An Analysis the Critical Successful Factors on Information Adoption during The Pandemic COVID-19 Outbreak

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ABSTRACT
The pandemic COVID-19 become an essential issue that has driven the high use of social media as a digital tool to disseminate information. There are two benefits of social media as digital communication. Accelerating the spread of true information effectively and efficiently and spreading misinformation about the pandemic COVID-19 is increasingly unstoppable. The great challenge faced by the government is to rebuild trust in government and trust in information quality by providing quality information. Provision of quality information is a government effort to promote healthy living as a strategy to support public health policies. This research investigated how the provision of quality information directly affects trust in information quality, trust in government, and information adoption. This research also examined the direct effects of trust in information quality, trust in government on information adoption. This research used a quantitative approach with an online survey to collect the data. The sample of this study was 160 samples. We used WrapPLS software version 7.0 to analyze the data and measure the hypothesis paths in this research model. The results of this study were the provision of quality information has positive effects on trust in government, trust in information quality, and information adoption; Trust in government has a positive effect on information adoption; and rejected the effect of trust in information quality on information adoption.

INTRODUCTION
The rapid spread of pandemic COVID-19 has caused all governments worldwide to be unprepared to deal with a public health problem [1]. The increase of COVID-19 cases was the impact of various factors due to unstable changes, the complexity of the problem, the lack of information handling, making it difficult to take the right policies to deal with the pandemic COVID-19 [1, 2]. These crucial factors have pushed disaster management policies to become less effective and exacerbated the pandemic COVID-19 crisis [3]. The spread of the pandemic COVID-19 is difficult for official actors and policy decision-makers to make decisions due to a lack of knowledge in handling the situation. It makes the situation worse and more unstoppable.

Another challenge faced the government is the dissemination of official information on social media which makes the problem even more serious. It has made fake news and misinformation on the Internet a lot of attention in recent years [4]. According to Pickles et al., (2021) that the spread of misinformation about COVID-19 was very fast through social media [5]. Fake news misleads someone's actions because fake news seeks to foster a source of distrust, instill a certain point of view which results in exacerbating existing social and cultural dynamics by abusing political, regional, religious currents [4]. The spread of fake news on social media has a wider vital impact. The adoption of misinformation played a wider vital impact on one's decision-making errors. That's because people have difficulty in distinguishing true and false information. Community actions are getting out of control because of the process of adopting wrong information. For example, the irregular spread of information through YouTube is causing the public to doubt vaccines due to misunderstandings, concerns the vaccine's effects, conspiracy theory of the COVID-19 virus to controls the human population [6]. Social media has “played a major role in the anti-vaccine movement” [7]. It makes the spread of misinformation through social media has a broader vital impact and can exacerbate the COVID-19 crisis.

On another side, the government faces was reducing public trust in technology adoption [8]. The government must increase public trust by implementing efficient and effective strategies to minimize the increasingly widespread crisis [9]. The government needs an accurate strategy in reducing the chaos that occurs due to the decline in public trust in government and public trust in information quality. The accurate strategy is provision quality information on social media causes social media. In addition, social media also has a good impact on accelerating the spread of scientific insights and destructive effect on accelerating misinformation due
to the weak government control over the quality of online information [10]. Efforts to build public trust were closely related to communication media as a form of real-time two-way social communication [11].

Social communication made it easier for the government to gain public trust through good relationships. Social media is the most efficient and effective communication information channel for announcements and sharing information with the public [12]. It means that social media has great potential for the government to reduce the spread of misinformation and hoax. The government must provide quality information on social media to build effective public health communication to ensure that the public understands efforts to build public trust. Trust created is a user’s belief in trusted sources of quality information and the accuracy of the information available [13]. Those affected the user's information adoption [14]. Which in return, provision quality information strengthens public trust to adopt information. It made provision of quality information playing a vital role in public trust.

Information adoption on social media research has received less attention from previous studies, which is indexed in an online database Scopus. In addition, there were few previous studies on the provision of information quality. Some of the studies focused on the moderating effect of the provision of quality information on the relationship between perceived government response to trust in government [9, 15]. Another study was focused on the function of competitive intelligence program in collecting and processing quality information to support decision-making [16], and a study was focused on investigating the effect of provision of information quality on other variables such as perceived transparency, trust in government, perceived responsiveness, and public participation [12, 17].

This research study discussed how the quality of information on government social media affects users’ willingness to adopt information in their decision-making. The research questions were: (1) how does trust in information quality affect information adoption? (2) how does trust in Government affect information adoption? (3) How does the provision of information quality affect trust in information quality, trust in government, and information adoption? Quantitative research was chosen to answer these research problems. This research was conducted by distributing an online survey to Indonesian citizens. This research result contributes to interested parties to optimize the provision of quality information to increase public trust during difficult times, such as the pandemic COVID-19 outbreaks.

LITERATURE REVIEW

The development of internet technology has caused significant changes in government communication with the public and business [18]. Recent trends in health show that the public is using social media to seek and share health information [19]. Seeking information is the first stage in the decision-making process on products or services that suits their needs [20]. On the other hand, the rapid growth of social media encourages the government to provide information, increase public participation, building public trust, and improve public service delivery [12]. It made the government must providing of quality information to the public through social media. Cause the vast amount of information available on online platforms includes factual information that is most important in decision-making [19, 21]. In line with Jiang et al. (2021), internet technology has made communication an essential decision-making component. Decision-making is the actualization of information adoption on the quality of information that is trust.

The quality of information is an important issue as a source of decision-making problems for many organizations [22]. Information quality is defined as an information system variable related to the user’s assessment of the suitability of the information obtained with the user’s needs [14]. Houhamdi & Athamena (2019) showed that consistency, increasing completeness of information, and accuracy of information significantly improve decision-making quality. A few relevant studies found that providing quality information is the key in applying sound governance principles (especially accountability and transparency), where ineffective information control results from ambiguity in information governance and management [23]. The ease of public access to the provision of quality information has a strong effect on increasing public perception of transparency, the responsiveness of government, and citizen trust in the government [12, 15].

In addition, Previous studies considered the provision of quality information as a research variable. For example, Park et al. (2016) measured provision of quality information using measurement items consisting of content, accuracy, diversity, timeliness, available information access, and content channel connectivity. Mansoor (2021a) considered providing quality information by the Pakistan government as an important factor in a difficult time in providing health information, policy response on the pandemic, and building public trust through synchronization communication. The study of [12] presented a framework that the provision of quality information impacted government interaction with the public in increasing government transparency, public
participation, public trust in government, and government responsiveness. Trust in information quality is defined as the public belief in information obtained online, which is realized through information quality indicators [24].

Based on the description found in previous studies, testing the effect of the variable provision of quality information on other research variables has changed in the research framework. This study measured the direct effect of providing quality information on the trust in government, trust in information quality and the information adoption. This study also measured the immediate effect of the trust in government and trust in information quality on information adoption. Trust in government is the public's sensitivity to the government's capacity, capability, and integrity in providing public service using digital technology [25]. Trust in government is one of the independent variables that needs to be considered in measuring public expectations and public recognition of government service [11].

We proposed several hypotheses in this study based on the theoretical framework:
H1: Provision of quality information has a positive effect on trust in government.
H2: Provision of quality information has a positive effect on information adoption.
H3: Provision of quality information has a positive effect on trust in information quality.
H4: Trust in government has a positive effect on the information adoption.
H5: Trust in information quality has a positive effect on the information adoption.

The details of the hypothesized paths are provided in Fig 1.

**Fig. 1. Hypothesized Paths of This Study**

**METHODS**

**Sampling and Data Collection**
The quantitative approach is used in this research study. The target respondents are Indonesian citizens who use and follow government accounts in social media (e.g., Facebook, Twitter, Instagram, WhatsApp, YouTube) to obtain official information about COVID-19. The authors disseminated an online survey through a questionnaire link on July 2021. Calculation of the research sample referred to the rule of Hair et al. (2014). The minimum requirement samples in this study are 70 samples. This study used five independent variables with a significance level of 5% or 0.05 at a minimum R2 of 0.25 for achieving a statistical power of 80%. The details were provided in Appendix A. The samples used in this study were 160 samples to meet the PLS-SEM testing requirement.

**Measures**
The data collection is done by asking 21 question items through an online survey. The details of each statement were provided in Appendix B. This research used the Likert scale to assess all items. Each construct measurement item was adapted from the previous studies, and then the authors made modifications. Items of trust in information quality was a six-item scale adopted from Al-Sulami & Hashim (2018) and Papadopoulou et al. (2010). Trust in government items were measured with a five-item scale adopted from Mansoor (2021a). A six-item scale was used to assess the supply of quality information items, According to M. J. Park et al. (2016) and Mansoor (2021a). Items of information adoption were measured according to Filieri (2015), while statement items were taken from the study of Jiang et al. (2021).

**Analysis Technique**
Partial Least Square Structure Equational Modelling (PLS-SEM) was selected to evaluate the outer research model using PLS regression and inner research model using linear. The reason for choosing PLS-SEM was that a PLS-
SEM method is an alternative approach to the CB-SEM approach. In particular, PLS-SEM has the advantage of being able to perform for a vast number of items per latent concept, and parameter assumptions are violated [29]. We used WrapPLS software version 7.0 to analyze the constructs' validity and testing the hypotheses.

RESULTS AND DISCUSSIONS

We analyze the collected data and measure the hypothesized paths in the research model using WrapPLS software version 7.0. All constructs treat as reflective constructs in the process of data analysis. The stages in the data analysis were: first, we evaluated the convergent validity, discriminant validity, and internal consistency of the model. Second, we tested the direct effect on the hypothesized paths of the research model. Finally, we conducted the descriptive analysis and discussion of the research results obtained.

Demographic Samples and Characteristics

Table 1 breaks down the demographic characteristics of respondents into four categories: 1) gender; 2) age; 3) educational level; and 4) social media platform utilized. The demographic information of the respondents was gathered by using the PLS-SEM analysis procedure to process the survey findings from 160 respondent data.

| Construct and Measure | Category                  | Frequency (N=160) | Percentage (%) |
|-----------------------|---------------------------|-------------------|----------------|
| Gender                | Male                      | 74                | 46,250         |
|                       | Female                    | 86                | 53,750         |
| Age                   | < 18 years                | 52                | 32,500         |
|                       | 18-24 years               | 53                | 33,125         |
|                       | 25-30 years               | 40                | 25,000         |
|                       | 31-36 years               | 10                | 6,250          |
|                       | > 36 years                | 5                 | 3,125          |
| Education             | High School or less       | 61                | 38,125         |
|                       | Undergraduate             | 70                | 43,750         |
|                       | Master degree or more     | 29                | 18,125         |
| Social Media Platform | Instagram                 | 96                | 60,000         |
|                       | Twitter                   | 23                | 14,375         |
|                       | Facebook                  | 21                | 13,125         |
|                       | WhatsApp                  | 14                | 8,750          |
|                       | Youtube                   | 6                 | 3,750          |

Source: obtained from primary processing.

Table 1 contained four information of the demographic statistics results. First, the percentage of respondents based on gender group were dominated by female as much as 53,75% while 46,25% is male. Second, the percentage of respondents based on age group were 33,5% aged less than 18 years, 33,125% aged 18-24% years, 25% aged 25-30 years, 6,25% aged 31-36 years, and 3,125% aged over 36 years. Third, the percentage of respondents based on educational qualification criteria were 38,125% for high school or less, 43,75% for undergraduate, and 18,125% for master’s degree. Fourth, the percentage of respondents based on social media platforms used to access COVID-19 information were dominated by 60% for Instagram, 14,375% for Twitter, 13,125% for Facebook, 8,75% for WhatsApp, and 3,75% for YouTube. The diversity of demographic characteristics indicated that the samples used in this study could represent population characteristics.

Evaluating The Measurement Model

Table 2 shows the structural model's measurement outcomes, including test values for convergent validity, construct validity, and discriminant validity. The findings of assessing the values of convergent validity and construct validity on four latent variables including forty components employed in this study are shown in Table 2.

| Construct | Factor Loadings (≥0,7) | AVE ≥0,5 | CR (≥0,7) | CA (≥0,7) |
|-----------|------------------------|----------|-----------|-----------|
| TIG       | 0,862                  | 0,902    | 0,956     | 0,942     |
| TIG1      | 0,918                  |          |           |           |
| TIG2      | 0,916                  |          |           |           |
| TIG3      | 0,916                  |          |           |           |
The measurement of convergent validity, internal consistency, and discriminant validity in Partial Least Square-SEM modeling is done by calculating the indicator loadings and cross-loadings, average variance extracts (AVE), composite reliability (CR), and Cronbach’s Alpha (CA) using WrapPLS software version 7.0. Table 2 presents the results of measuring validity with reflective treatment measure with latent construction values of indicator loadings and cross-loadings > 0.7, AVE > 0.50, and CA > 0.70. We adopt a loading factor limit value of 0.7 in achieving convergent and discriminant validity [30, 31]. Ave is a measurement used to determine to construct validity where there is no validity problem when the AVE value is in a range above 0.50 [21]. Acceptable Alpha values are Alpha values ranging between 0.7 to 1 [32]. In line with Jaya et al. (2019), values greater than 0.50 on AVE indicate the construct can explain more than 50% of the variance of the indicator variable and values greater than 0.70 on Cronbach’s Alpha that all indicators are acceptable.

Table 3 shows the results of discriminant validity testing on the reflective measurement model's assessment, which are similarly satisfactory. According to Hair et al., (2014)'s PLS-SEM test criteria, discriminant validity testing may be done by examining the cross-loading value of Square Roots of AVEs. Table 3 contains the specifics of the discriminant validity testing findings.

|                   | PQI   | TIG   | TIQ   | IA    |
|-------------------|-------|-------|-------|-------|
| PQI               | 0.872 | 0.681 | 0.851 | 0.661 |
| TIG               | 0.681 | (0.902) | 0.701 | 0.748 |
| TIQ               | 0.866 | 0.701 | (0.866) | 0.840 |
| IA                | 0.840 | 0.661 | 0.748 | (0.914) |

Source: obtained from primary data processing.
Note: TIG: trust in government; TIQ: trust in information quality; PQI: provision of quality information; IA: information adoption.

Table 3. Results of Correlations among I. Vs. With sq. Rts. of AVEs

The value of Square Roots of AVEs on all latent variables is bigger than the value of other construct components in one diagonal column, as seen in Table 3. As a result, the discriminant validity of the reflective measurement model assessment is likewise acceptable.

Testing The Hypotheses

We measure the effect of provision of quality information on trust in government, trust in information quality, and information adoption supported by applying theoretical framework and assumptions built. We also measure the effect of trust in government and trust in information quality on information adoption. The measurement process is carried out using WrapPLS software version 7.0 to test assumptions. Drawing conclusions of research hypothesis testing is done by applying sig. level or a tolerable error limit of 5%. Fig. 2 shows the study results that the provision of quality information positively affects trust in government, trust in
information quality, and information adoption. The relationship between provision of quality information and trust in government is set at ($\beta = 0.68, P < 0.01$). This test result proved that hypothesis 1 (H1) is supported. The relationship between provision of quality information and information adoption is set at ($\beta = 0.72, P < 0.01$). This test result proved that hypothesis 2 (H2) is supported. The relationship between provision of quality information and trust in information quality is set at ($\beta = 0.87, P < 0.01$). This test result proved that hypothesis 3 (H3) is supported. Fig. 2 also shows the study results that trust in government has a positive effect on information adoption. The relationship between trust in government and information adoption is set at ($\beta = 0.16, P = 0.02$). This test result proved that hypothesis 4 (H4) is supported. The study results rejected the relationship between trust in information quality and information adoption set at ($\beta = 0.01, P = 0.46$). This test result proved that hypothesis 5 (H5) is not supported. The following details of each hypothesis testing results were provided in Table 3.

Table 3. Hypothesis testing results

| Hypothesis | Std. Beta | $P$-value | Findings |
|------------|-----------|-----------|----------|
| H1 PQI $\rightarrow$ TIG | 0.68 | < 0.01 | Supported |
| H2 PQI $\rightarrow$ IA | 0.72 | < 0.01 | Supported |
| H3 PQI $\rightarrow$ TIQ | 0.87 | < 0.01 | Supported |
| H4 TIG $\rightarrow$ IA | 0.16 | = 0.02 | Supported |
| H5 TIQ $\rightarrow$ IA | 0.01 | = 0.46 | Not Supported |

Source: obtained from primary data processing.
Note: Sig. level 5% to draw the findings

Discussion

The assumptions in research have built on the results of the previous study to investigate the empirical relationship of provision of quality information on trust in government, trust in information quality, and information adoption. First, the study results found that demographic information in the gender category was dominated by female respondents as much as 53.75% while male respondents as much as 46.25%. Karatsoli & Nathanail (2020) conducted an online survey to investigate differences in social media use between Facebook and Instagram based on gender. The results found that the percentage of women using Facebook is 57% and Instagram is 53%, while the percentage of women using Facebook is 33%, and Instagram is 21%. The study results found that 65.625% of respondents were youngsters (the total sum of <18 years, 18-24 years, and 25-30 years). Because youngsters are the most social media users in the wide [12], aged between 20 years until 40 years [9]. Data from the Indonesian population census also shows the number of Z generation is 27.94%, and the millennial generation is 25.87%, which dominates the composition of the population by generation [34]. The results study also found that Instagram became the most popular social media in Indonesia. In line with the report in Quarter I-2021, Instagram is the most used social media daily by children [35].

Second, the increasing use of social media is getting better by the government. Social media has great potential as the most effective and efficient digital communication channel for disseminating information to the public during COVID-19 outbreaks. Cause social media users climbed dramatically from 3.71 billion in 2020 to 4.2 billion in 2021, a 13.2 percent rise.[36]. The provision of quality information has significant effects on trust in government, trust in information quality, and information adoption. When the provision of quality information
is increasingly circulating on social media, which in turn significantly increases trust in government, trust in quality information, and information adoption. It proved the respondents’ getting benefits from providing official government information regarding pandemic COVID-19. Information can be in the form of areas with a high case rate, implementation of social restriction policies, information on easing economic activities only for essential areas and temporarily closing for non-essential fields, maintaining a healthy lifestyle (e.g., wearing double masks, washing hands, and keeping a safe distance). Dissemination of quality information through government social media is a social communication channel that builds good relations. This study proves provision of quality information is primary key in building public trust in government and public trust in quality information.

The study results prove the different effects of trust in government and trust in information quality on information adoption. Trust in government has a positive effect on information adoption. On the other side, the study results rejected the effect of trust in information quality on information adoption. Social media is a digital communication that allows two-way communication between government and public to obtain quality information from government [12], which ultimately increases government trust. The provision quality information is on government social media to improve individual positive perceptions of agents who provide information. When the governments’ good image is built, there is a high possibility of adoption information from provision quality information on the official social media. Public will ignore the degree of trust in information quality because trust in government dominates public trust in that moment. In line with Gracia & Ariño (2015), social media has great potential in providing quality information to reduce government distrust that occurs in almost all countries in the world. In this case, trust in government plays more role in influencing information adoption than trust in information quality on information adoption. Trust in government is the first dimension that is important to build in the public trust dimensions. Cause the government has succeeded in building a good image and relationship with the public.

Finally, the study results show the provision of quality information positively affects trust in government, trust in information quality, and information adoption. The study results also show trust in government has a positive effect on information adoption. These results align with previous studies that the provision of quality information directly affects trust in government [12]. The provision of quality information strengthens the relationship between perceived government response and trust in government [9].

CONCLUSIONS

Based on the theoretical framework, we assume that the provision of quality information positively affects the adoption of government social media information through trust in government and trust in information quality. The relationship of trust in government and trust in information quality is also analyzed to assess the level of Indonesian citizen trust. The research design adopted an online survey and surveyed 160 respondents who accessed official accounts (e.g., Instagram, Twitter, WhatsApp, YouTube, Facebook). The study results support the hypothesis that the provision of quality information positively affects trust in government, trust in information quality, and information adoption. The study results also support the idea that trust in government has a positive effect on information adoption. On the other hand, the study result rejects the hypothesis and theoretical framework that trust in information quality affects information adoption.

The provision of quality information regarding the pandemic COVID-19 plays vital function in social interaction and communication. Social communication is a government effort to maintain and increase public trust, especially during difficult times the spread of the pandemic COVID-19. Public involvement needs to be improved to allow individuals, communities, and the public to take social interaction and communication initiatives. In addition, the involvement of professional medical personnel (e.g., doctors, health experts, nurses, scientists) is important to play their role as public relations to build trust in social communication with the public. People trusted them with good health knowledge, expertise, and skills in providing valid information about the COVID-19 virus.

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Appendix A. Minimum Sample Size in PLS-SEM with Statistical Power of 80%

| The Maximum Number of Arrows Pointing at a Construct | 1% Minimum R² | Significance Level |
|-----------------------------------------------------|---------------|--------------------|
|                                                     | 0.10 | 0.25 | 0.50 | 0.75 | 1.00 | 0.10 | 0.25 | 0.50 | 0.75 |
| 2                                                   | 158  | 75   | 47   | 38   | 110  | 52   | 33   | 26   |
| 3                                                   | 176  | 84   | 53   | 42   | 124  | 59   | 38   | 30   |
| 4                                                   | 191  | 91   | 58   | 46   | 137  | 65   | 42   | 33   |
| 5                                                   | 205  | 98   | 62   | 50   | 147  | 70   | 45   | 36   |
| 6                                                   | 217  | 103  | 66   | 53   | 157  | 75   | 48   | 39   |
| 7                                                   | 228  | 109  | 69   | 56   | 166  | 80   | 51   | 41   |
| 8                                                   | 238  | 114  | 73   | 59   | 174  | 84   | 54   | 44   |
| 9                                                   | 247  | 119  | 76   | 62   | 181  | 88   | 57   | 46   |
| 10                                                  | 256  | 123  | 79   | 64   | 189  | 91   | 59   | 48   |

Sources: Hair et al. (2014)

Appendix B. Measurement items

| Variable                  | Statement                                                                 | References |
|---------------------------|---------------------------------------------------------------------------|------------|
| Trust in Government       | the ability of the government to work in meeting the needs of the public   | [9]        |
|                           | the government is able to carried out its duties                           |            |
|                           | the government carries out its duties effectively and efficiently          |            |
|                           | the government carries out its authority sincerely                        |            |
|                           | the government carries out its authority honestly                         |            |
| Trust in Information Quality | The information about COVID-19 available on government social media has a high level of accuracy and validity | [24, 27] |
|                           | I can be easily understood the information about COVID-19 available on government social media |            |
|                           | The information about COVID-19 available on government social media has a high level of reliable information |            |
|                           | The information about COVID-19 available on government social media is relevant information to the intended purpose |            |
|                           | The information about COVID-19 available on government social media is adequate information to the intended purpose |            |
|                           | The information about COVID-19 available on government social media is up-to-date information |            |
| Provision of quality information | (I feel that) the government social media provides information about COVID-19 to understand and get the necessary facts | [9, 11] |
|                           | The government social media provides information about COVID-19 to understand government policies properly |            |
|                           | The news and information about COVID-19 on government social media available timely |            |
|                           | The government social media provides access to other relevant news and information about COVID-19 |            |
|                           | The government social media provides appropriate news and information about COVID-19 |            |
| Information Adoption      | Information about COVID-19 on government social media helps me make decision-making easily | [14, 28] |
|                           | Information about COVID-19 on government social media helps me make decision-making affectively |            |
|                           | Information about COVID-19 on government social media motivates me to make decision-making |            |
|                           | I will use the information about COVID-19 on government social media to make decision-making |            |

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