

# The Forming Factors of Attitude Towards Social Media Reviews and Its Implications for Visit Intention: A Study on the Mgdalenaf Youtube Channel

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## ABSTRACT

This study aims to examine and analyze the factors that shape consumer attitudes and behavioral intentions towards reviews on social media. The data collection technique in this study used a survey method through questionnaires distributed online. The purposive sampling technique was chosen as the research sampling technique and involved 100 respondents who were viewers of the Mgdalenaf Youtube channel and domiciled in Jabodetabek. Structural Equation Modeling with Partial Least Square approach was used to process the data. The results showed that perceived usefulness, trust, perceived ease of use, and customer experience were proven to be factors in the formation of attitudes to visit the reviewed restaurant. But the information quality and source expertise are not proven to have a significant influence on Attitudes towards Reviews on Social Media. This study provides guidelines implications for related parties, one of them is for restaurant owners to innovate and build good relationships with food vloggers to encourage the creation of positive electronic word of mouth.

**Keywords:** *Perceived Usefulness, Perceived Ease of Use, Trustworthiness, Information Quality, Source Expertise, Customer Experience, Attitude, Visit Intention, Social Media Review.*

## 1. INTRODUCTION

The emergence and acceptance of social media as an important component in the daily life of global society has changed the buying behavior patterns of customers [1]. Transferring power from the company to the consumer, enabling consumers to share their consumption experiences with others through social media [2]. This phenomenon is known as electronic word of mouth (eWOM) or customer online reviews [3].

Social media is an independent and commercial online social network where people gather to socialize and share messages, opinions, pictures, videos, and other contents [4]. Along with the times and technology, social media is not only considered as digital media and technology services, but more as a digital place where people do an important part in their lives[5]. Currently, social media is considered the most appropriate platform for eWOM, because social media allows customers to share information with visually rich content such as text, images, audio, and video to make eWOM dissemination content more interesting and enjoyable [6].

According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia during 2020 reached 196.7 million users, an increase of 25.5 million users from the previous year or equal to 73.7% of the total population in Indonesia [7]. The survey also shows that active users of social media in Indonesia during 2020 have reached 170 million users, an increase of 10 million users from the previous year or equal to 61.8% of the total population in Indonesia are active users of social media, with an average daily use of social media. Also reached 3 hours 26 minutes per day, which is above the global average of 2 hours and 24 minutes per day [8]. Indonesia also occupies the sixth position worldwide with 65.1% of total internet users who use social media as a place to find information about certain brands [8]. This proves that Indonesian consumers have a fairly high interest and dependence on social media.

The latest research shows that from various existing social media platforms, Youtube is the most popular social media platform in Indonesia, which is 94% of the Indonesian population with a vulnerable age of 16 to 64 years using Youtube [9]. It can be interpreted as a result

of how big the popularity of Youtube is, and the contribution of content creators or Indonesian Youtubers who can display creative, innovative, and visually rich content on this platform. According to a survey conducted by Youtube, the most preferred video content by Indonesian viewers is about culinary and beauty, the content is usually presented in the form of reviews or tutorials [10].

According to the marketing literature, consumers around the world positively evaluate user-generated content on social media, which in turn influences their behavioral intentions [2]. Previous research on online reviews on bloggers in Malaysia proves that perceived usefulness, perceived benefits, information quality, and trustworthiness are variables that affect the attitudes of blogger readers towards shared content and interest in buying recommended products [11]. In the same country, eWOM regarding recommendations for tourist attractions on social media affects consumer attitudes and intentions to follow advice on eWOM [12]. Another study conducted on social media users in the UK stated that the quality of information and attitudes towards eWOM information on social media were important factors in shaping consumer buying interest [6]. Furthermore, research on eWOM in Youtube said that source expertise and attitude were the most significant influences in shaping consumer interest in visiting tourist destinations [13]. The experience gained by Facebook social media users in following the recommendations of other users' tourist destinations affects the user's attitude towards the eWOM information provided, but the attitude toward the message and the attitude toward the destination is proven not to affect the interest in visiting the recommended tourist destinations [14].

Although research on consumer purchasing decisions through eWOM on social media has been studied by many previous researchers, not much has been discussed about its influence on customer decisions in choosing a particular restaurant [2]. So it is necessary to do further research to study the attitudes and behavioral intentions of consumers towards eWOM related to the restaurant industry which is broadcast on Youtube as the most popular social media in Indonesia. The form of eWOM that is focused on this research is information from video review content on the youtube channel.

This research is a replication with modifications from previous research [2]. Modifications are made by developing an existing research model by adding two exogenous variables, that is source expertise and customer experience. The addition of these two exogenous variables is based on the limitations and suggestions of previous research [2]. The object of research carried out in this study is also different videlicet using a Youtube channel belonging to a food vlogger Mgdalenaf. The selection of the Mgdalenaf food vlogger was based on a preliminary study conducted by researchers, where 12 out of 20 people chose Mgdalenaf among the 5 most popular food vloggers in Indonesia as the most-watched food vlogger

and used as a reference regarding the respondent's restaurant selection. The existence of reviews available on social media has proven to be positively welcomed by the public because reduced anonymity in social media reviews has the potential to make eWOM information more trustworthy and reliable [6]. This is also supported by the results of a preliminary study conducted by researchers. This shows that 9 out of 10 respondents who view food vlogger Mgdalenaf have the intention of visiting the restaurant being reviewed.

Based on the phenomena and research background described above, this research was conducted with the aim of testing and analyzing each of the effects of perceived usefulness, perceived ease of use, trustworthiness, information quality, source expertise, and customer experience on attitudes toward social media reviews. As well as testing and analyzing the influence of attitude toward social media review on restaurant visit intention on eWOM content on Youtube social media.

## **2. LITERATURE REVIEW**

### ***2.1. Electronic Word Of Mouth in Social Media***

Social media is an independent and commercial online social network where people come together to socialize and share messages, opinions, pictures, videos, and other contents [4]. Apart from being used to interact with each other, social media also allows users to share information and their experiences regarding products and services. Marketing calls this a form of eWOM (electronic Word Of Mouth), which is defined as all informal communications addressed to consumers through internet-based technology related to the use or characteristics of certain goods and services or their sellers [15]. Social media is considered as a platform that is suitable for eWOM [6]. eWOM information on social media can appear in several different ways. Just as users can intentionally post about brands and the products or services they support, users can also unintentionally display their preferences for certain brands, furthermore on the part of companies, i.e. marketers can post information through their official accounts on social media sites [6].

### ***2.2. Technology Acceptance Model (TAM)***

TAM theory states that the acceptance of individual attitudes towards new technology is determined by two main beliefs, that is perceived usefulness and perceived ease of use [16]. Because this study discusses eWOM on social media, where potential consumers are involved in using technology when they want to adopt information in an online environment. Unlike WOM (Word Of Mouth), eWOM means getting information from a technology platform. Thus in this study, researchers used two dimensions of TAM, to wit perceived usefulness and perceived ease of use to predict attitude-forming towards reviews on social

media and subsequent behavioral intentions. This is also supported by recent research discussing eWOM, where TAM has also been used by many researchers to explain the acceptance of consumer information from a review in an online environment [2], [6], [11], [17]–[23].

## 2.3. Hypothesis Development

### 2.3.1. Perceived Usefulness and Attitude

In the TAM theoretical model, PU is one of the two main factors that have been proven to determine attitudes and behavior in accepting computers or new technologies [16]. PU is defined as the extent to which a person believes that using a particular system will improve his job performance [16]. When viewed from the consumer's perspective, PU refers to how consumer performance will improve if they adopt certain technologies [24]. In the context of eWOM on blog media, PU was redefined as the extent to which blog readers believe that adopting blogger recommendations will improve their online shopping performance [21]. So as when consumers feel the recommendations given by the food vlogger are useful, they will form a positive attitude towards the recommended object. Correspondingly, customers will usually develop an affirmative view if they find recommendations on social media useful [2]. So based on the explanation above, it is hypothesized:

**H1:** Perceived Usefulness has a positive effect on Attitude toward Social Media Review.

### 2.3.2. Perceived Ease of Use and Attitude

PEOU was first defined as the degree to which a person believes that using a particular system will be effort-free [16]. In the context of eWOM, PEOU is defined as the belief that eWOM review information requires minimal effort for them to use and understand [19]. Perceived Ease of Use is one of the main factors that determine the behavior of new technology acceptance [16]. The easier it is to use technology, the more useful the technology will be so that it is more likely to be accepted by users [25]. Therefore, when efforts to obtain information related to food and restaurants on social media are relatively small and easy, consumers will build a positive attitude towards the information. So the researchers set the hypothesis:

**H2:** Perceived Ease of Use has a positive effect on Attitude toward Social Media Review.

### 2.3.3 Trustworthiness and Attitude

Trustworthiness is defined as the level of trust that has information validity in terms of objectivity and sincerity [26]. Trustworthiness is when consumers have confidence that the source will provide objective and honest information [17]. Consumer-generated reviews for certain content are seen as more trustworthy than company-generated content [11]. Therefore the trust that

consumers have in the recommendations given by food vloggers will build favorable attitudes and behaviors. Thus, the hypothesis is proposed:

**H3:** Trustworthiness has a positive effect on Attitude toward Social Media Review.

### 2.3.4 Information Quality and Attitude

IQ or information quality is defined as the value that information has concerning its intended purpose and the extent to which the information meets user expectations [27]. IQ is also considered as meeting user needs and preferences and meeting or exceeding user expectations or information readers [28]. In more detail, information quality refers to the accuracy, completeness, clarity, usefulness, and reliability of information [29]. Information quality is also responsible for attracting or rejecting online customers in making purchasing decisions [30]. Consumers are faced with a lot of online information with an uncertain level of reliability regarding the product or service to be purchased [29]. Especially information that comes from recommendations and reviews on social media which is considered complex and contains a lot of information [31]. Therefore, consumers will usually prioritize quality information to influence their buying attitudes and intentions [29]. Information quality is also considered responsible for attracting or rejecting customers regarding their purchasing decisions [30]. So that the quality of information presented from a recommendation or customer review has an important role to shape consumer attitudes. Thus the next hypothesis is proposed:

**H4:** Information quality has a positive effect on Attitude toward Social Media Review.

### 2.3.5. Source Expertise and Attitude

Source expertise refers to the perceived ability of a source to make valid statements about the problem at hand based on the skills or knowledge of relevant sources [32]. To find out a source is an expert source, it can be judged by how well the source understands a problem. Correspondingly, source expertise also refers to the extent to which the source is considered to have sufficient ability to provide correct information so that information seekers do not have the motivation to re-examine messages due to high levels of persuasion [33]. The level of expertise of the reviewer is important in evaluating a particular product or service because an expert source is trusted to provide more appropriate recommendations based on the actual nature of the product or service [14]. Therefore that consumers tend to form an attitude of agreement on the reviews made by an expert. Because expert sources are considered to have good knowledge and abilities regarding the product being evaluated. In line with that, messages from an expert tend to be more persuasive for consumers because they are considered to have a higher level of expertise than non-expert sources, thus

indicating that the message conveyed is valid [32]. Therefore, a hypothesis is proposed: **H5:** Source Expertise has a positive effect on Attitude toward Social Media Review.

**2.3.6 Customer Experience and Attitude**

From a marketing perspective, customer experience is a personal event that occurs in response to some stimulus and occurs as a result of the meeting, undergoing, or living through a situation [34]. Experience often results from direct observation or participation in events, whether real or virtual [34]. In line with that, customer experience is defined as a combination of symbolic meaning with allied behaviors, thoughts, and feelings that occur during consumption [35]. In such a way that the customer experience in this study uses three dimensions, i.e. sensory experience, intellectual experience, and affective experience. Consumer experience related to the use of new technology will significantly affect the continuation of technology use [36]. Because consumers who are experienced using technology will get more information than consumers who are not experienced. Thereby it will support consumers to develop a positive attitude regarding the decision to adopt the technology. Furthermore, knowledge and understanding gained from direct experience tend to result in consumers' ability to evaluate technology which will ultimately form a favorable attitude [37]. To reduce the risk and uncertainty of recommendations on social media, consumers will collect information through direct experience using the review content [37]. In such a way customer experience in using review content on social media is expected to have a positive effect on consumer attitudes towards the review content provided, then a hypothesis is proposed:

**H6:** Customer Experience has a positive effect on Attitude toward Social Media Review.

**2.3.7. Attitude and Visit Intention**

Attitude refers to a person's inner feelings that indicate whether he likes or dislikes a brand or service [38]. The feeling of liking from an attitude will usually be followed by certain actions or behaviors that are in line with the feeling of liking. Behavioral intention is related to the possibility that a person will take certain actions or engage in certain behaviors regarding the attitude object [2]. Concerning this research, certain actions that are predicted here can be in the form of visiting a restaurant and buying the food products reviewed. According to TAM the behavior of adopting

new technology is determined by a person's attitude towards the technology [16]. Correspondingly, when a person has a positive attitude towards an object, they will be more inclined to perform certain behaviors [24]. Therefore, the following hypothesis is proposed:

**H7:** Attitude toward social media review has a positive effect on Restaurant Visit Intention

**3. METHOD**

The object of this research is a food vlogger with the youtube channel Mgdalenaf. Thus the population in this study is all viewers of the Mgdalenaf Youtube channel. Respondents in this study were viewers male and female of food vlogger Magdalena in Jabodetabek with a range of ages 16 to 64 years. The Jabodetabek area was chosen as the limit for prospective respondents because most of the restaurants reviewed by Magdalena were located in Jabodetabek.

Based on the characteristics that will be explained, this research belongs to the type of descriptive research. The analysis of this research uses a quantitative approach. Meanwhile, the characteristics of the research from the point of view of observation points reviewed in this study are included in the cross-sectional data.

Data will be obtained directly from the unit of analysis or respondents. While the data collection technique in this study used a survey method through questionnaires distributed online through social media and instant messaging with a google form link. The Likert scale of 1-7 was chosen to measure the opinions and perceptions of respondents regarding the variables studied [39].

The research sampling technique used purposive sampling with the research sample criteria set by the researcher, specifically: 1) being a viewer or audience of the Mgdalenaf Youtube channel; 2) Male and Female aged 16 to 64 years; and 3) domiciled in Jabodetabek. This research uses the partial least squares structural equation modeling (PLS-SEM) data processing method. Thereby the determination of the number of samples must meet the minimum sample size guidelines of the PLS-SEM. Accordingly the researchers uses a sample size guide of 10 times rule of thumb, which is 10 times the largest number of structural paths that lead to a particular construct in the structural model [40]. Hence the minimum sample size for this research is (6 x 10) 60 samples. However, the researchers increased the number of research samples to 100 to maximize the amount of data that could be processed by the SmartPLS analysis tool.

**Table 1.** Measurement Instruments

Construct	Measurement	Source
Perceived Usefulness (PU)	<ul style="list-style-type: none"> <li>• Recommendations from the Mgdalenaf Youtube channel increase my knowledge about certain restaurants</li> <li>• I get useful information about restaurants from the Mgdalenaf Youtube channel</li> <li>• Review content from the Mgdalenaf Youtube channel really helps me in</li> </ul>	[2].

Construct	Measurement	Source
	<ul style="list-style-type: none"> <li>understanding certain restaurant information</li> <li>Review content from the Mgdalenaf Youtube channel increases the effectiveness of my activities in evaluating restaurants</li> </ul>	
Perceived ease of use (PEOU)	<ul style="list-style-type: none"> <li>I can quickly access Mgdalenaf's Youtube channel content about restaurants on social media</li> <li>Using the Mgdalenaf Youtube channel for restaurant information is convenient</li> <li>I can easily rate a restaurant using the Mgdalenaf Youtube channel</li> <li>It is very easy to get restaurant reviews from the channel Youtube Mgdalenaf</li> <li>Overall, I think the Mgdalenaf Youtube channel is easy to use</li> </ul>	[2], [17].
Trust-worthiness (TR)	<ul style="list-style-type: none"> <li>I believe the review from food vlogger Magdalena regarding the restaurant is true</li> <li>I think the review from food vlogger Magdalena is trustworthy</li> <li>Review food vlogger Magdalena is more trustworthy than paid advertising</li> <li>I think reviews from food vlogger Magdalena are reliable</li> </ul>	[2].
Information Quality (IQ)	<ul style="list-style-type: none"> <li>Post recommendations from food vlogger Magdalena are clear</li> <li>Post recommendations from food vlogger Magdalena are understandable</li> <li>Information in food vlogger Magdalena reviews is timely/up to date</li> <li>In general, recommendations from food vlogger Magdalena are of high quality</li> </ul>	[2], [41].
Source Expertise (SE)	<ul style="list-style-type: none"> <li>Food vlogger Magdalena has a good understanding of culinary and restaurant</li> <li>Food vlogger Magdalena is an expert in the field of culinary and restaurant</li> <li>Food vlogger Magdalena has knowledge of the culinary world</li> <li>Food vlogger Magdalena has the qualifications to provide -reviews on culinary and restaurant</li> <li>Food vlogger Magdalena has experience in the culinary field</li> </ul>	[42].
Customer Experience (CE)	<p>Sensory experience:</p> <ul style="list-style-type: none"> <li>I think reviews from food vlogger Magdalena are visually appealing</li> <li>Reviews from food vlogger Magdalena give a strong visual impression</li> <li>Reviews from food vlogger Magdalena dance k for my senses</li> </ul> <p>Intellectual experience:</p> <ul style="list-style-type: none"> <li>Reviews from food vlogger Magdalena can encourage my curiosity</li> <li>Reviews from food vlogger Magdalena can trigger my thinking activity</li> <li>I am involved in thinking activities when listening to reviews from food vlogger</li> </ul> <p>Affective experience:</p> <ul style="list-style-type: none"> <li>I have emotional connection strong review of food vlogger Magdalena</li> <li>Review of food vlogger Magdalena is a review that touches the emotional side</li> <li>Review of food vlogger Magdalena stirs my feelings</li> </ul>	[43].
Attitude towards social media review (ATT)	<ul style="list-style-type: none"> <li>My attitude towards the recommendation of food vlogger Magdalena is good</li> <li>I have positive feelings about the information provided by food vlogger Magdalena</li> <li>I think following the recommendations of food vlogger Magdalena is a good thing for me</li> <li>I have a positive opinion about the recommendations of food vlogger Magdalena</li> </ul>	[2], [11]
Restaurant Visit Intention (VI)	<ul style="list-style-type: none"> <li>I intend to visit a restaurant recommended by food vlogger Magdalena on my days Upcoming</li> <li>I plan to visit a restaurant recommended by food vlogger Magdalena in the next month</li> <li>I predict that I will visit a restaurant recommended by food vlogger Magdalena</li> <li>I think I will visit a restaurant recommended by food vlogger Magdalena in the future</li> </ul>	[2], [44].

Structural Equation Modeling (SEM) method with Partial Least Squares (PLS) approach was used to process the data in this study. The data processing stage with PLS-SEM will be divided into two stages, that is the analysis of the outer model which consists of testing the validity and reliability of the data with

measurements of Internal consistency, convergent validity, and discriminant validity. The assessment of internal consistency data is said to be reliable if the value of Cronbach's Alpha and Composite Reliability is 0.7. Then the measurement of convergent validity, that is, the data is said to be valid if the Indicator Reliability value is 0.7 and the Average Variance Extracted (AVE) value is 0.5 [40]. Then for the assessment of

discriminant validity, it can be seen from the AVE root of a construct that must have a greater value in the related construct compared to its correlation value with other constructs [40]. The second stage of analysis is the structural test of the Inner model, which is to analyze the relationship between the latent variables in the model. This stage consists of testing the hypothesis where the hypothesis will be accepted if the *p-value* is less than 0.05 and the direction of the regression coefficient (original sample) is under the hypothesized theory. The second stage also includes testing the coefficient of determination (R2) [40].

**4. RESULTS**

**4.1. Respondents' Profile**

Of the 100 respondents, 79% of respondents were female and 21% of respondents were male. Respondents in this study were aged between 18 years - 27 years with the majority of respondents being at the age of 21 years

with 44% and 22 years with 39%. Most of the respondents live in Jakarta with 74% of respondents, followed by 14% of respondents who live in Tangerang, then 9% of respondents in Depok, and 1% of respondents who live in Bogor. The majority of respondents are students or students with 73%, then workers or employees by 26%, and 1% of respondents work as entrepreneurs. Of the 100 respondents, 41 restaurants are most remembered by respondents from the Mgdalenaf Youtube channel review content. Furthermore, 61% of respondents are not subscribers to the Mgdalenaf Youtube channel while the remaining 39% are subscribers to the Youtube channel Mgdalenaf.

**4.2. Evaluation of the Measurement Model**

As previously explained, for testing the measurement model, internal consistency measurements were used for data reliability and convergent validity together with discriminant validity for measuring data validity.

**Table 2.** Validity and Reliability

<b>Construct</b>	<b>Indicator</b>	<b>Loading Factor</b>	<b>AVE</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<i>Required Value:</i>		$\geq 0.7$	$\geq 0.5$	$\geq 0.7$	$\geq 0.7$
Perceived Usefulness	PU1	0.908	0.796	0.915	0.940
	PU2	0.871			
	PU3	0.889			
	PU4	0.902			
Perceived Ease of Use	PEOU1	0.854	0.661	0.872	0.907
	PEOU2	0.842			
	PEOU3	0.793			
	PEOU4	0.794			
	PEOU5	0.778			
Trustworthiness	TR1	0.863	0.710	0.863	0.907
	TR2	0.878			
	TR3	0.784			
	TR4	0.843			
Information Quality	IQ1	0.844	0.744	0.885	0.921
	IQ2	0.894			
	IQ3	0.864			
	IQ4	0.848			
Source Expertise	SE1	0.799	0.707	0.896	0.923
	SE2	0.812			
	SE3	0.889			
	SE4	0.876			
	SE5	0.825			
Customer Experience	SECE1	0.821	0.623	0.924	0.937
	SECE2	0.833			
	SECE3	0.803			
	INCE1	0.743			

Construct	Indicator	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
<i>Required Value:</i>		$\geq 0.7$	$\geq 0.5$	$\geq 0.7$	$\geq 0.7$
	INCE2	0.814			
	INCE3	0.818			
	AFCE1	0.742			
	AFCE2	0.735			
	AFCE3	0.788			
Customer Experience Dimensi Sensory	SECE1	0.896	0.802	0.876	0.924
	SECE2	0.926			
	SECE3	0.864			
Customer Experience Dimensi Affective	AFCE1	0.835	0.731	0.816	0.891
	AFCE2	0.878			
	AFCE3	0.851			
Customer Experience Dimensi Intellectual	INCE1	0.815	0.713	0.799	0.882
	INCE2	0.864			
	INCE3	0.855			
Attitude Toward Social Media Review	ATT1	0.943	0.863	0.947	0.962
	ATT2	0.936			
	ATT3	0.913			
	ATT4	0.924			
Restaurant Visit Intention	VI1	0.898	0.787	0.909	0.937
	VI2	0.802			
	VI3	0.949			
	VI4	0.894			

Table 3. Discriminant Validity

Construct	AFCE	ATT	IQ	INCE	PEOU	PU	VI	SECE	SE	TR
AFCE	<b>0.855</b>									
ATT	0.540	<b>0.929</b>								
IQ	0.401	0.735	<b>0.863</b>							
INCE	0.766	0.743	0.598	<b>0.845</b>						
PEOU	0.321	0.776	0.683	0.497	<b>0.813</b>					
PU	0.472	0.901	0.746	0.682	0.735	<b>0.892</b>				
VI	0.502	0.833	0.557	0.648	0.658	0.794	<b>0.887</b>			
SECE	0.681	0.689	0.597	0.801	0.503	0.626	0.611	<b>0.896</b>		
SE	0.487	0.804	0.717	0.619	0.685	0.773	0.717	0.640	<b>0.814</b>	
TR	0.450	0.858	0.744	0.649	0.687	0.813	0.700	0.614	0.789	<b>0.843</b>

Note: The number in bold is the square root of AVE

Based on Table 2. and Table 3. It is apparent that all measurement instruments divided into constructs in this study have good loading factor values, AVE, Cronbach's alpha, Composite Reliability, and Discriminant Validity because they have met the values

that have been implied. Therefore it can be said that all constructs and measurement instruments in this study are reliable and able to measure what should be measured.

### 4.3. Structural Model and Hypothesis Testing

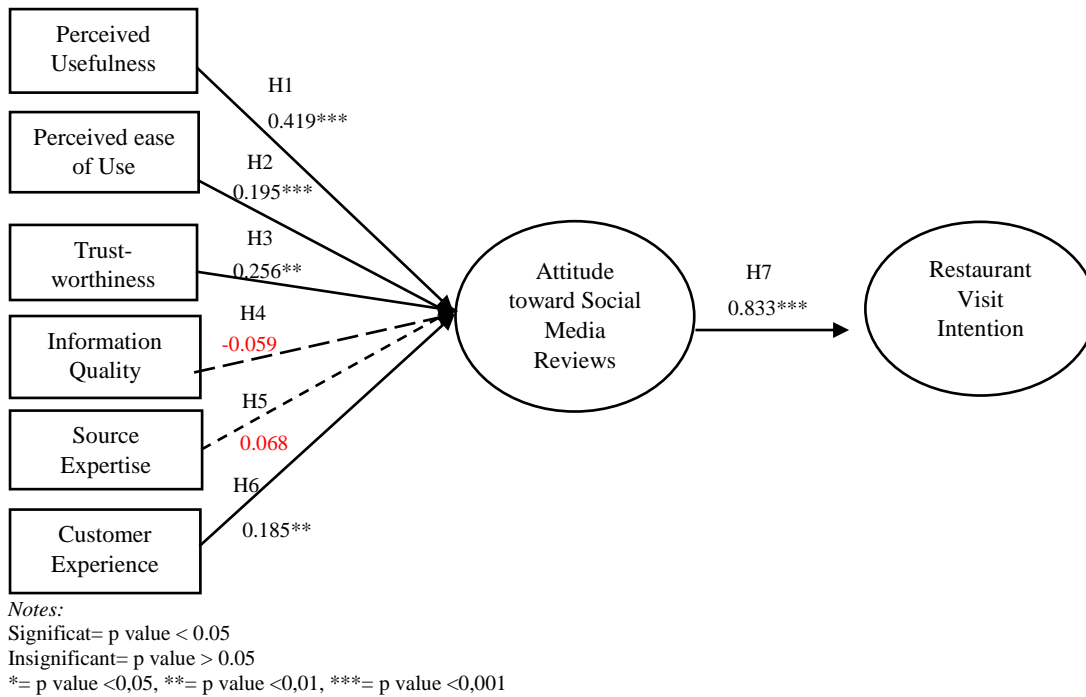


Figure 1. Structural Model Test Results

Following the data has been confirmed to be valid and reliable, the structural model is assessed. **Figure 1.** shows the results of testing the structural model. The findings show that this research model can explain up to 88.7% of the total variation in attitude toward social media reviews and 69.3% of the total variation in restaurant visit intention. Of the 7 hypotheses, 2 hypotheses are not proven to be significant or not supported by the data. That is information quality and source expertise on attitude toward social media review.

### 4.4. Discussion

Based on the results of the hypothesis test in **Figure 1.** it is apparent that perceived usefulness is proven to have a significant and positive influence on attitudes toward social media reviews. These because H1 has a *p-value* < 0.05 and has a positive coefficient regression, which is 0.419. This proves that the more viewers believe that a review will make their purchase decision better, the more they will develop a positive attitude towards the message being shared. This result can also be interpreted that if perceived usefulness increases by one unit, then perceived usefulness can increase by 41.9% in influencing attitudes toward social media reviews. This finding is in line with the results of previous studies and also supports the TAM theoretical model [2], [11], [16], [17], [38].

Furthermore the results of hypothesis testing also prove that perceived ease of use has a significant positive effect on attitudes toward social media reviews. These because H2 has a *p-value* smaller than 0.05 and has a positive coefficient regression, which is 0.195.

This result proves that the smaller and easier the effort felt by the user is using the information system, the more likely it is that the information system will be accepted. These results can also be interpreted that if the perceived ease of use increases by one unit, the perceived ease of use can increase by 19.5% in influencing attitudes toward social media reviews. These results are in line with previous research which states that the ease with which consumers feel in using reviews on online sites affects consumer attitudes [2], [16], [17]

Afterwards the results of the hypothesis test further prove that the influence of trustworthiness on attitudes toward social media reviews has a *p-value* < 0.05 and a positive coefficient regression of 0.256. This means that H3 is supported by the data or proven to have a significant and positive effect. These results indicate the belief that the audience believes that the source provides honest and objective review information affects the attitude of consumers to have the intention to visit a restaurant related to reviews on social media. This result also means that if trustworthiness increases one unit, then trustworthiness can increase by 25.6% in influencing attitudes toward social media reviews. This finding is in line with the results of previous studies [2], [12], [18].

Subsequently the results of further hypothesis testing show that information quality does not have a significant effect on attitudes toward social media reviews. These because H4 has a *p-value* > 0.05. These results mean that the accuracy, completeness, and clarity of the information contained in the shared reviews do not significantly affect consumer attitudes towards



reviews on social media. This finding contradicts the results of previous studies [2], [11]. The possibility that can explain the results of this study is that the Mgdalenaf Youtube channel which is the object of this research is unique and different from review content in general. Unlike review content which is only oriented to providing information related to a product, review content on the Mgdalenaf Youtube channel is review content that is entertainment in nature. These can be proven from the frequent times' food vlogger Mgdalenaf reviews a restaurant with an Instagram celebrity, artist, or other food vlogger and does so accompanied by challenges or other entertainment content. Thus when viewers are involved in watching the content of this review, they do not always watch to get accurate, complete, clear, and reliable information about the restaurant being reviewed. But only as entertainment to fill spare time, increase appetite, or just watch their favorite artists or celebrities on the content. To prevent the audience is indifferent to the information received about the restaurant being reviewed and considers quality information about a restaurant not to be an important thing so that they can finally shape their attitude towards the shared reviews.

Likewise, the results of the fifth hypothesis test show that the  $p\text{-value} > 0.05$ , which means that source expertise does not have a significant effect on attitudes toward social media reviews. These results prove that the expertise and ability of the food vlogger Mgdalenaf as a source of information is not able to influence consumer attitudes. This finding is different from the results of previous studies [17], [32]. The possibility that can explain this result is related to the profile of the respondents in this study. Where most of the respondents, which is 61% of respondents, are not subscribe to the Mgdalenaf Youtube channel. This means that most respondents do not routinely watch review content shared on the Mgdalenaf youtube channel. Even most of the respondents may not know food vlogger Mgdalenaf. They may decide to watch review content on the Mgdalenaf Youtube channel because it relates to their previous viewing behavior which results in appearing on the Youtube recommendation page with a thumbnail display that attracts attention to be watched by respondents. Thus in the end they consider that source expertise is not an important thing such that in the end the audience can form their attitude towards the shared review content.

After that the results of further hypothesis testing show that customer experience has a positive significant effect on attitudes toward social media reviews. It is because H6 has a  $p\text{-value} < 0.05$  and has a positive coefficient regression, which is 0.185. This result means that the audience's subjective perception or response to events while using review content on social media which is divided into sensory, affective, and intellectual experiences affects the audience's attitude towards the shared reviews. This result can also be interpreted that if customer experience increases by one unit, customer experience can increase by 18.5% in influencing

attitudes toward social media reviews. This finding is in line with the results of previous studies [14], [43].

Finally, the results of the hypothesis test prove that the effect of attitude toward social media reviews on restaurant visit intention has a  $p\text{-value} < 0.05$  and a positive coefficient regression of 0.833. This means that H7 is supported by the data or proven to have a significant and positive effect. These results indicate that the individual's feelings of liking or disliking something are the determinants of the individual to act. This result also means that if the attitude toward social media review increases by one unit, the attitude toward social media review will increase by 83.3% in influencing restaurant visit intention. This finding is in line with the TAM theory model and the results of other previous studies [2], [16], [24], [38].

#### **4.5. Managerial Implications**

Because perceived usefulness is proven as a factor in shaping audience attitudes towards social media reviews, food vloggers are expected to be able to pay attention to the usefulness of their Youtube channel in helping viewers evaluate related restaurants. Such as increasing the effectiveness of audience activities in evaluating reviewed restaurants. By packaging review content in an interesting, concise, clear, and also useful way for the audience.

In addition, because trust influences shaping the attitude of the audience towards reviews on social media, to build trust the audience can prioritize objectivity and honesty in reviewing a restaurant. In order that food vloggers can limit review content that supports one particular brand. Thereupon for restaurant owners, it is hoped that they can take advantage of restaurants' social media to be used as a platform for previous customers to share their opinions regarding restaurants to make them more trustworthy for potential customers.

Furthermore, because perceived ease of use has been proven to affect audience attitudes towards reviews on social media, food vloggers or restaurant owners can share review content on various other social media platforms besides Youtube. Like TikTok, Instagram, or Twitter. Thus this can make it easier for viewers to find reviews about the restaurant they are looking for.

Farther, because customer experience has proven to be influential in shaping audience attitudes towards shared reviews. Therefore food vloggers and restaurant owners are expected to be able to create review content on restaurants' social media that can attract the senses and arouse the audience's appetite through taking videos of the restaurant atmosphere and the sound of the delicious food being reviewed, in addition to creating a memorable audience experience is also expected to be able to appeal to the viewer's feelings and emotions to create a positive mood for the shared review.

Likewise, because attitudes towards social media affect restaurant visit intentions, restaurant owners can establish good relationships with opinion leaders such as

creating a unique menu or restaurant atmosphere to encourage the creation of positive electronic word of mouth.

Ultimately, currently the government, especially the Minister of Tourism and Creative Economy (Ministry of Tourism and Creative Economy) is intensively collaborating with content creators, one of which is food vlogger to help improve and digitize MSMEs (Micro, Small, and Medium Enterprises). Thus Menparekraf can choose creative actors, especially food vloggers who have perceived usefulness, trustworthiness, perceived ease of use, and customer experience factors in their Youtube content to be invited to work together in promoting MSMEs.

## 5. CONCLUSION

This study aims to examine and analyze the effect of perceived usefulness, perceived ease of use, trustworthiness, information quality, source expertise, and customer experience on attitudes toward social media reviews and their implications for restaurant visit intentions in the context of reviews on Youtube channel. Generally, the results of this study are in line with and strengthen the results of previous studies. Therefore, in terms of certain theoretical contributions, it has answered the problem and research objectives, that is developing and adding generalization aspects to the research model that has been tested previously. However, several variables are proven not to be one of the factors forming attitudes toward social media reviews. Thus the conclusions that can be drawn from the results of this study include, each of the variables perceived usefulness, perceived ease of use, trustworthiness, and customer experience has a positive influence on attitude toward social media review. While information quality and source expertise do not have a significant influence on attitude toward social media review, then attitude toward social media review has a positive influence on restaurant visit intention.

Furthermore, this research still has some limitations, such as only describing the attitudes and behavioral intention of viewers from one Youtube channel. So as future researchers can consider the audience or viewers of several other culinary review Youtube channels to be able to broaden the horizons of research results. Because the area and age of the respondents in this study were limited to one particular segment, further research could examine the audience in a wider area and other age segments with the aim that they can better describe the characteristics of attitudes and behavioral intention of the audience related to reviews on social media. Further research can also add other variables such as perceived risk as exogenous variables. Considering on the previous research, the use of the internet and social media platforms to find information or online shopping is a risky medium for consumers to use [38]. In consequences, for further research can add and broaden

the understanding of the factors that shape consumer attitudes towards reviews on social media.

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