

Can Instagram Convince Information Users?

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Abstract. *In the age of social media, everyone can provide opinions via electronic word of mouth (eWOM). This experiment explores how users adopt culinary information on social media, especially Instagram, as one social media platform that has many users in Indonesia. With the many opinions that develop on social media, a phenomenon appears where users must sort out the information of choosing food products. The main objective of this study was to investigate the effect of source credibility and information quality on information adoption mediated attitudes towards information and information usefulness with the object of research on food products — analysis of the research model using partial least squares on 368 valid questionnaires distributed in East Java-Bali. The literature review and analytical techniques show that the source's credibility and the quality of information positively affect the adoption of information mediated attitudes towards information and the usefulness of the information. The novelty of research on the development of information adoption models is the complex source credibility variables, including expertise, trustworthiness, attractiveness, and homophily. It is an electronic persuasion that culinary business people need in the current era of social media.*

Keywords: *E-wom, source credibility, information adoption, instagram, culinary.*

Abstrak. *Pada zaman media sosial, setiap orang dapat memberikan opini melalui elektronik dari mulut ke mulut (eWOM). Eksperimen ini mengeksplorasi bagaimana pengguna mengadopsi informasi kuliner pada media sosial, terutama Instagram sebagai salah satu media sosial yang memiliki banyak pengguna di Indonesia. Dengan banyaknya opini yang berkembang pada media sosial maka muncul sebuah fenomena dimana pengguna harus dapat memilah informasi dalam memilih produk makanan. Tujuan utama penelitian ini adalah untuk menyelidiki pengaruh kredibilitas sumber dan kualitas informasi terhadap adopsi informasi dimediasi sikap terhadap informasi dan kegunaan informasi dengan objek penelitian produk makanan — analisis model penelitian menggunakan parsial least square pada 368 kuesioner valid yang tersebar di Jawa Timur-Bali. Hasil dari tinjauan literatur dan teknik analisis, bahwa kredibilitas sumber dan kualitas informasi berpengaruh positif terhadap adopsi informasi dimediasi sikap terhadap informasi dan kegunaan informasi. Kebaruan penelitian pada pengembangan model adopsi informasi dengan variabel kredibilitas sumber kompleks meliputi keahlian, kepercayaan, daya tarik, dan homofili. Hal ini merupakan persuasi elektronik yang dibutuhkan para pelaku bisnis bidang kuliner pada jaman media sosial saat ini.*

Kata kunci: *E-wom, kredibilitas sumber, adopsi informasi, Instagram, kuliner.*

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Introduction

In recent years, our daily life is inseparable from social networking. Social networking can make everyone give opinions through electronic word-of-mouth (eWOM), making people assume whether the information available on social networking can be trusted (Pan, Litvin, & Goldsmith, 2008). The internet has provided several appropriate platforms for eWOM, such as blogs, discussion forums, review websites, shopping websites, and social media websites (Cheung & Thadani, 2010). With the advent of internet technology, WOM's traditional face-to-face behaviour has changed to eWOM. For example, before making the right buying decision, consumers can get information about products or services through eWOM on social media (Daugherty & Hoffman, 2014). Instagram is one of the fastest growing online social media services where users share information with their followers (Statista, 2018), but academic research related to media is limited (Sheldon & Bryant, 2016).

According to Sussman & Siegal (2003), research the relationship of objectivity with source credibility (SC) on attitudes toward advertising, brands, and intention to buy. They find that source credibility can affect advertising attitudes and can affect purchase intentions. However, many researchers evaluate the interaction between eWOM source credibility and information adoption and rarely have focused on food products. The lifestyle of Indonesian people in big cities who like to eat out makes the culinary business increase with various food products, and many Instagram accounts have sprung up that review various food products. This research was conducted in Indonesia, with more than 130 million social media users with 50 million active Instagram users. Many Instagram accounts review food profiles; sellers use this as a marketing tool by buying followers and adding comments from fake accounts.

Therefore, this becomes the basis for researchers to evaluate information adoption behaviour by investigating the relationship between the credibility of eWOM sources, information quality, and Instagram users in adopting culinary product information mediated by attitudes towards information and the usefulness of the information.

Previous research has shown that the relationship between variables in adopting information is information usefulness and source credibility (Di & Luwen, 2012; Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017; Sussman & Siegal, 2003), attitudes towards information (Erkan & Evans, 2016), information quality (Soenarno, Suharyono, & Mawardi, 2015). To understand complex variable relationships, the authors develop a research model by integrating various variable relationships that affect information adoption. In addition to the above objectives, this research is expected to see the relationship of expertise, trust, attractiveness, and homophily on source credibility, information quality, attitude towards information, information usefulness and information adoption determine social media content that consumers can trust.

Source Credibility

Source credibility is the basis for credibility, to describe the positive influence of messages in communicating to the recipient (Ohanian, 1990). Source credibility has two dimensions, expertise and trust (Fanoberova & Kuczkowska, 2016; Hovland, Janis, & Kelley, 1953; Sussman & Siegal, 2003). Expertise is the perceived ability of the source to make valid statements (McCracken, 1989), in explaining the extent to which the source can provide valid information (Hovland et al., 1953), by assessing aspects of the source, such as knowledge, experience, or skills (Erdogan, 2010). The characteristics of expertness are that the review site can provide useful information, the number of reviews can represent knowledge in evaluating experience, and how long the reviewer has been registered on the review site.

Trustworthiness is defined as "the perceived willingness of a source to make a valid statement" (McCracken, 1989), and relates to consumer confidence that the source of information conveys the message in an objective and honest manner (Ohanian, 1990). Trustworthiness can be seen as perceived motivation from information sources to communicate messages without bias (Bressolles, Durrieu, & Senecal, 2014), which is related to the honesty and trustworthiness of sources (McGinnies & Ward, 1980). Source trust depends on the perceived source's motive to share certain information (Ohanian, 1990). When consumers evaluate information sources' trust, they build their opinions about the causal conclusions they make about source motives for writing product reviews (See-To & Ho, 2014). The characteristics of trustworthiness are honest, reliable and trustworthy.

However, some researchers include another dimension for their study of source credibility. For example, Ohanian (1990) adds attractiveness as the third dimension of source credibility: physical attraction. Researchers argue that attraction creates personal influence through communication between the source and recipient (Kiecker & Cowles, 2002). Attractiveness is another dimension of source credibility and the extent to which recipients of information consider sources attractive (Kiecker & Cowles, 2002; Teng, Nie, Guo, & Liu, Y, 2017).

Attractiveness considers social values perceived by sources, including physical appearance, personality, social status, or similarity with the recipient (Zeithaml, Parasuraman, & Malhotra, 2002). Some studies examine the physical attractiveness of sources, such as in the study of celebrity support (Ohanian, 1990; Roger-Monzó, Martí-Sánchez, & Guijarro-García, 2015; Sussman & Siegal, 2003), but not many works discuss the attractiveness in terms of similarity with recipients. McGuire (1985) distinguishes attractiveness's dimensions as perceived familiarity, attractiveness, and source similarity to the message's recipient.

In a similar vein, Kiecker & Cowles (2002) examined the influence of interpersonal source credibility by examining attraction as "perceived similarities between buyers and recommendations." The authors state that attractiveness arises when consumers interact when shopping online with friends, family, or fellow consumers who are similar, familiar, and preferred (Kiecker & Cowles, 2002). The characteristics of attractiveness are authoritative, availability, believability, honesty, and bias.

Besides that, (Hussain et al., 2017) also adds homophily as the fourth dimension of source credibility, seen as an essential variable that affects personal correspondence. Homophily is an important variable that impacts personal correspondence. Homophily reduces vulnerability, improves true sentiment, and strengthens the well-being of interpersonal relationships, which refers to reviews written by people of their age, gender groups, and shared interests ——"(Hansen & Lee, 2013; Mcpherson, Smith-lovin, & Cook, 2001). The characteristics of homophily rely on reviews written by people in the same age group. Rely on reviews written by people of the same sex, rely on reviews written by people who have similar interests, and rely on reviews written by people who buy food products in the same way.

In source credibility, expertise, and attractiveness play an essential role in information and social influence (Kiecker & Cowles, 2002; Maddux & Rogers, 1980). Previous research by (Erkan & Evans, 2016; Gunawan & Huarng, 2015; Wixom & Todd, 2005) showed a positive relationship between credibility and attitude. Therefore, researchers trying to test source credibility have a positive effect on attitude towards information. Source Credibility refers to the credibility that someone feels from the source of information, regardless of what the information contains. Although the source's credibility is not related to the information itself, it can affect customer perceptions of the usefulness of information (Di & Luwen, 2012). The customer's perception of the usefulness of Information will decrease if the source is less credible.

Hypotheses 1. Source credibility will be significantly related to attitude toward information.

Hypotheses 2. Source credibility will be significantly related to information usefulness.

Information Quality

Information today is straightforward to reach. Information flow is increasingly unstoppable with the internet. Whenever and wherever, everyone can get and disseminate information. Various possibilities arise from information spread throughout the community. It can occur because of marketing, sharing, existence, and other reasons. Of the many information available, one must determine which information must be taken or left behind so as not to absorb incorrect information. Therefore, it is necessary to have a person's perception of the quality of information on the internet, which is essential to assess the information. McLeod & Schell (2008) stated four dimensions needed to add value to information: Relevance, Accuracy, Actual, and Completeness.

Many studies related to the quality of information online adopted the dimensions used by Cheung, Lee, & Rabjohn (2008), including dimensions of relevance, accuracy, timeliness, and comprehensiveness. Cheung et al. (2008), in their research, found that the timeliness was not significant. Timeliness is also often overlooked in online review research (Ives, Olson, & Baroudi, 1983) because websites must be updated regularly to provide valuable information. If it is not updated, users will see less useful websites (Liu & Suh, 2017). Similarly, users pay more attention to websites that contain the latest online reviews (Zhao, Wang, Guo, & Law, 2015).

When realizing that online reviews contain valid arguments, the recipient will develop a positive attitude towards information. On the other hand, assume online reviews have invalid arguments; the recipient will develop a negative attitude towards information (Cheung et al., 2009). As a result, online reviews that provide valid and reliable arguments can influence attitudes towards information and sources.

The way recipients feel the quality of information can influence their purchasing decisions because that information meets the needs and requirements of users, and he is more likely to follow recommendations during the decision-making process (Olshavsky, 1985).

Relevance has a significant influence on the usefulness of the information and information adoption Cheung et al. (2008), which means that the probability of consumers being convinced by online review is higher when information relevance is high (Teng, Khong, & Goh, 2014). Then accurate about "truth information output" (Bailey & Pearson, 1983). It also refers to the extent to which users perceive information as accurate because they may be sceptical about specific claims, which can be seen as true or false (Cheung et al., 2008). It means that if the review presents information known to be the wrong user, he can refuse the review. If the review contains comments that match what the user believes is correct, he will be more willing to consider the remaining accurate comments. According to Markopoulos & Kephart (2002), reviews, including more accurate information, have more excellent value for consumers. Therefore, the more accurate the information is, consumers feel the more helpful information.

Comprehensiveness refers to the completeness of the information (Cheung & Thadani, 2010), which implies that the information is understandable, informative, has sufficient breadth and depth (Cheung et al., 2008; S. Teng et al., 2014). Cheung et al. (2008) found that the completeness of online reviews played an essential role in adopting information because the more comprehensive the review, the more people would adopt it. Information Usefulness can increase with clear information on information. Di & Luwen (2012) statement that eWOM can influence purchasing decisions and consumer behaviour on the internet. After information quality meets recipients' needs and requirements, information will be considered more beneficial.

High information quality will be more persuasive than low information quality '(Di & Luwen, 2012).

Hypotheses 3. Information quality will be significantly related to attitude toward information.

Hypotheses 4. Information quality will be significantly related to information usefulness.

Attitude toward information sources and information adoption

Information can affect individuals and produce various responses as recipients vary in perception and experience (Chaiken & Eagly, 1976). Development of the information adoption process helps understand individuals' influence (Cheung et al., 2008). Attitudes toward behaviour serve as determinants of behavioural intention (Ajzen & Fishbein, 2005). Attitudes towards using technology can build attitudes in the context of technology acceptance (Wixom & Todd, 2005). If someone is satisfied with the quality of information, they hold behavioural beliefs that use it well. It implies that information is helpful and forms a positive attitude towards using information (Wixom & Todd, 2005). The Attitude Using Information Source characteristics accept exciting information, accept unattractive information (inverted items), believe in online testimonials, and not believe online testimonials.

Attitude is widely recognized as an essential concept for marketing research because attitudes serve as predictors of consumer behaviour towards products or services (Nisar & Prabhakar, 2017). The concept of attitude comes from social psychology, which means an individual's tendency to judge the good or bad of certain entities (Kaijasilta, 2013). The concept of attitude is essential for marketing research because marketers want to change consumer behaviour and influence attitudes (Bilgihan, 2016). Analysis of individual attitudes allows practitioners to explain and estimate their behaviour (Ajzen & Fishbein, 2005). Therefore, investigating the relationship between attitudes and adoption of information to what extent people receive messages and believe that meaningful

information can help develop recommendations for marketers, how to influence consumer behaviour online, and how to persuade consumers. Previous studies of online shopping show that attitudes have a significant influence on behavioural intentions.

According to George (2004) identifies that attitudes toward online purchasing influence behaviour in making actual purchases. Similarly, Liao, Chang, Wu, & Katrichis (2011), in their study of consumer behaviour intentions to use internet shopping, shows that attitudes toward Internet shopping have a positive influence on intention. Therefore, an attitude construct has been added to this study to investigate its effect on behavioural intention. Furthermore, the Theory of Reasoned Action considers attitudes toward behaviour as determinants of behavioural intention (Ajzen & Fishbein, 2005).

Hypotheses 5. Attitude toward information sources will be significantly related to information adoption.

Information usefulness and information adoption

Information Usefulness is the extent to which readers understand valuable information that can help them make better purchasing decisions (Cheung et al., 2008). Therefore, the usefulness of information is an essential determinant of information adoption. According to (Zheng et al., 2009), 55% of online media readers are looking for comments from the authors to be used as benefits and bring the information into consideration when making purchasing decisions. "The usefulness of information is measured through constructs as developed by (Bailey & Pearson, 1983).

The usefulness of information refers to individual perceptions of opinions that can improve performance using new technology. Valuable, informative, and useful are the three keys that make valuable information, as McKinney, Yoon, & Zahedi (2002) discussed in their web satisfaction model. Likewise, people feel information reduces risk, so the usefulness of information is an essential factor for any information because reviewers seek

information that can help them reduce the risks and results of this hypothesis following the study of (Cheung et al., 2008). Therefore, the characteristics of information usefulness are the value of information (valuable), information delivery (informative), and the benefits of information (helpful). Information usefulness is the user's perception of the reliability of the information, comments, or reviews on the internet that are valuable or not because perception leads to the customer's intention to adopt information.

Adopting information is an informal procedure that is useful for customers to engage with comments and opinions suggested for decision making (Cheung et al., 2008; Sussman & Siegal, 2003).

Hypotheses 6. Information Usefulness will be significantly related to information adoption.

Based on the literature review researcher proposes the theoretical framework of the research, which depicted in Figure 1

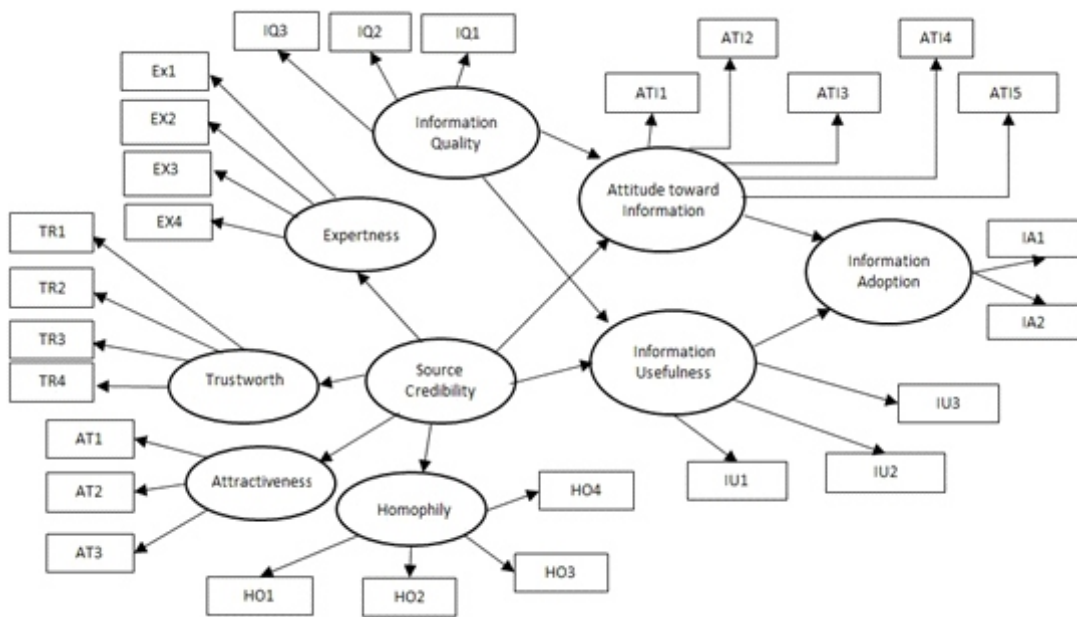


Figure 1. Theoretical Thinking Framework Information Quality, Source Credibility, Attitude Toward Information, Information Usefulness, And Information Adaption.

Research Methodology

This study uses a quantitative approach through a purposive sampling survey method with inclusion criteria of at least one year of active Instagram users and exclusion criteria for active users over 17 years of age. The determination of this condition aims to make the selected respondents actively use Instagram and at least have a sufficient age to use the Instagram application wisely.

Operational Variable

All research indicators are based on previous research to measure source credibility using four variables: expertise, trustworthiness, attractiveness, and homophily. Indicators of expertise were based on Erdogan (2010); Fanoberova & Kuczkowska (2016); Hovland et al. (1953); and Sussman & Siegal (2003), indicators of trustworthiness were based on McGinnies & Ward (1980) and Ohanian (1990), indicators of attractiveness are compiled based on Kiecker & Cowles, (2002); Ohanian, (1990) and Zeithaml et al., (2002), and indicators of homophily were based on Hansen & Lee (2013) and Mcpherson et al. (2001).

Furthermore, indicators of information adoption were based on Hussain et al. (2017) and Sussman & Siegal (2003), indicators of information usefulness were based from (Di & Luwen, 2012; Hussain et al., 2017 and Sussman & Siegal, 2003), Information quality indicators were compiled based from Soenarno et al., (2015), and attitudes towards information were collected based from Erkan & Evans, (2016). An explanation of the indicators of each construct is presented in Table 2.

The research questionnaire used a Likert scale of 1-5 with an ordinal data type. The survey was conducted online, with a sample of 368 respondents spread across East Java – Bali. The variables in this study consisted of demographic variables used to determine the characteristics of the respondents, which included gender, age, education, and occupation.

In addition, exogenous latent variables in this study are the quality of information and source credibility (expert, trustworthy, attractiveness, and homophily) in determining the value of source credibility. Finally, endogenous latent variables consist of attitudes towards information, information usefulness, and information adoption.

Technique Analysis

The analysis technique uses partial least squares with the SmartPLS application to assess the effect of source credibility, including (expertise, trustworthiness, attractiveness, and homophily), with information quality on information adoption mediated by attitudes towards information and information usefulness. Simulation analysis of partial least squares Model by calculating and assessing various parameters, including item loading, reliability, and validity testing.

Table 1.
Respondent's Demographic

		Frequency (n)	Percentage
Gender	Male	139	38%
	Female	229	62%
Age	17-30	159	43%
	31-40	143	39%
	41-50	53	14%
	51+	13	4%
Education	High School or lower	99	27%
	Diploma	33	9%
	Bachelor degree	192	52%
	Post graduate degree	44	12%
Occupation	Student	143	39%
	Civil Servant	47	13%
	Labor	126	34%
	Professional	52	14%
How long to used Instagram	1-3 years	210	57%
	3-6 years	91	25%
	More than six years	67	18%
Read comments on posts	Yes	297	81%
	No	71	19%

Results and Discussion

Descriptive Statistics

The majority of Instagram users are 229 respondents (62%), this is in line with research from (Acar, 2008; Sheldon & Bryant, 2016; Szell & Thurner, 2013) which states that women tend to have many friends online in social networks and spend more time involved in telephone conversations. Furthermore, the average age of 17-30 year Instagram users is 159 respondents (43%) followed by age 31-40 years as many as 143 respondents (39%); this is in line with a survey conducted by APJII (2017), that the age of 19-34 years dominates the penetration of internet users in Indonesia. Educational backgrounds using Instagram at the bachelor degree level were 192 respondents (52%) with occupation as students 143 respondents (39%), where 210 respondents (57%) have used Instagram for approximately 1-3 years and have a tendency to read each post as many as 297 respondents (81%). The following is Table 1 which presents the demographics of the respondents in this study

Outer Model

The outer Model is useful for defining how each indicator relates to its latent variable (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014).

Hair et al. (2014) stated that some tests on the outer Model. The convergent validity test aims to determine the validity of each relationship between the indicator, and its latent variable using a value limit > 0.6; based on Table 2, the convergent validity value is in line with the cross-loading value, the result is that all indicators are declared valid because they are greater than 0.6. Testing the Average Variance Extracted (AVE) value to strengthen the validity test with a value > 0.5 for all constructs, based on Table 2 each construct is declared valid because the average variance value of the source credibility extract is 0.61; expertise 0.88; confidence 0.73; attractiveness 0.70; homophile 0.50; information usefulness 0.66; information adoption 0.77; information quality 0.63; and attitudes towards information 0.55. Composite reliability testing > 0.6, to measure the reliability of a variable and Cronbach's alpha testing to measure the lower-bound reliability of a variable with a value > 0.6 for all constructs, based on Table 2 the Cronbach alpha value from source credibility is 0.95; expertise 0.93; confidence 0.87; attraction 0.78; homophile 0.74; information usefulness 0.74; information adoption 0.70; information quality 0.71; and attitude towards information 0.77. The following Table 2 presents the validity and reliability.

Table 2.
Validity and Reliability Analysis

Construct & item description	Cross Loading	AVE	Cronbach's alpha	Result
Source Credibility		0.614	0.953	Valid & Reliabel
Expertness		0.884	0.938	Valid & Reliabel
EX1. I believe that popular accounts can provide me with useful information	0.969			Valid
EX2. I believe the number of followers account represents knowledge in evaluating the experience	0.897			Valid
EX3. I believe the longer a reviewer account has registered on a review site	0.917			Valid
EX4. I rely on the comment which other readers believe useful	0.890			Valid

Table 2. (Continued)
Validity and Reliability Analysis

Construct & item description	Cross Loading	AVE	Cronbach's alpha	Result
Trustworthiness		0.735	0.878	Valid & Reliabel
TR1. I believe the same situation mentioned by different reviewers verifies the actual level	0.878			Valid
TR2.I believe the comments in the review represent the experience of the reviewer	0.884			Valid
TR3. I believe reviewers will give honest reviews about their experiences	0.916			Valid
TR4. I believe the length of the comments in the review shows the level of effort of reviewers	0.740			Valid
Attractiveness		0.703	0.789	Valid & Reliabel
OB1. I believe the emotions of reviewers affect the readers' perceptions of information attractiveness	0.834			Valid
OB2. I believe the language used by reviewers influences readers' perceptions of information interactions	0.845			Valid
OB3. I believe reviews written by site editors are more convincing when accompanied by pictures and words	0.837			Valid
Homophily		0.570	0.749	Valid & Reliabel
HO1. I rely on the reviews written by people who are in my age group	0.768			Valid
HO2. I rely on the reviews written by people who have my same gender	0.760			Valid
HO3. I rely on the reviews written by people who have the same interests as I have	0.731			Valid
HO4.I rely on reviews written by people who have equal education	0.761			Valid
Information Usefulness		0.662	0.746	Valid & Reliabel
IU1. I only follow an Instagram account that has useful information for me	0.863			Valid
IU2. The information presented on Instagram is easy to understand	0.841			Valid
IU3. I just follow a useful Instagram account useful for me	0.731			Valid

Table 2. (Continued)
Validity and Reliability Analysis

Construct & item description	Cross Loading	AVE	Cronbach's alpha	Result
Information Adoption		0.771	0.704	Valid & Reliabel
IA1. You always follow the advice of positive comments	0.900			
IA2. You agree with the comments suggested by the reviewer account	0.855			Valid
Information Quality		0.637	0.715	Valid & Reliabel
IQ1. Instagram provides complete information	0.694			Valid
IQ2. Instagram presents relevant information	0.857			Valid
IQ3. Instagram provides information that can be accurate and reliable	0.833			Valid
Attitude Toward Information		0.559	0.779	Valid & Reliabel
AT1. Instagram presents information that has the attraction force	0.809			Valid
AT2. Instagram provides information content that has the force appealing	0.619			Valid
AT3. I don't feel bothered by the information on the Instagram news feed	0.823			Valid
AT4. Instagram is a dynamic social media application	0.816			Valid
AT5. Instagram can be used with one hand	0.646			

(Source: Data analysis 2019)

Inner Model

Inner Model is a structural model test that aims to test the relationship between latent constructs (Hair et al., 2014). The value of R-squared is used to assess the size of endogenous constructs can be approved by exogenous constructs, and R values expected between 0 and 1. According to Chin (1998), the value of R square is 0.67 (strong), 0.33 (moderate) and 0.19 (weak). R-Square test results are presented in Table 3. The next test is Estimate for Path Coefficients, which is the value of the path coefficient or the magnitude of the relationship/influence of the latent construct—using the bootstrapping procedure.

The path coefficient closer to +1 indicates a strong positive relationship, while the closer to 0, the relationship is weaker. In addition, the coefficient path that is close to -1 indicates that the relationship is negative. The significant path supports the hypothesis and the insignificant path does not support the hypothesis. The test criteria for hypothesis testing are if the t-statistics value >1.96 with an alpha assumption (5% error tolerance), then it can be concluded that the relationship between the two latent variables is significant (accepted hypothesis) and vice versa. Based on table 4, source credibility have a positive effect on attitude towards information and information usefulness with values of 5.63 and 4.94; information quality has a positive effect on the

attitude towards information and information usefulness with values of 5.13 and 3.57; furthermore, information adoption is affected by an attitude towards information and information usefulness with values 7.97 and 4.41 accordingly.

It can be seen in Table 4 which presents a summary of results from the path coefficient and Figure 2 presents the inner path model.

Table 3.
R-Square

Variables	R-Square
Attitude Toward Information	0.700
Expertness	0.946
Homophily	0.709
Information Adaption	0.485
Informational Usefulness	0.474
Objectivity	0.811
Trustworthiness	0.920

(Source: Data analysis 2019)

Table 4.
Summary of Results

Causal paths	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Result
Attitude Toward Information -> Information Adaption	0.479	7.979	0.000	Accepted
Information Quality -> Attitude Toward Information	0.405	5.134	0.000	Accepted
Information Quality -> Informational Usefulness	0.306	3.574	0.000	Accepted
Informational Usefulness -> Information Adaption	0.274	4.411	0.000	Accepted
Source Credibility -> Attitude Toward Information	0.478	5.632	0.000	Accepted
Source Credibility -> Informational Usefulness	0.421	4.940	0.000	Accepted

(Source: Data analysis 2019)

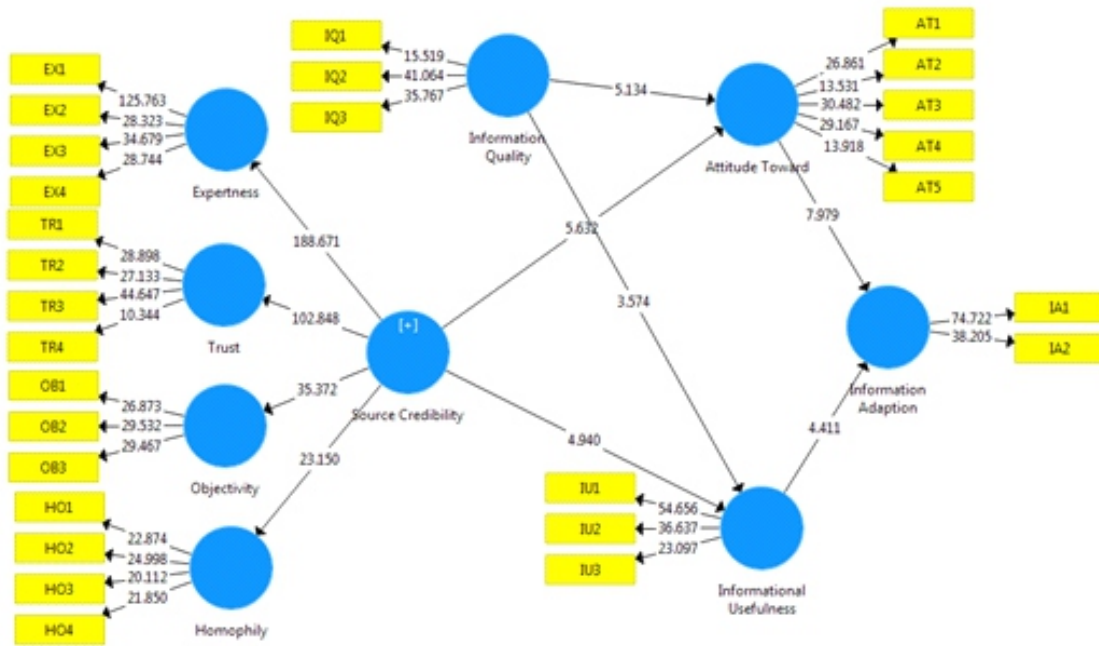


Figure 2. Inner Model

According to hypothesis testing, involving 368 respondents in the actual test indicates that all six hypotheses are supported. Hypotheses 1 showed a positive relationship between source credibility and attitude toward information, with p values $0.000 < 0.05$, and shows the results of the T-statistic $5.632 > t$ table 1.96. There are three reasons for explaining these hypotheses. First, according to Kiecker & Cowles (2002); Maddux & Rogers (1980) in source credibility, expertise, and attractiveness play an essential role in information and social influence. Second, expertise in designing interesting information from culinary products can improve attitudes towards that information. Third, hypothesis 1 is also supported by previous research by Erkan & Evans (2016), Gunawan & Huarng (2015), and Wixom & Todd (2005).

Hypotheses 2 showed a positive relationship between source credibility and information usefulness, with p values $0.000 < 0.05$, and shows the results of the T-statistic $4.940 > t$ table 1.96. There are three reasons for explaining this hypothesis. First, according to "Di & Luwen (2012), source credibility refers to the credibility that someone feels from the source of information, regardless of what the information contains.

Although the source's credibility is not related to the information itself, it can affect customer perceptions of the information's usefulness. The customer's perception of the Information's usefulness will decrease if the source is less credible. Second, in this case, people's perception of food products can increase sales in the culinary business. Third, hypothesis 2 also supported by previous research by "Cheung et al. (2008); Di & Luwen (2012); Fanoberova & Kuczowska (2016); and Soenarno et al. (2015).

Hypotheses 3 showed a positive relationship between information quality and attitude toward information, with p values $0.000 < 0.05$, showing the T-statistic $5.134 > t$ table 1.96. There are three reasons for explaining this hypothesis. First, according to Cheung et al. (2009), assume online reviews have low information quality; the recipient will develop a negative attitude towards information. Second, in the culinary world, information on the quality of food products must be made well to direct customer attitudes to buy. Third, hypothesis 3 is also supported by previous research by Ives et al. (1983), Cheung et al. (2008), Zhao et al. (2015), Soenarno et al. (2015), and Liu & Suh (2017).

Hypotheses 4 showed a positive relationship between information quality and information usefulness, with p values $0.000 < 0.05$, showing the T-statistic $3.574 > t$ table 1.96. There are three reasons for explaining this hypothesis. First, according to Markopoulos & Kephart (2002), reviews, including more accurate information, have more excellent value for consumers. In this manner, the more exact the information quality is, buyers, feel the more information usefulness. Second, In the culinary world, information on the quality of food products must be made well to direct customer attitudes to buy. Third, hypothesis 4 also supported previous research by Chen, Teng, Yu, & Yu (2016); Cheung & Thadani (2012).

Hypotheses 5 showed a positive relationship between attitude toward information sources and information adoption, with p values $0.000 < 0.05$, showing the T-statistic $7.979 > t$ table 1.96. There are three reasons for explaining this hypothesis. First, according to Ajzen & Fishbein (2005), Attitudes toward behavior serve as behavioral intention determinants. Building attitudes in the context of technology acceptance are attitudes towards using technology (Ajzen & Fishbein, 2005; Wixom & Todd, 2005). Second, Attitude Toward Information has the most significant influence on the Information Adaption variable. The highest indicator on the questionnaire is the question "I am not bothered by the information in the Instagram news feed," many of whom answered, "agree." So, in this case, an attractive and communicative display for marketing food products makes Instagram users feel comfortable searching/scrolling news feeds. Third, hypothesis 5 also supported previous research by Hussain et al. (2017), Erkan & Evans (2016), Cheung et al. (2008), Ajzen & Fishbein (2005), and Sussman & Siegal (2003)

Hypotheses 6 showed a positive relationship between information usefulness and information adoption, with p values of $0.000 < 0.05$, and shows the T-statistic $4.411 > t$ table (1.96).

There are three reasons for explaining this hypothesis. First, according to Cheung et al. (2008) and Hussain et al. (2017), information adoption is a proper informal procedure for customers to engage with comments and opinions suggested for decision making. Second, In every business, especially in the culinary field, many culinary observer vloggers include the usefulness of information as a consumer reference. Third, hypothesis 6 also supported previous research by Hussain et al. (2017), Di & Luwen (2012), Cheung et al. (2008), McKinney et al. (2002), and Sussman & Siegal (2003).

Conclusion

The main objective of this study was to investigate the effect of source credibility and information quality on information adoption mediated attitudes toward information and information usefulness with the object of research on food products. Based on the results and discussion, it can be concluded that the six hypotheses are supported, variable attitudes towards information the most important information.

There are three limitations after doing this research. The first limitation is that this research focuses on social media, Instagram. Therefore, the subjects of this study do not represent other subjects or other social media that also have many users, such as Facebook and Twitter. Second, because this research is non-probability sampling used judgment sampling technique, not all individuals in the population are selected to be respondents. The entire population in the non-probability sampling did not get the same opportunity to become respondents in this study. Therefore, the results obtained cannot generalize to the entire population of Instagram users. Third, this research focuses on the culinary field with food products, where not all food products are available and are reviewed there.

Furthermore, users are often hesitant in receiving information because there is much trapping information, such as the phrase "terms and conditions apply" which are written small in the corner of the picture, therefore as much as possible to avoid this. Increase the number of Instagram followers, always update the latest information and do not write too many promises but cannot keep up.

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