral intention to use (BI) of the technology of interest (Park et al., 2014).

2.1.3.2 Perceived Ease of Use

Perceived ease of use, in contrast, refers to "the degree to which a person believes that using a particular

system would be free of effort." This follows from the definition of "ease": "freedom from difficulty or great effort." Effort is a finite resource that a person may allocate to the various activities for which he or she is responsible (Radner & Rothschild in Hamida et al., 2015). All else being equal, an application perceived to be easier to use than another is more likely to be accepted by users.

2.1.4 Social Influence

Social influence is a common feature of everyday life. We either try to influence others or are influenced by them many times each day (Smith, 2011). This influence can be somewhat banal – such as what type of restaurant to go to for dinner – or more significant – such as whether to attend protests to try to change government policy, or even to overthrow a government (Smith, 2011). Social influence occurs when an individual's thoughts, feelings, and actions are affected by other people. It is a fundamental part of relations both within group and between groups. Social influence takes many different forms, and can be seen in processes of conformity, socialization, peer pressure, obedience, leadership, persuasion, minority influence, and social change, to name but a few topics into which social influence research extends its reach (Smith, 2011). Ng in Fischer et al (2011) stated that types of social influence

can be distinguished between three fundamentally different influence type;

1) **Direct Person to Person.**

   This is in line with most research listed in social psychology textbooks. This type of research is noticeable by a focus on the individual in line with Allport's definition of social psychology. This research has a clear individualistic bias in that it focuses on the person being influenced by some other agent (influencer) and typically focuses on informational influence rather than normative influence (Ng in Fischer et al., 2011). This fits with the recent turn in social psychology to social-cognitive theories and paradigms that conceptualize the individuals as an autonomous meaning-making and rationally thinking entity. Normative influences stemming from groups and social structures are less central.

2) **Indirect Manipulation of Social Norms, Customs and Social or Cultural Attitudes.**

   Here, an agent may influence others by manipulating agendas, mobilize relevant social values and norms to

direct the discussion in certain directions or remove or isolate certain individuals from discussion.

3) **Attitude Beliefs and Behaviors Are Influenced by Others Without Individuals Being Ware of The Influence Strategies.**

The probably best example is cultural influences on individuals. Culture is a diffuse set of traditions, norms, ideologies and values that influence how individuals think, feel and behave without individuals being aware of this influence on their very thoughts, feelings or behaviors. These processes are reproduced and perpetuated through socialization mechanisms and help to stabilize and maintain social groups and societies.

2.1.5 Perceived Privacy Protection

Consumer data is asset to organizations. Analysis of consumers' transactional data helps organizations to understand customer behaviors and preferences. Therefore, organizations could capitalize on these data, they ought to have effective plans to address consumers' privacy concerns because violation of consumer privacy brings long-term reputational damage to organizations (Chang et al., 2015).

Perceived (state of) privacy refers to 'an individual's self-assessed state in which external agents have limited access to information about him or her' (Dinev et al., 2013). When privacy is perceived as a state, it means an individual is found in each situation at a given moment of time where decision related to their privacy matters has to be made. Privacy concern and trust are two known proxies of perceived privacy (Flavián et al., 2006). Privacy concern refers to individuals' level of anxiety regarding a third party's information practices (Smith e at., 2011).

2.1.6 Network Externalities

Network externalities are defined as the increasing utility that a user derives from consumption of a product as the number of other users who consume the same product increases (McGee & Bonnici, 2015). For example, the more people there are in a telephone network the more users can be reached on the network, thereby increasing its usability. Fax machines, broadcast industry services, credit card networks, and computer hardware and software are examples of products exhibiting network externalities. This is a form of increasing returns to scale with the important difference that the driver is not production but consumption and consumer behavior (McGee & Bonnici, 2015).

Many studies showed that network externalities could lead to the "locked" phenomenon of consumer market directly, that's to say, the network externalities consumers perceiving will affect their decisions to give up the old products and choose the new ones, and not replace the manufacturers easily due to the specialized assets accumulated by the previous products, such as, individual utility, social utility, precipitation, etc (Zhang & Wan, 2015).

According to (Hive, 2000) Network externalities can be divided into two classification.

1) Direct network externalities are also called demand network externalities. Typical examples include phones, fax machines, and several other communication technologies. It is self-evident that your fax machine is quite useless if you are the only possessor of a fax machine. Itis equally self-evident that the utility of your fax machine increases as the apparatus becomes more widespread.

2) Indirect network externalities are also labelled supply network externalities as they are not situated on the demand side (as direct network externalities are), but rather on the supply side.

2.1.7 Aptitude

Aptitude is a person concern in virtually all goal directed human activities; whenever one think about the antecedents of observed individual difference in some valued goal attainment, some concept of aptitude is needed. The concept is especially closed to readiness, but also suitability (for a purpose or position), susceptibility (to treatment or to persuasion) and proneness (as in accident proneness). All this concept carries the implication of predisposition for differential response by persons to some situation to class of situation (Snow, 1992).

Aptitudes are initial state of person that influence later developments, given specified condition (Snow, 1992). Furthermore, they are initial states that are not merely correlates of learning, but rather are propaedeutic (i.e., need as preparation for) learning in the particular situation at hand. The combination of aptitude and learning in this situation is the propaedeutic to later learning in related situation; thus, learning and aptitude development are cumulative.

2.2 Previous Study

There are several journals from previous researchers that are used by author to support this study. Here are the lists of the journals:

Table 2.1

Previous Research

No	Title	Variable	Method	Result
1.	*Using Social Networks Sites in the Purchasing Decision Process.* **Miranda et al (2014)**	• Aptitude • Network Externalities • Perceived Privacy • Social Influence • Perceived Ease of Use • Perceived Usefulness • Attitude • Behavioral Intention	• Design an online survey to acquire information from 509 respondents who well educated and less than 30 years old with more than 3 years a Facebook profile. • Apply the PLS method using the program Smart PLS to accommodate the presence of a large model with formative constructs (attitude).	• Facebook is influenced by its perceived usefulness, by its social influence, and by the user's attitude towards Facebook while the perceived ease use seems to have no direct influence on that intention. • The main antecedents of the perceived useful- ness are network externalities, social influence, and perceived privacy protection, but not the perceived ease of use.
2.	*e-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use* **Moslehpour et al (2018)**	• Online Purchase Intention • Perceived Usefulness • Perceived ease of use • Conscientiousnes s • Openness to Experience	• Project involves the collection of empirical data regarding e-purchase with population of Taiwanese online shoppers under 50 years old. • Uses truncated sampling technique to collect 380 data. • Structural Equation Modeling were used and done by SPSS 22 and AMOS 22	• Advice online shopping service providers need to study clearly about conscientiousness personality of online shoppers to draw purchase intention from customer. • Online shopping sites should focus on utility-motivated factors like technology throughout the process of online shopping. Since consumers that have conscientiousness personality often use their knowledge to carefully access if products or services bring them the desired values.

3.	*Study on the Impact of Perceived Network Externalities on Consumers' New Product Purchase Intention* **Zhang et al (2015)**	• Perceived Usefulness • Perceived Ease of Use • Purchase Intention • Perceived Risk • Perceived Externalities	• Adopted the method of random sampling, organizing using questionnaire survey. • The participants were full-time university student in s southern China, who used tablet PC. • The measures used are the 7-point Likert-type scales. • Used principal component factor analysis and varimax rotation to carry out exploratory factor analysis for each variable.	• Besides perceived usefulness and perceived ease of use, consumers would consider products possible risks before making purchase decisions, at the same time, perceived network externalities had a primitive effect on purchase intention.
4.	*An Examination of Individual's Perceived Security and Privacy of the Internet in Malaysia and the Influence of This on Their Intention to Use E-Commerce: Using an Extension of the Technology Acceptance Model* **Lallmahamood (2007)**	• Perceived Security and Privacy • Perceived Usefulness • Perceived Ease of Use • Intention to Use Internet Banking	• Research method for this study is primarily a quantitative approach, and a survey instrument in the form of questionnaire. • For the evaluation of the hypotheses, a simple linear regression model is considered.	• Personal data protection was rated as the top serious concern, followed by the security technologies provided by the bank for Internet banking. • The types of services provided by the Internet banking and the presence of a third-party assurance for authentication were least two serious.
5.	*The Effects of Social*	• Perceived Usefulness	• A survey study was employed to collect	• Developers should make online social networks

	Influence on User Acceptance of Online Social Networks **Qin et al (2011)**	• Perceived Ease of Use • Social Influence • Critical Mass • Subject Norm • Usage Intention	data in order to test the research model. • A questionnaire was distributed to a sample of 284 online social network users who were enrolled in MIS classes in a university located in the northeastern United States. • The collected data were analyzed through EQS software using SEM	easy to use in order to increase a user's perception of the usefulness of such systems. • Managers of online social networks should be aware of the importance and positive influence of critical mass, subjective norm, and PU upon UI. In applied terms, the more friends a user can find to network with, and the more inter- action a user can have with his or her friends, the more useful he or she will perceive an online social network to be.
6.	*Factors Influencing E-district Adoption: An Empirical Assessment in Indian Context* **Baisha et al (2017)**	• Perceived Usefulness • Computer Anxiety • Effort Expectancy • Social Influence • Facilitating Condition	• Data for this research is collected through a primary survey for people >18 years of age who have either used the e-district service or at least know about the service. • A five-point Likert scale was used to collect the responses. • Stepwise regression has been applied to find whether positive relationship is significant between the dependent variable and independent variable.	• Awareness about the usefulness and benefits of e-district service should be created among the prospective users. • Proper infrastructure and training should be provided to the citizens to use e-district service.
7.	*Effects of Attitude toward Using, Perceived Usefulness,*	• Perceived Ease of Use • Perceived Compatibility • Attitude	• Data was analyzed using both descriptive statistics and structural equation model (SEM).	• Perceived compatibility has both direct effect and indirect effect through attitude toward using E-

				Marketing on intention to use E-Marketing.
	Perceived Ease of Use and Perceived Compatibility on Intention to Use E-Marketing **Kanchanatan ee et al (2014)**	• Perceived Usefulness • Intention to Use E-Marketing	• This research used Smart PLS application program to analyze research data with partial least square technique and testing the hypotheses using Bootstrap resampling method. • Data were collected from SMB owners in the three southern border provinces of Thailand where 430 SME owners were randomly selected for the purpose of this research.	• Perceived ease of use has no direct effect on intention to use E-Marketing but has indirect effect through attitude toward using E-Marketing on intention to use E-Marketing. • Perceived usefulness has no both direct effect and indirect effect on intention to use E-Marketing.
8.	*The Effect of Perceive Ease of Use, Perceive of Usefulness, Perceive Risk and Trust Towards Behavior Intention in Transaction By Internet* **Nugroho (2009)**	• Perceived Ease of Use • Perceived Usefulness • Perceived Risk • Trust	• Measurement of this indicator using a Likert scale with 5 levels of scale. • The sample in this study using sampling no probability with purposive sampling technique. • Conducted a survey on Internet users who conduct e-commerce transactions on the Internet. • Methods of data analysis in this study were multiple regression (regression analysis).	• The results showed that all four variables namely Perceived Ease in Use, Perceived Usefulness, Perceived in Risk, and Trust has a significant effect on consumer interest in transacting over the internet. • Perceive in Risk is a variable that has the most dominant influence on consumer intentions to transact over the Internet.
9.	*The Effect of Emotional Design and Online Customer Review on*	• Perceived Visual Appeal • Perceived Usefulness • Perceived Ease of Use	• Questionnaires are designed and shared via social media as a method for collecting data with 29 main questions using 6-point	• The strongest indicator that affect customer review (CR) is objective review (CR3). • Indicator that affect most perceived visual appeal

	Customer Repeat Purchase Intention in Online Stores **Dewi et al (2017)**	• Customer Purchase • Customer Intention • Repeat Purchase Intention	of Likert scale for measurement. • The model analyzed by using Structural Equation Modeling (SEM) with software AMOS22.	(PV) is visual attractiveness (PV1). • High quality of objective review can greatly affect e-repeat purchase. • It is important to considering the emotional design aspect on designing online store since visual attractiveness can significantly affect customer to make a repeat purchase.
10.	*Exploring the Relationship Between Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Attitude And Subscribers' Intention Towards Using 3G Mobile* Services. **Suki (2011)**	• External Variable • Perceived Usefulness • Perceived Ease of Use • Attitude Toward Use • Intention to Use • Actual System Usage	• 100 questionnaire consists of two main parts: demo graphic profile of respondents and perceptions and attitude towards using 3G mobile services. • Cross sectional data were collected through a survey and analyzed by means of correlation and regression analysis via Statistical Package for Social Sciences (SPSS) version 16 computer program. • Correlation and multiple regression were used to looking for association between two metric variables and to test any cause and effect between two variables respectively.	• Subscribers' intention to use 3G mobile services is determined by their perception on its usefulness and how convenient it is to use and access 3G mobile services' functions. • The results highlighted the importance of Perceived Ease of Use towards 3G mobile services' in terms of how easy or effortless it is to communicate with each other. • Perceived Enjoyment was proven to be insignificantly influencing the Behavioral Intention towards using 3G mobile services.

2.3 Hypothesis Development

2.3.1 The Influence of Aptitude Toward Perceived Ease of Use

In Miranda et al (2014) found that higher levels of computer anxiety are associated with greater reluctance to engage in opportunities to learn new Internet skills like using Facebook during the purchasing decision process. Open-minded persons are more likely to use an online shopping via the internet the result means that open-minded individuals are more likely to use e-purchase to confirm their inquisitiveness and find out freshly adventured practices (Tuten, 2001, cited in Moslehpour, 2018). But in the study of Venkatesh and Bala (2008) cited in Baishya (2017) showed that the construct "Computer Axienty" has been adopted from TAM 3 has a direct negative impact on Perceived Ease of Use. Based on the theory above, the hypothesis are as follows:

H1: Aptitude (APT) will positively influence Perceived Ease of Use.

2.3.2 The Influence of Network Externalities Toward Perceived Ease of Use & Perceived Usefulness

Direct network externality is generated through the direct effect of the increasing number of users of compatible products (Chen et al., 2011, cited in Miranda et al., 2014). Many studies showed that network externalities could lead to the "locked" phenomenon of consumer market directly, that's to say, the network externalities consumers

perceiving will affect their decisions to give up the old products and choose the new ones, and not replace the manufacturers easily due to the specialized assets accumulated by the previous products, such as, individual utility, social utility, precipitation, etc (Zhang et al., 2015). Based on the theory above, the hypothesis are as follows:

H2: Network Externalities (NE) will positively influence Perceived Ease of Use (PEOU).

H3: Network Externalities (NE) will positively influence Perceived Usefulness (PU).

2.3.3 The Influence of Perceived Privacy Protection Toward Perceived Usefulness

Privacy concerns have been a constant hot topic on Internet. For example, there have been numerous complaints about Facebook's privacy policy, with users being unable to completely eliminate their personal information on this social network (Chung, Park, Wang, Fulk, & McLaughlin, 2010, cited in Miranda et al., 2014). It therefore seems clear that perceived privacy protection (PPP) significantly influences the perceived usefulness (PU) of Facebook and the decision to use this tool (BI), as has been shown in the literature for other Internet-based systems (Phang, 2006, cited in Miranda et al., 2014). Recent research also has indicated that "trust" has a striking influence on users' willingness to engage in online exchanges of money and

sensitive personal information (Hoffman, Novak & Peralta 1999, cited in Lallmahamood, 2007). Based on the theory above, the hypothesis are as follows:

H4: Perceived Privacy Protection (PPP) will positively influence Perceived Usefulness (PU).

2.3.4 The Influence of Social Influence Toward Perceived Usefulness & Behavioral Intention

The Theory of Reasoned Action (TRA) argues that behavioral intentions of individuals are influenced by the existing social attitudes and norms (Miranda et al., 2014). In Davis, Bagozzi, and Warshaw (1989), cited in Qin et al., (2011) discussed that social influence occurs when an individual's behavior is influenced by those around him or her. Social influences can affect behavior through PU, via the theoretical mechanisms of internalization and identification. Based on the theory above, the hypothesis are as follows:

H5: Social Influence (SI) will positively influence Perceived Usefulness (PU).

H6: Social influence (SI) will positively influence Behavioral Intention (BI).

2.3.5 The Influence of Perceived Usefulness Toward Attitude & Behavioral Intention

Many empirical studies have demonstrated the existence of a causal relationship between PU and the intention to use a technology either directly (Gallego, Luna, & Bueno, 2008; Yang & Lin, 2011, cited in Miranda et al., 2014) or indirectly mediated by the variable attitude (Davis, Bagozzi, & Warshaw, 1989, cited in Miranda et al., 2014). Son et al (2012), cited in Moslehpour (2018) assert that PU has a positive effect on consumer intention to use an internet application. Davis (1986), showed that perceived usefulness can directly affect behavior intention, and behavior intention can directly affect consumers' actual behavior. Online shopping perceived usefulness could also change consumers' attitudes toward purchasing (Mohamed et al., 2012, cited in Moslehpour, 2012). Based on the theory above, the hypothesis are as follows:

H7: Perceived Usefulness (PU) will positively influence user's Attitude (ATT).

H8: Perceived Usefulness (PU) will positively influence Behavioral Intention (BI).

2.3.6 The Influence of Perceived Ease of Use Toward Perceived Usefulness

The causal relationship between PEOU and PU has repeatedly been validated in the literature (Davis, 1989; Davis, et al., 1989; Park, 2010; Chung, et al., 2010, cited in Miranda et al., 2014). Because TAM is used as a baseline model, the variables of PU and PEOU in online social networks are posited as the key determinants of users' intentions to use such networks, and PEOU is also an antecedent to PU (Qin et al., 2011). Similarly, TAM posits that perceived usefulness (PU) is a significant factor affecting acceptance of an information system (Davis,1989, cited in Lallmahamood, 2007), and similarly perceived ease of use is a major factor that effects acceptance of an Information system, therefore it would appear that an information system or an application perceived to be easier to use than another is more likely to be accepted by users (Lallmahamood, 2007). Based on the theory above, the hypothesis are as follows:

H9: Perceived Ease of Use (PEOU) will positively influence Perceived Usefulness (PU).

2.3.7 The Influence of Perceived Ease of Use Toward Attitude & Behavioral Intention

Several studies have demonstrated both direct (Davis F. D., 1989; Venkatesh & Davis, 2000, cited in Miranda et al., 2014) and indirect

relationships (Venkatesh & Morris, 2000; Venkatesh, et al., 2007, cited in Miranda et al., 2014) between PEOU and BI. Zhang et al., (2015) stated that the more useful consumers believed the new products are, the more likely they will purchase them. On the other hand, the more easily to be used consumers perceived the new products are, the greater likelihood they will buy them, that's to say, perceived ease of use will strengthen their perceived usefulness to some extent. Based on the theory above, the hypothesis are as follows:

H10: Perceived Ease of Use (PEOU) will positively influence Attitude (ATT).

H11: Perceived Ease of Use (PEOU) will be positively influence Behavioral Intention (BI).

2.3.8   The Influence of Attitude Toward Behavioral Intention

Attitude as defined by Davis (1989), cited in Kanchanatanee (2014) refers to a physical tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. It is the latter which is the TAM model includes as a mediating variable between PEOU or PU and the behavioral intention (BI) to use a given technology. Thus, attitude towards behavior is regarded as an antecedent of the intention to use a technology (Davis et al, 1989, cited in Miranda et al, 2014). Thus, Attitude has direct effect on intention to use technology (Fishbein & Ajzen, 1977; Davis, 1989, cited in

Kanchanatanee, 2014). Based on the theory above, the hypothesis are as follows:

H12: Attitude toward the use Thread Twitter (ATT) will positively influence Behavioral Intention (BI).

2.4 Conceptual Framework
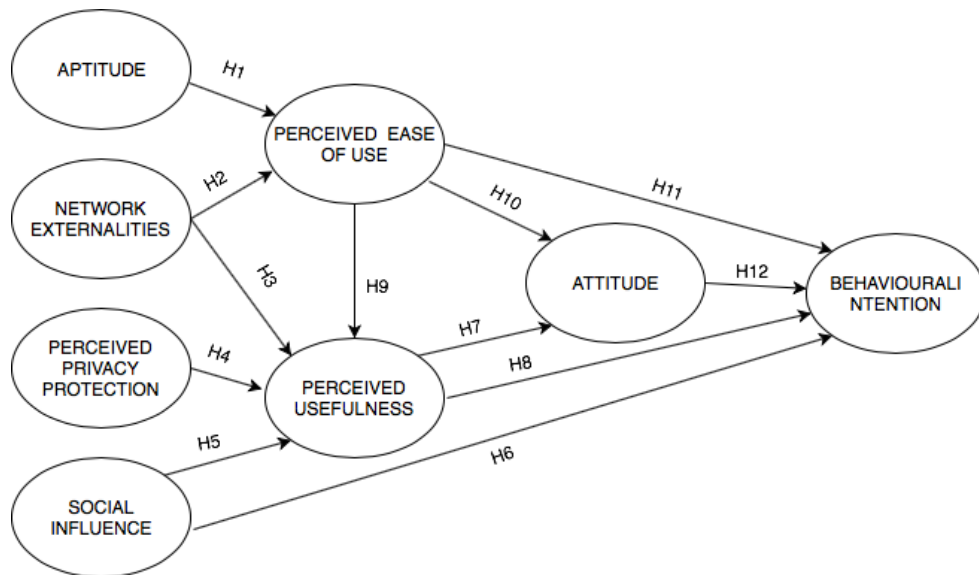
Figure 2.1: Conceptual Framework
(Adapted From: Miranda et al., 2015)