Factors Affecting the Use Behavior of Social Media Using UTAUT 2 Model

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Abstract

The development of the Internet started a change of conventional communications media into digital communications media . One of the most rapid growing digital communication media at this time is social media. LINE as one of the social media is becoming the most favorite social media. The increasing number of users LINE accompanied by the behavioral intention that affecting use behavior of LINE. Based on this, research is needed to determine how the use behavior of LINE. Consumer technology research model , Unified Theory of Acceptance and Understanding of Technology 2 (UTAUT 2) , is used to examine the use behavior of LINE as a communication media. This study uses 419 regular college students in the city of Bandung as respondents. Accidental sampling technique is used. Behavioral intention and use behaviors of LINE are measured by considering the facilitating condition, performance expectancy, effort expectancy, social influence, hedonic motivation, price value, and habit as the independent variabels. The results showed that almost all of the independent variables affect the behavior intention and use behavior of LINE except price value . In addition, the results also showed that behavioral intention and use behavior of LINE are in the category of very high which means that regular college students in the city of Bandung have the high desire and intensity of using LINE .
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Key words: UTAUT 2, Social Media, Technology Acceptance, Behavioral Intention, Use Behavior

1. Introduction

The development of the Internet in the 19th century has changed communication media drastically. According to Juniarto (2014), the Internet was introduced in Indonesia in 1994 and the emergence of the Internet has changed conventional communications media into digital communications media. Until now, the growth of internet users has been increasing year by year. Either in the world and Indonesia. Recent research by MarkPlus Insight at the end of 2013 show that the number of internet users in Indonesia 2013 has growth of 22%. According to Kurniawan (2012), the majority of Internet users in Indonesia are a young people aged 15-35 years. They are devided into four age group of school children (15-18 years), college students (19-24 years), entry-level employees (25-29 years), and professional (30-35 years).

After the Internet became a trend among the public, there is a new trend, namely social media that continuously increased as the internet. The growth of users social media in Indonesia also increasing rapidly to successfully put Indonesia (28,8%) in second place in classification of Southeast Asia social media users in 2013 (Kurniawan, 2013). It shows that the desire of Indonesian people to communicate through social media is very high.

A variety of social media has been developed in Indonesia. One of the most rapid growing social media at this time is LINE. Based on notification LINE, LINE users until January 2014 are over 300 million people. LINE users in Indonesia ranks fifth with number of users of 14 million after Japan (47 million), Thailand (18 million), Taiwan (17 million), and Spain (15 million). It showed that Indonesia was a potential market to develope LINE. If we compare LINE with the other social media in Indonesia, LINE ranks fourth after Facebook, Blackberry Messenger, and WhatsApp in category of the most favorite social media in Indonesia. This is referring to the research of Nielson in the middle of 2013 ago.

There are several factors that made the basis of reason in choosing communication technology. Interest in the use of technology or commonly called with use behavior, refers to the intensity users in using technology. According to Venkatesh et. al. (2012) has been conduting research related to use behavior on the use of technology, there are seven impotant factors affecting use behavior on the use of technology include facilitating condition, performance expectancy, effort expectancy, social influence, hedonic motivation, priuce value, and habit. The seven constructs are described in research model developed by Venkatesh et. al. (2012), known as Unified Theory of Acceptance and Use of Technology Model. Those factors must be paid attention for service providers of social media in order to provide better services than their competitors and improve the ability in satisfying the needs and desire of the users.

Bades on the background that has been described previously, this research conducted to determine what factors affecting consumer in the use of LINE based on the Unified Theory of Acceptance and Use of Technology Model (UTAUT 2) and knowing the use behaviors of LINE as communication media.

2. Literature Review

2.1 Social Media

Basiclly social media is one kind of digital communication media which is the latest development of new web technologies based on the Internet, which makes everyone easy to sommunicate, participate, share, and form a network online that can disseminate their own content. While, Kaplan and Haenleein (2010) say that social media is an Internet-based application.

Mayfield (2008:6) says that basically there are seven social media types that include social network, blogs, wikis, podcast, forum, content communities, and microblogging. Four social media most often used in Indoneia based on the Nielson survey in 2013 are Facebook, Blackberry Messenger, WhatsApp, and LINE. Each social media have different characteristics.

Based on information on an article of Juniarto (2014), Facebook made by Zuckerberg first launched in 2003. Facebook provide wall to open message, news activities, upload a photos, and also game application. Facebook also allows the users to make a group or fanpage (Zarella, 2011).

According to the official website if Blackberry, Blackberry Messenger wa originally created specifically as a communication media betweet users of Blackberry and was first introduced in 1999 by Canada's Reseach In Motion (RIM). Blackberry was first introduced in Indonesia in the middle of 2004. One of the uniqueness of the Blackberry Messenger is a Personal Identification Number (PIN) that is used as a special identity for each user. This social media allows users to share information, photos, videos, voice message, and also free call using internet data packets.

Based on information on official website of WhatsApp, WhatsApp Messenger is an application which has similar characteristic to Blackberry Messenger basically. It allows users to exchange message without cost of Shot Message Service (SMS) because WhatsApp Messenger use internet data packets for email, web browsing, and others. WhatsApp application first launched in 2009. Through this application, users can chat online, share files, photos, and others.

Based on official website of LINE Corporation, LINE is a amartphone application that offers several facilities for its users like free messaging, free voice & video call, photo & video sharing, and also voice message. Uniquely, this application has a sticker anf emoticons

that can represent the expression of its users in communicating with their friends. This is a distinguishing between LINE with other social media.

2.3 Unified Theory of Acceptance and Use of Technology Model (UTAUT)

Unified Theory Of Acceptance And Use Of Technology Model (UTAUT) is one of the technology acceptance model has been developed by Venkatesh et. al. (2003) as unified from eight existing model of acceptance technology.

The development of technology which is increasing rapidly, becoming one of the reason to developt a new model of UTAUT. The UTAUT model was originally developed to describe the acceptance and use of technology, will be developed for other contexts, such as consumer technologies. It because there are many industries that develop application and services of technology, targeting consumers. The resukt of the development of this model called UTAUT 2. The purpose of the UTAUT model 2 are (1) identifying three key constructs from prior research on both general adoption and use of technologies, and also consumer adoption and use of technologies, (2) altering some of the existing relationship in the original conceptualization of UTAUT, and (3) introducing new relationship (Venkatesh et. al., 2012). UTAUT model 2 has seven constructs that affect behavioral intention and use behavior include facilitating condition, performance expectancy, effort expectancy, social influence, hedonic motivation, price value, and habit.

Figure 1: UTAUT Model 2
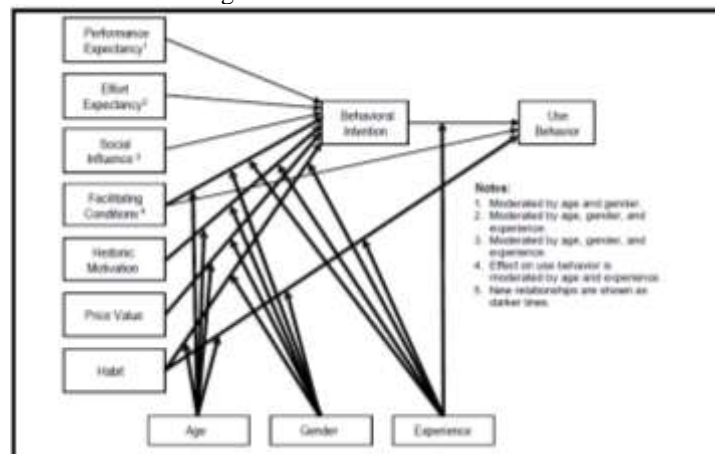
Source: Venkatesh et. al. (2012)

Facilitating Condition

On this research, facilitating condition discribes a variety of things that are able to facilitate the use of LINE such as an Internet connection, device support, the availability of the LINE application, knowledge and skills as well as other things that needed to operate the LINE. Facilitating condition has three indicators include perceived behavioral control, facilitating condition, and compatibility. According to research that conducted by Jati & Laksito (2012), Venkatesh et. al. (2012), and

Pahnila et. al. (2011), facilitating condition have direct influence on behavioral intention and also use behavior. Therefore we propose:

H_{1a} : "Facilitating condition" has positive influence on "Behavioral intention" of using LINE. "Use behavior" of using LINE.

H_{1b} : "Facilitating condition" has positive influence on "Use behavior" of using LINE.

Performance Expectancy

On this research, performance expectancy describes a user's belief that use of LINE provides many benefits and assist them in completing thair work. Indicators of performance expectancy is perceived usefulness, job-fit, ralative advantage, and estrinsic motivation. The research that conducted by Nasir (2013), Jati & Laksito (2012), and Venkatesh et. al. (2012) indicates that performance expectancy has direct influence on behavioral intention. Therefore we hyphotisize:

H_2 : "Performance expectancy" has positive influence on "Behavioral intention" of using LINE.

Effort Expectancy

Effort expectancy on this research explain that LINE user didn't find difficulties to use LINE as their communication media. In other words, LINE is easy to use. Indicators of effort expectancy are perceived ease of use, ease of use, and complexity. According to the research that conducted by Nasir (2013), Jati & Laksito (2012), Venkatesh et. al. (2012), and Pahnila et. al. (2011), effort expectancy has direct influence on behavioral intention. Thats why we propose:

H_3 : "Effort expectancy" has positive influence to "Behavioral intention" of using LINE.

Social Influence

Social influence on this research includes social factors from nearest people which influence the use of LINE as communication media. Indicators of social influence are subjective norm, social influence, and image. Research that conducted by Nasir (2013), Venkatesh et. al. (2012), and Pahnila et. al. (2011) shows that social influence has direct influence on behavioral intention. Therefore we propose:

H_4 : "Social influence" has positive influence on "Behavioral intention" of using LINE.

Hedonic Motivation

Hedonic motivation on this research explain about pleasure or entertainment for the user through interaction or content that they have. Pleasure and enterntainment will be the indicators. Research conducted by Venkatesh et. al. (2012) explained that the hedonic motivation has direct affect against behavioral intention. Therefore we propose:

H_5 : "Hedonic motivation" has positive influence on "Behavioral intention" of using LINE.

Price Value

On this research, price value used to describe suitability between the costs to be issued to use LINE and the benefits that can be acquired. The indicators includes an affordable price and suitability of the perceived value. Venkatesh et. al. (2012) says that the cost and pricing structure may have significant impact on consumer's technology use. Therefore we hyphotesize:

H$_6$: "Price value" has positive influence on "Behavioral intention" of using LINE.

Habit

In this study, habit is used to know how the habits of use LINE in daily life. According to research conducted by Venkatesh et. al. (2012) and Pahnila et. al. (2011), habit has a significant affect of behavioral intention and use of technology. Therefor we hyphotesize:

H$_{7a}$: "Habit" has positive influence on "Behavioral intention" of using LINE. and "Use behavior" of using LINE.

H$_{7b}$: "Habit" has positive influence on "Use behavior" of using LINE.

Behavioral Intention and Use Behavior

Behavioral intention on this research is used to describe how big the desire of users to use LINE, while Use behavior is used to describe the intensity of the use of LINE in daily life. Research conducted by Jati & Laksito (2012) and Venkatesh et. al. (2012) shows that Behavioral intention has direct affect on Use behavior of using LINE. Therefore we propose:

H$_8$: "Behavioral intention" has positive influence on "Use behavior" of using LINE.

3. Methodology

3.1 Research Questions

This research would like to know how the behavior of the use of LINE as their communication media as well as the factors that affects behavioral intention and use behavior of LINE based on UTAUT 2 model.

3.2 Conceptual Model

Basically this research use the model of UTAUT 2 to examine factors that affect the use of LINE and figure out the behavior of LINE based on age, gender, and experience. This research focused on college students aged 19-24 years as a target. In addition, among all kindds of social media which popular today, LINE is used as an object in this research . therefore, the models used as below:

Figure 2: Theoritical Framework

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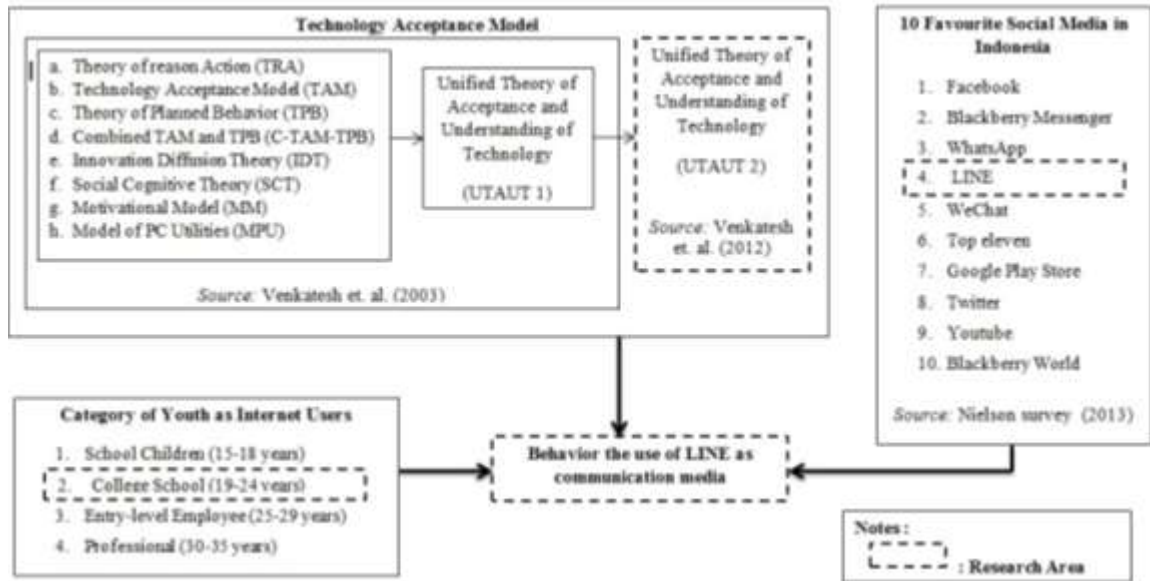
3.3 Data

Data on this research obtained by spreading a questionnaire. Respondents of the research was the reguler college students in the city of Bandung, aged 19-24 years that use LINE as communication media. Data acquired from 419 repondents.

4. Results and Discussion

Basically, the questionnaire was developed on the basis of Venkatesh et. al.'s (2012) UTAUT and modified according to expert opinions. Pre-test of the questionnaire was conducted before the formal survey. The realibility of the questionnaire is measured. The results is shown in Table 1.

Table 1: Reliability of each construct

Variable	Cronbach's Alpha	Conclusion
Facilitating Condition	0,753	Reliable
Performance Expectancy	0,822	Reliable
Effort Expectancy	0,933	Reliable
Social Influence	0,837	Reliable
Hedonic Motivation	0,660	Reliable
Price Value	0,810	Reliable
Habit	0,635	Reliable
Behavioral Intention	0,829	Reliable
Use Behavior	0,848	Reliable

Because all of the construct was reliable, so we can use the questionnaire to this research. Therefore, the content validity of this questionaire was assured. Tabel 2 presents the descriptive analysis of the sample in this research.

Table 2: Descriptive analysis

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Items	Category	Sample Size	%
Gender	Male	262	62,53%
	Female	157	37,47%
Age	19-24	419	100%
Experience	1 month	37	8,83%
	2 months	45	10,74%
	3 months	50	11,93%
	More than 3 moths	286	68,26%

The descriptive analysis in this study was also conducted to determine how high the behavioral intention and use behavior of using LINE. Moreover, four categories of assessments made by using the same interval.

Table 3: Category of Score

No.	Persentage	Category
1.	25% - 43,75%	**Very Low**
2.	> 43,75% - 62,5%	**Low**
3.	> 62,5% - 81,25 %	**High**
4.	> 81,25% - 100%	**Very high**

Table 4: Descriptive analysis of "Behavioral intention"

Item Number	Scale of Score				Total	Score Total	Maximum Score
	1	**2**	**3**	**4**			
22	7	37	142	233	419	1439	1676
	1,67%	8,83%	33,89%	55,61%	100,00%	85,86%	
23	19	46	245	109	419	1282	1676
	4,53%	10,98%	58,47%	26,01%	100,00%	87,35%	
24	27	37	197	158	419	1324	1676
	6,44%	8,83%	47,02%	37,71%	100,00%	86,28%	
Average of Score Total						**1348,33**	
Persentage						**86,50%**	

Table 5: Descriptive analysis of "Use Behavior"

Item Number	Scale of Score				Total	Score Total	Maximum Score
	1	**2**	**3**	**4**			
25	7	43	125	244	419	1444	1676
	1,67%	10,26%	29,83%	58,23%	100,00%	86,16%	
26	7	42	105	265	419	1466	1676
	1,67%	10,02%	25,06%	63,25%	100,00%	87,35%	
Average of Score Total						**1455**	
Persentage						**86,81%**	

4.1 Path Analysis

This research use path analysis to find out the effect of each independent variable to the dependent variable. Calculation of path analysis used SmartPLS 2.0. the result is shown on figure 3 below:

Figure 3: The result of path analysis
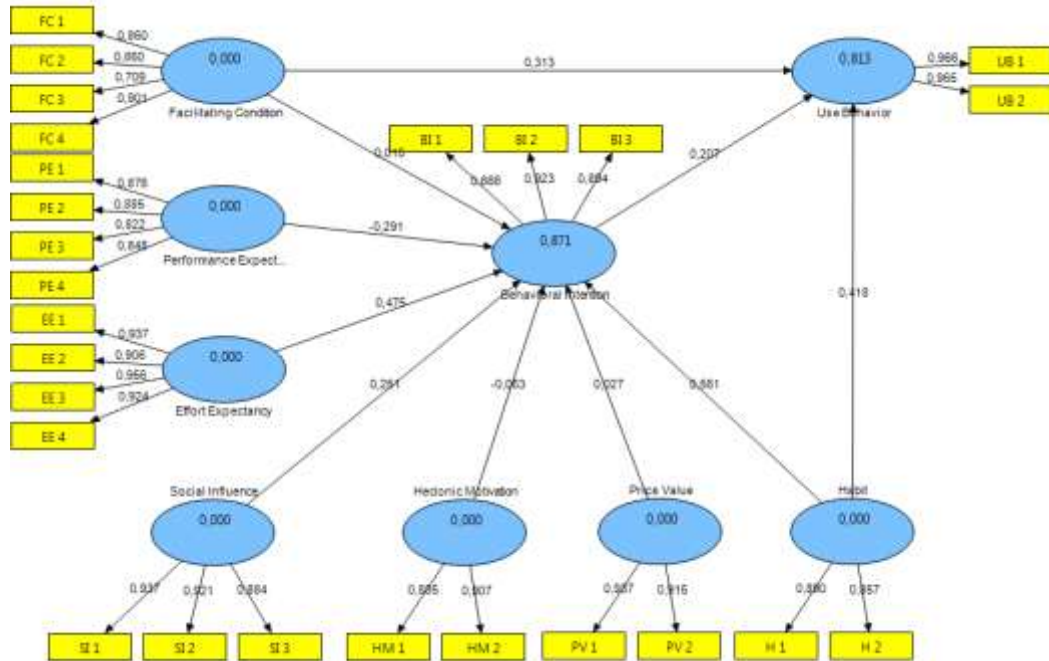
Based on the calculation above, data can be obtained as follows:

Table 6: The overview of the path analysis result

	R² = 87.1%			
	Coefficient	**Path Coefficient**	**t - Value**	**P-Value**
Behavioral Intention	**Facilitating Condition**	0.015	2.147	0.032*
	Performance Expectancy	-0.291	-7.996	0,000*
	Effort Expectancy	0.475	11.190	0,000*
	Social Influence	0.251	9.433	0,000*
	Hedonic Motivation	-0.063	-2.883	0,004*
	Price Value	0.027	0.038	0.970**
	Habit	0.156	12.217	0,000*
Use Behavior	**R² = 81.3%**			
	Coefficient	**Path Coefficient**	**t - Value**	**P-Value**
	Facilitating Condition	0.313	5.760	0.000*
	Habit	0.418	8.913	0.000*
	Behavioral Intention	0.207	3.684	0.000*

*indicates p-value < 0.05 means that hyphotesize is supported, **indicates p-value>0.05 means that hyphotesize doesn't supported

The results shows that almost almost all of the hypothesis is supported, exept H_{1a}, H_5, H_6. For H_{1a} and H_5, facilitating condition and hedonic motivation are affect the behavioral

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intention, but it has a negative influence. While, H_6 isn't supported because results shows that p-value of hedonic motivation is more than 0.05. it means that hedonic motivation had no effect on behavioral intention.

In contrast to behavioral intention, this research shows that all the independent variabel of use behavior proved to be a positive influence on the variable use behavior.

4.1.1 Age as a moderator

Based on UTAUT 2 model, testing is conducted to find out whether the "Age", "Gender", and "Experience" were able to be a moderator on this research. The results of the regression analysis of "Behavioral intention" and "Use behavior" with "Age" as the moderators shown in table 7 below.

Table 7. Regression of "Behavioral intention" and "Use behavior" using "Age" as a moderator

	$R^2 = 87.1\%$			
	Coefficient	**Path Coefficient**	**t - Value**	**P-Value**
Behavioral Intention	**Facilitating Condition**	0.015	2.147	0.032
	Performance Expectancy	-0.291	-7.996	0,000
	Effort Expectancy	0.475	11.190	0,000
	Social Influence	0.251	9.433	0,000
	Hedonic Motivation	-0.063	-2.883	0,004
	Price Value	0.027	0.038	0.970
	Habit	0.156	12.217	0,000
Use Behavior	$R^2 = 81.3\%$			
	Coefficient	**Path Coefficient**	**t - Value**	**P-Value**
	Facilitating Condition	0.313	5.760	0.000
	Habit	0.418	8.913	0.000
	Behavioral Intention	0.207	3.684	0.000

*indicates that the value has been changed

The table above shows that the magnitude of the t-value has not changed if compared to the results of the calculations at the beginning. It means that the "Age" doesn't prove as a moderator in "Behavioral intention" and "Use behavior".

4.1.1   Gender as a moderator

The result of the regression analysis of Behavioral intention" and "Use behavior" by "Gender" as moderator is shown in Table 8 below.

Table 8. Regression of "Behavioral intention" and "Use behavior" using "Gender" as a moderator

Gender	Female	Male
Behavioral	$R^2 = 87\%$	$R^2 = 74.1\%$

Intention	Coefficient	β	t - Value	P- Value	β	t - Value	P- Value
	Facilitating Condition	0.095*	1.935*	0.054	0.066*	0.975*	0.311
	Performance Expectancy	-0.199*	-5.341*	0.000	-0.291*	-5.864*	0.000
	Effort Expectancy	0.413*	8.962*	0.000	0.412*	6.406*	0.000
	Social Influence	0.187*	7.198*	0.000	0.203*	6.024*	0.000
	Hedonic Motivation	-0.088*	-2.841*	0.005	-0.051*	-1.261*	0.209
	Price Value	0.001*	0.020*	0.984	0.006*	0.094*	0.925
	Habit	0.471*	9.377*	0.000	0.534*	7.911*	0.000
Use Behavior	**$R^2 = 87\%$**				**$R^2 = 74.1\%$**		
	Coefficient	β	t - Value	P- Value	β	t - Value	P- Value
	Habit	0.938*	32.192*	0.000	0.903*	21.080*	0.000

*indicates that the value has been changed

Table 8 shows that "Gender" proven as a moderator in "Behavioral intention" and also "Use behavior" because of the magnitude of influence shown by the t-value has changed if compared to the results of the calculations at the beginning. In addition. factors that influence "Use behavior" of men and woman is almost the same. Woman pay attention to the pleasure and entertainment that given by LINE. but not for men.

4.1.1 Experience as a moderator

The result of the regression analysis of "Behavioral intention" and "Use behavior" by "Experience" as moderator is shown in Table 9 below.

Table 9. Regression of "Behavioral intention" and "Use behavior" using "Experience" as a moderator

Experience		1 months			2 months		
Behavioral Intention	Coefficient	**$R^2 = 95.9\%$**			**$R^2 = 94\%$**		
		β	t - Value	P - Value	β	t - Value	P - Value
	Facilitating Condition	0.031*	0.234*	0.810	0.357*	4.543*	0.000
	Effort Expectancy	0.237*	1.819*	0.079	0.492*	9.315*	0.000
	Social Influence	0.177*	2.340*	0.026	0.062*	0.967*	0.339
	Hedonic Motivation	-0.101*	-1.425*	0.164	-0.257*	-6.488*	0.000
	Habit	0.569*	3.237*	0.003	0.162*	1.705*	0.096
Use Behavior	Coefficient	**$R^2 = 91.7\%$**			**$R^2 = 85.8\%$**		
		β	t - Value	P - Value	β	t - Value	P - Value
	Facilitating Condition	-0.111*	0.605*	0.549	0.158*	1.050*	0.300
	Habit	0.851*	3.439*	0.002	0.491*	3.242*	0.002

	Behavioral Intention	0.291*	1.295*	0.204	0.480*	3.123*	0.003
Experience		**3 months**			**More than 3 month**		
Behavioral Intention	**Coefficient**	**R2 = 63%**			**R2 = 89.7%**		
		β	t - Value	P - Value	β	t - Value	P - Value
	Facilitating Condition	-0.008*	-0.071*	0.944	0.150*	2.864*	0.004
	Effort Expectancy	0.297*	3.567*	0.001	0.237*	5.544*	0.000
	Social Influence	0.122*	2.390*	0.021	0.104*	4.287*	0.000
	Hedonic Motivation	-0.096*	-0.928*	0.358	-0.097*	-3.047*	0.003
	Habit	0.480*	4.408*	0.000	0.546*	10.102*	0.000
Use Behavior	**Coefficient**	**R2 = 68.1%**			**R2 = 75%**		
		β	t - Value	P - Value	β	t - Value	P - Value
	Facilitating Condition	0.450*	4.207*	0.000	0.360*	5.632*	0.000
	Habit	0.324*	2.715*	0.009	0.512*	7.098*	0.000
	Behavioral Intention	0.147*	1.098*	0.278	0.149*	2.12*	0.035

*indicates that the value has been changed

Table 9 shows that "Experience" proven as a moderator of "Behavioral intention" and also "Use behavior" because of the magnitude of influence shown by t-value has changed if compared to the results of the calculations at the beginning before incorporating "Experience". Moreover, the factors that influence the "Use behavior" of using LINE is different for each user with a different experience.

5. Conclusions and Recommendations

The results showed that almost all of the independent variables affect the behavior intention and use behavior of LINE except price value . It means that intensity of using LINE among reguler college students in the city of Bandung influenced by facilitating condition, performance expectancy, effort expectancy, social influence, and habit. In other side, use behavior of using LINE among college students in the city of Bandung influenced by facilitating condition, habit, and behavioral intention. In addition, the results also showed that behavioral intention and use behavior of LINE are in the category of very high which means that college students in the city of Bandung have the high desire and intensity of using LINE. Further research is expected to expand research until all area in Indonesia or other country to exemine the use behavior of LINE or other social media.

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