

Impact of Residents' Trust on Behavioral Intention to Use Social Media for E-Administration Services

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ABSTRACT

Trust is the fundamental matter that improves residents' willingness to utilize social media as a technology tool for e-administration facilities. Despite its significance in the e-administrative sector, there is a lack of empirical investigation on residents' trust in behavioral intention to use social media for e-administrative services. This study investigates the antecedents of residents' trust and its impact on their behavioral intention to use social media for e-administration services. An online survey platform was used to collect the data from Malaysian residents in Kuala Lumpur and Petaling Jaya area. Data were analyzed using the partial least square technique. The findings revealed that reliable information has a positive and highly significant influence on residents' trust, whereas attitude, subjective norms, and perceived privacy did not significantly affect residents' trust. The findings also indicated that residents' trust significantly impacts behavioral intention to use social media for e-administrative services. The findings have significant insight into the residents' trust and behavioral intention to use social media for e-administration facilities. The results of this research can help government associations and policymakers in the nation to adequately establish their systems in raising residents' trust, driving towards their engagement through information technology, particularly social media technology for e-administration services.

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INTRODUCTION

Social media technology has offered the public service and platform to develop a new friendly structure for civil society. Social media refers to a part of Web 2.0 technology

described by user-selected content that can be participated in a social atmosphere (Alcaide-Muñoz et al., 2018). Social media applications are the most effective opportunities, such as knowledge sharing, relationships, and networking (Koranteng & Wiafe, 2019). Merriam-Webster (n.d.) stated that social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content, such as videos. Statista (2021) reported that approximately 4.26 billion people were using online media around the world, a number expected to rise to almost 6.0 billion in 2027. The Malaysian social media statistics show that the percentage of internet users in 2018 was 87.4%, whereas the country's population was 28.7 million (Malaysian Communications and Multimedia Commission [MCMC], 2018). Additionally, the most popular social media platforms are Facebook and WhatsApp, whereas approximately 97.3% are using Facebook, and 98.1% have WhatsApp accounts for communication with each other (MCMC, 2018).

Social media platforms have been striving to establish new scopes for governments to cooperate and involve with residents and become more progressively as well as user-friendly as Picazo-Vela et al. (2016) analyzed those administrations across the world endeavor to use their possibilities to transform administrations' duties explicitly with making networking and expanding residents' engagement. E-administration sites depend on single-

direction collaboration; however, social media operates a crucial role in communication between administrators and residents (Abdulkareem et al., 2022; Hao et al., 2016; Zahid & Din, 2019). Social media offers a convenient technique for residents to get information, including communication, cooperation, sharing expression, and engaging with public organizations. These associations can bring the public area plan and give applicable data through social networking services, which are generally selected by residents as they do not have the facility to visit e-administration sites to get that data (Bonsón et al., 2012; Li & Shang 2020; Khan et al., 2021). Social media technology gives a modern way and systems for exchanging information via collaborative interaction among public administration and motivates residents' engagement in the administration's policymaking procedures. Although social media have many possible efforts in administration organizations, there is a lack of residents' involvement in applying online networking technology (Rahman et al., 2022a) for e-administration facilities, and yet it is an important issue (Aladalah et al., 2018; Azamela et al., 2022; Zahid et al., 2022).

Encouraging residents' engagement and developing a useful connection between administration and social media users, the trust issue is a fundamental measure to motivate residents' involvement (Alarabiat, 2016; Dwivedi et al., 2017; Li & Xue, 2021). There are some other scholars have identified that residents fear disclosing their private information to public organizations

because of the privacy risk issue on their information and it might be misused by the organization's personnel or informal another person (Beldad et al., 2012; Hossain & Adnan, 2021; Zeebaree et al., 2022). Alotaibi et al. (2016) stated that trust can be a crucial communication medium in social networking services in e-administration facilities. In developing countries, those residents who are used to connecting with weak administration facilities have to trust e-administration facilities if they decide to use them (Susanto & Aljoza, 2015). Siddique (2016) posited that residents' trust in e-administration can influence the performance of e-administration policy in the nation. The current study develops a resident's trust in social media for e-administration facilities.

The previous studies found that inhabitants' experience and trust were vital in using social media technology in administration services (Khan et al., 2021; Porumbescu, 2016; Zahid & Din, 2019). Few studies focused on the residents' trust in predicting the online networking sites for e-administration facilities (Khan et al., 2020). Some studies have carried out the effect of social media trust on residents' use of e-administration facilities (Park et al., 2015; Warren et al., 2014). Alzahrani et al. (2018) found that residents' trust significantly influences their willingness to continue using e-administration services in Saudi Arabia. Similarly, a study conducted by Zahid et al. (2022) and their outcomes revealed that residents' trust in e-administration facilities in Pakistan was affected by four elements,

namely trust, attitude, subjective norms, and perceived behavioral control. Trust is critical for residents' acknowledgment of e-administration in different geographical areas. Hence, trust is a new empirical investigation in the Malaysian context because there is no empirical examination of residents' trust in social networking sites in e-administration services. The current study investigates residents' attitudes, subjective norms, perceived privacy, and reliable information as significant factors that impact their trust in behavioral intention to use social media for e-administration services.

LITERATURE REVIEW

This study employed Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) to examine the residents' behavioral intention to use e-administrative services. TAM is the most commonly used for adopting technology for e-administration services (Wu & Chen, 2017). For instance, Alzahrani et al. (2018) considered applying the TAM model the best fit for e-administration services. Similarly, Husin et al. (2017) examined e-administration services in Malaysia by applying the TAM model. Thus, this study used the concept of the TAM model to evaluate the use of e-administrative services. In addition, TPB is used to measure the residents' attitudes, subjective norms, perceived privacy, and reliable information regarding their level of trust for intention to use e-administrative services.

According to Ajzen (1991), users' behavioral intention dependably forecasts

whether or not an individual may involve in the behavior. Several studies used the TPB to assist in describing the psychosocial constructs which predict individuals' trust in social media as a publicity tool to exchange content, newspapers reading, watch events, attend events, and use services. TPB is used in empirical research to examine the users' choice to deliver information when buying online products and services properly (Kim et al., 2018). In line with this, this study measures the determinants of residents' trust and their behavioral intention to use social media for e-administration services.

Attitude implies the apparent look of likable or dislikable behavior with a positive or negative sense about the completion of an action (Ajzen & Fishbein, 1980; Hoque et al., 2022). When a person performs a positive attitude toward social media technology, they are intended to reply with an affirmative approach. The previous studies indicated that there is a correlation between attitude and willingness to use social media, and such correlations have been examined in various frameworks for research, like the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) (Bailey et al., 2018).

Many studies have revealed the direct influence of users' attitudes (Chen et al., 2022) regarding online social networking toward a willingness to utilize those social media applications. Alyoussef (2021) emphasized that during the outbreak of COVID-19, online technology has been supported for useful learning and capacity building resulting in students' attitude

towards technology motivated to continue to use online learning for their academic activities. Moreover, there are a large number of students confident in utilizing online learning technology for their academic curriculum, which may be flexible and easy for them, although some other students are less possibly to adopt the technology due to the difficulty of the learning strategy (Rezaei et al., 2020; Zhao et al., 2021;).

In using social media etiology in e-administrative services, trust is a crucial term and robust users' attitude that includes credibility and authenticity for the number of participants and online sources. Gefen et al. (2003) have provided proof of a positive connection between trust and rationale towards willingness to use social media, and it explicitly affects a user's decision to use a specific social networking application. Moreover, a study by Warner-Søderholm et al. (2018) investigated online communication, and their survey findings revealed that trust is the honesty of an internet-based stage that affects users' attitudes significantly towards online interactions. Several previous empirical findings have shown that antecedents factors of attitude such as perceived risk, security, accessibility, and operation anticipation significantly impact e-administration facilities which understand a personal belief adopting an e-administration system that can affect individual attitude and desire to utilize the e-government system (Verkijika & Wet, 2018; Zahid et al., 2022). Residents' trust can reflect their attitudes toward using social media technology. This study investigates

the impact of attitude on residents' trust towards their behavioral intention to use social media for e-administrative services.

Another potential behavioral issue is subjective norms. Venkatesh (1996) defines the subjective norms that an individual realizes pressure with the common idea that a large number of people should consider or not consider particular actions. In the context of the online community, this idea has been elucidated particularly as an assurance in information technology (Rahman et al. 2022b), and it is shown to be a crucial factor influencing the acceptance as well as utilization of information technology in numerous areas connected to information systems (Barki & Hartwick, 1994; Cooper & Zmud, 1990). Earlier investigations have shown that trust considerably influences the user's behavioral intention to use technology (Borhan et al., 2017; Kaur & Rampersad, 2018).

For instance, Hsiao and Yang (2010) noted that, in Taiwan, trust via subjective norms has a positive and indirect influence on the behavioral intention to use technology. From the Malaysian perspective, a study by Madha et al. (2016) investigated that users' have an indirect and positive effect on technological services. Additionally, Borhan et al. (2017) have shown that trust directly impacts subjective norms to use technological services. In terms of the e-administration system, some scholars have identified that utilizing the technology's subjective norms is a powerful forecaster of behavioral intention, and it also has a valid significant outcome about e-administration

facilities (Rana et al., 2015; Xie et al., 2017). Therefore, this study proposes a positive correlation between residents' behavioral perception of trust on behavioral intention to utilize online social networking for e-administration facilities.

Perceived privacy is residents' aspect about their capability to observe and manage the information, utilize, and use again of their data on an online platform. Khan et al. (2014) described that residents feared information when a third person used it without their knowledge. Residents are often worried about their privacy issues on online information or utilize e-administration services as they realize that their information might be disclosed, abused, or followed because of an invasion of privacy. In the aspect of e-administration sites, using social media technology, e-administration is quite a current trend that needs to increase privacy care among residents utilizing such facilities (Xin et al., 2013).

Moreover, Dwivedi et al. (2017) indicated a particularly detailed framework where they established the nine-research model in the context of information systems, and their outcome identified that the adoption of the e-administration system is affected by perceived privacy risk. The more power of privacy, the greater the residents' insights on trust in using social networking services. Thus, privacy concerns must be handled to improve residents' trust in e-administration facilities. The current investigation examines the perceived privacy impact on residents' trust in social networking services for e-administration facilities.

Reliable information implies information with admirable assurance. On social media, public administration posts much information regarding their facilities as well as other activities. Consequently, there needs to be trustworthy services that motivate residents to use such facilities. Additionally, the innovative social media technology in e-administration services also increases fears among residents. Thus, if the information is accurate and reliable, users are more frequently to believe virtual technology for e-administration facilities. According to Park et al. (2015), information on social networking services is one of the fundamental advantages users deem important. In an e-administration system, the reliability and quality of information have developed the trust and confidence of e-administration of users (Abdulkareem et al., 2022; Khan et al., 2021; Nulhusna et al., 2017). Therefore, worthy and better data may affect residents' trust in using online networking in e-administration facilities.

Regarding the use of online technology, trust has been deemed a key component, and according to earlier studies, trust is impacted by several issues (Shareef et al., 2020). Trust is the mechanism of interactions, care, and confidentiality of social networking users

Ayaburi and Treku (2020). Trust in online media is not between people; however, between groups of individuals who take part in the organization or individuals who need to find relevant information that is exact, helpful, and like the data got from different users or information makers. Abdulkareem and his colleagues (2022) investigated that while trust in e-administration completely mediates the link, the quality of e-administration is irrelevant to e-engagement. Based on the above explanation and justification, the current study aims to identify residents' trust towards behavioral intention to use social media for e-administration services (Figure 1). Thus, this study has proposed the following hypotheses:

- H1: Attitude and residents' trust have a substantial relation.
- H2: Subjective norms and residents' trust have a substantial relation.
- H3: Perceived privacy and residents' trust have a substantial relation.
- H4: Reliable information and residents' trust have a substantial relation.
- H5: Residents' trust and behavioral intention to use social media for e-administration services have a substantial relation.

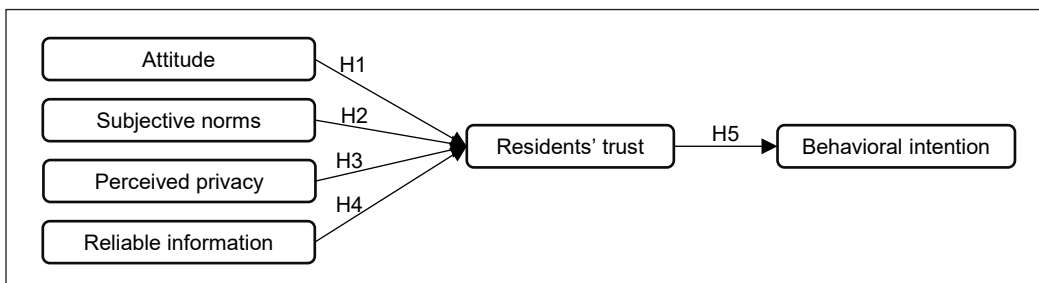


Figure 1. Conceptual model

METHODS

Data Collection and Sample Size

The current study applied the quantitative approach and designed the causal relationship among the constructs in the conceptual model. An online survey platform was used for distributing the questionnaire for collecting data. A self-administered questionnaire was employed to collect data from Malaysian residents, particularly Kuala Lumpur and Petaling Jaya areas. This research employed a probability sampling method. In 2022, Kuala Lumpur boasted a total population of 8,420,000 residents, as reported on www.mbpj.gov.my. Simultaneously, Petaling Jaya recorded 613,977 residents. Consequently, the study's target population included the residents of Malaysia, with a specific focus on the Kuala Lumpur and Petaling Jaya districts.

Before collecting the data, the researchers carried out the pilot test from the 30 responses; the participants were 18 to 60. Browne (1995) recommended that for the pre-test or pilot study, the minimum sample size should be 30 subjects for an 80% upper confidence limit (UCL), whereas Kieser and Wassmer (1996) suggested a minimum sample size range should be 20 to 40. Thus, the current research has taken 30 respondents to evaluate the pilot test. The pilot test result was identified using Cronbach's alpha value of each construct greater than 0.70 (Hair et al., 2021), and UCL was approximately 86.5%. The pilot test was conducted between April and May 2021. Subsequently, senior academic experts have been employed to assess the

design of questionnaires for content validity to conduct the pilot study. Thereafter, bit amendment, revision, and change have been done in all measurement items. Experts have made their assessment for questionnaires in three aspects.

Firstly, the objective of the statement clearly defined the purpose of the current research. Secondly, sociodemographic questionnaires, and lastly, improving and redesigning the items of the variables. The original survey was carried out during June and August 2021 for three months. The survey questionnaire was in English as the respondents' minimum education level was SMP/Diploma degree who can answer the questions. Through Google Survey, study questionnaires are developed, and an online survey tool is transmitted via electronic devices such as social networking platforms, email, WhatsApp, and Facebook Messenger. The online survey is available as well as accessible to friends, family, relatives, colleagues, websites, and virtual platforms. Before participating in the online survey, we prepared a cover letter for participants where the study's objective is clearly stated and, in any issue, respondents can directly contact the researcher through their email address and mobile number.

Questionnaires were provided among Malaysian residents, especially Kuala Lumpur and Petaling Jaya residents. Participants willingly and gladly engaged in this survey because it was self-administrated, and there was no reward to complete the survey. A total of 400 survey questionnaires were distributed among respondents via online communication (social networking

platforms, email, WhatsApp, and Facebook messenger) and received 211 responses, with 199 responses deemed valid by removing 12 incomplete responses due to missing values and outliers. The respondent's rate represents 49.75%. According to Cohen (1988), the reliability of the sample is determined by the sample size, which acts as one of the criteria to assess the experiment's accuracy.

To determine whether the quantity of feedback is sufficient to continue with our investigation, a power analysis was done using the statistical program G*Power. The results reveal that this study needs four predictors for at least 129 sample sizes. The results also indicate that the significant value of 0.05 was 0.95, higher than 0.80, which meant an appropriate level of sample power in this investigation (Chin, 2001). While 129 elements were needed to ensure the statistical power of the model, the current study collected data 199, which provides the model with greater consistency and reliability (Ringle et al., 2014).

Measurement Instruments

The conceptual framework of this research consists of six variables. All measurement items were improved and adapted from prior literature, and based on the study-related review of the literature, we have revised as well as modified the measurement items for the study. Each item was measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). As an attitude measurement, five items were adapted from Taylor and Todd (1995) and

Hu et al. (2019). Likewise, five questions were adapted to measure subjective norms by Taylor and Todd (1995). Five items from Colesca et al. (2009) and Susanto et al. (2013) were modified to measure perceived privacy. Five items from Teo et al. (2008) and Chen et al. (2015) were modified to evaluate reliable information. Based on Teo et al. (2008) and Colesca et al. (2009), five items were adopted to evaluate the residents' trust. Similarly, five questions were adapted from Teo et al. (2008) to measure behavioral intention to use social media for e-administration services.

Data Analysis Tool

In this research, the proposed hypotheses will be empirically tested by using SmartPLS 3.3.2. statistical software. The reason behind using SmartPLS is that it gives better results and deals better with simple as well as complex or large research models, and there is no requirement for normality tests also (Hair et al., 2021). This research aims to examine the factors that affect residents' trust; thus, PLS-SEM should be utilized properly. This work's PLS-SEM incorporates two analytical levels: the reflective measurement and the structural models.

FINDINGS

Sociodemographic Information

The findings revealed 52.8% female respondents and 46.7% male respondents. The respondents' age stands out at 65.3% from the age group of 41–50, 18.1% from 31–40, and 15.6% from the age

group of 51–60 (Table 1). In education circumstances, Diploma made up the majority of respondents (49.7%), followed by Bachelor's (18.1%), High school (16.1%), Master's/MPhil (10.6%), and Ph.D. (5.5). The majority of respondents' occupations were unemployed (38.7%). In terms of social media use experiences, respondents reported that most of the social media use experiences were 73.4%.

Measurement Model Assessment

This study evaluated the internal consistency using the outer loadings test. Most outer loadings reached the recommended value of 0.70 (Hair et al., 2016). However, the low factor loadings were removed (AT1, AT2, SN1, SN2, PR1, RI1, RI2, and

TR4) (Table 2). In this study, the factor loading of less than 0.60 was dropped to achieve composite reliability (CR) (Hair et al., 2016). The reason behind omitting lower factor loadings (<0.60) is that these indicators recommend that they must be deleted in line with composite reliability (CR) and average variance extracted (AVE) values (Hair et al., 2016; Sarstedt et al., 2017). Table 2 shows the outer loading of the measurement items.

Next, convergent and discriminant validity are applied to calculate the measurement model's performance. The degree to which the indicators of a certain construct share or unite in terms of common variance is known as convergent validity. It calculates how well the model represents the

Table 1
Demographic statistics

| Items | Demographics | Sample | % |
|------------------------------|---------------------------|--------|------|
| Gender | Male | 94 | 46.6 |
| | Female | 105 | 52.8 |
| Age (years) | 18–30 | 2 | 1.0 |
| | 31–40 | 36 | 18.1 |
| | 41–50 | 130 | 65.3 |
| | 51–60 | 31 | 15.6 |
| Education | SPM | 32 | 16.1 |
| | Diploma | 99 | 49.7 |
| | Bachelor | 36 | 18.1 |
| | Master/MPhil | 21 | 10.6 |
| | Ph.D. | 11 | 5.5 |
| Occupation | Private sector employment | 55 | 27.1 |
| | Public sector employment | 26 | 13.1 |
| | Unemployment | 77 | 38.7 |
| | Students | 39 | 19.6 |
| | Retiree | 2 | 1.0 |
| Social media use experiences | 1–5 years | 41 | 20.6 |
| | 6–10 years | 146 | 73.4 |
| | 11–20 years | 12 | 6.0 |
| | 20–30 years | 8 | 4.3 |
| | None | 2 | 1.0 |

Table 2
Outer loading values

| No | Items of the construct | Outer loading |
|------|--|---------------|
| AT3 | Using e-administration services is a wise idea | 0.859 |
| AT4 | My experience with e-administration services is great | 0.952 |
| AT5 | I think it is very convenient to check information using an e-administration service anytime and anywhere | 0.850 |
| SN3 | Individuals who impact my behavior might feel that I must utilize the e-administration facilities | 0.784 |
| SN4 | Individuals who are crucial to me might feel that I must utilize the e-administration facilities | 0.869 |
| SN5 | Individuals who are crucial to me suggest or inspire me to utilize online social networking instruments | 0.869 |
| PR2 | Public internet sites might permit a different party entry to my data without my permission | 0.832 |
| PR3 | My private information might be used accidentally by the public authority office | 0.886 |
| PR4 | Government organizations on social media might permit a different party to enter my private information without my permission | 0.833 |
| PR5 | My private information might be used accidentally by the public authority office on social media | 0.759 |
| RI3 | I am confident that the data given by government associations via social media will address my issues | 0.731 |
| RI4 | The data provided by public associations via online media is related | 0.900 |
| RI5 | The data provided by public associations via online media is straightforward | 0.861 |
| TR1 | I expect that e-administration services will not take advantage of me | 0.760 |
| TR2 | I believe that e-administration services will not act in a way that harms me | 0.890 |
| TR3 | I trust e-administration services | 0.899 |
| TR5 | I am confident in utilizing online social networking sites for public facilities | 0.854 |
| ITU1 | I wish to keep on utilizing e-administration facilities instead of stopping utilizing them | 0.815 |
| ITU2 | My wish is to keep utilizing e-administration facilities instead of utilizing different ways, such as disconnected communication with the public authority corporation | 0.788 |
| ITU3 | I may not stop utilizing e-administration facilities | 0.791 |
| ITU4 | I want to use the service provided by the government | 0.832 |
| ITU5 | I want to use an e-administration service to connect information | 0.795 |

Note. AT = attitude; SN = subjective norms, PR = perceived privacy; RI = reliable information; TR = residents' trust; and BITU = behavioral intention to use social media for e-administration services

same idea (Sarstedt et al., 2017). According to Hair et al. (2017), to evaluate the convergent validity, the composite reliability (CR) and average variance extracted (AVE) were calculated. Hair et al. (2017) suggested that the CR and AVE scores are larger than the minimum acceptable points of 0.70 and

0.50, respectively (Table 3). It demonstrates the constructs' consistency and validity via convergence.

The second method for evaluating reflective models is to verify the discriminant validity. It is implied the difference in the reflective instrument

of distinct constructions. The variance involved with other latent variables has to be greater than the variance involved with the latent variable and its indications, which is an essential precondition for discriminant validity (Hulland, 1999). Three methods were applied to test the discriminating validity. First, according to Fornell and Larcker (1981), “the average variance between individual buildings and their measurements should be bigger than the difference between the structure and the other buildings.” The results showed that all buildings obtained satisfactory “discriminative validity,” as the AVE square root (diagonal) is larger than the (off-diagonal) correlations for all structures (Table 4). The off diagonals are the links,

while the parallel lines represent the inverse of the square root of the AVE.

Next, the discriminating validity of the model is tested by corresponding “cross-loading” between variables (Table 5). It is important to observe that each indicator has a significant load on its structure but a modest burden on the other structures (Hair et al., 2016).

The results demonstrate that loadings of all items in their constructions are higher than in other constructions, which proves that discriminatory validity is achieved.

Thirdly, a Heterotrait-Monotrait Ratio (HTMT) technique was used to analyze “discriminatory validity,” which Henseler et al. (2015) developed to assess. This technique indicates that all results exceeded the HTMT

Table 3
Convergent validity

| Variables | Cronbach's Alpha | rho A | Composite Reliability | AVE |
|--|------------------|-------|-----------------------|-------|
| Attitude | 0.879 | 1.204 | 0.918 | 0.789 |
| Subjective norms | 0.807 | 0.865 | 0.879 | 0.709 |
| Perceived privacy | 0.848 | 0.876 | 0.897 | 0.686 |
| Reliable information | 0.782 | 0.825 | 0.872 | 0.695 |
| Residents' trust | 0.873 | 0.873 | 0.914 | 0.727 |
| Behavioral intention to use social media for e-administration services | 0.865 | 0.870 | 0.902 | 0.647 |

Table 4
Discriminant validity using Fornell–Larcker criterion

| Variables | (1) | (2) | (3) | (4) | (5) | (6) |
|--|--------|--------|-------|-------|-------|-------|
| Attitude (1) | 0.888 | | | | | |
| Intention to use e-administration services (2) | -0.129 | 0.804 | | | | |
| Perceived privacy (3) | -0.031 | 0 | 0.828 | | | |
| Reliable information (4) | -0.117 | 0.470 | 0.048 | 0.834 | | |
| Residents' trust (5) | -0.103 | 0.421 | 0.11 | 0.75 | 0.853 | |
| Subjective norms (6) | -0.065 | -0.049 | 0.718 | 0.061 | 0.103 | 0.842 |

Note. AT = attitude; SN = subjective norms, PR = perceived privacy; RI = reliable information; TR = residents' trust; and BITU = behavioral intention to use social media for e-administration services

threshold (Gold et al., 2001; Henseler et al., 2015). HTMT thresholds vary from 0.00 to 1.00, and values over 0.90 indicate a lack of discriminating validity (Hair et al., 2017). The HTMT results derived from Smart-PLS 3.3.2 are shown in Table 6.

Structural Model Assessment

After evaluating the measurement model, this study examined the structural model to evaluate the hypothesis relationship among the constructs. It is essential at first to measure the collinearity issues;

Table 5
Cross-loadings

| | Attitude | Behavioral Intention | Perceived privacy | Reliable information | Residents' trust | Subjective norms |
|-----------|----------|----------------------|-------------------|----------------------|------------------|------------------|
| Item_AT3 | 0.859 | -0.12 | -0.006 | -0.034 | -0.056 | 0.049 |
| Item_AT4 | 0.952 | -0.143 | -0.066 | -0.149 | -0.126 | -0.123 |
| Item_AT5 | 0.85 | -0.052 | 0.04 | -0.079 | -0.052 | -0.018 |
| Item_ITU1 | -0.06 | 0.815 | -0.01 | 0.417 | 0.372 | -0.013 |
| Item_ITU2 | -0.106 | 0.788 | 0.039 | 0.374 | 0.326 | -0.045 |
| Item_ITU3 | -0.112 | 0.791 | 0.075 | 0.325 | 0.256 | 0.006 |
| Item_ITU4 | -0.115 | 0.832 | -0.038 | 0.372 | 0.357 | -0.085 |
| Item_ITU5 | -0.132 | 0.795 | -0.042 | 0.387 | 0.358 | -0.05 |
| Item_PR2 | 0.029 | 0.025 | 0.832 | 0.008 | 0.079 | 0.714 |
| Item_PR3 | -0.061 | 0.018 | 0.886 | 0.035 | 0.112 | 0.605 |
| Item_PR4 | -0.069 | -0.026 | 0.833 | 0.058 | 0.093 | 0.556 |
| Item_PR5 | 0.025 | -0.023 | 0.759 | 0.061 | 0.072 | 0.52 |
| Item_RI3 | -0.146 | 0.451 | 0.006 | 0.731 | 0.45 | 0.067 |
| Item_RI4 | -0.085 | 0.332 | 0.086 | 0.900 | 0.727 | 0.098 |
| Item_RI5 | -0.082 | 0.431 | 0.015 | 0.861 | 0.656 | -0.009 |
| Item_SN3 | -0.028 | -0.096 | 0.642 | 0.02 | 0.045 | 0.784 |
| Item_SN4 | -0.125 | -0.068 | 0.693 | 0.015 | 0.09 | 0.869 |
| Item_SN5 | -0.007 | 0.004 | 0.531 | 0.098 | 0.105 | 0.869 |
| Item_TR1 | -0.081 | 0.448 | 0.073 | 0.617 | 0.76 | 0.115 |
| Item_TR2 | -0.095 | 0.354 | 0.088 | 0.579 | 0.89 | 0.087 |
| Item_TR3 | -0.099 | 0.282 | 0.153 | 0.62 | 0.899 | 0.142 |
| Item_TR5 | -0.076 | 0.340 | 0.065 | 0.72 | 0.854 | 0.012 |

Table 6
Heterotrait–Monotrait ratio (HTMT)

| | (1) | (2) | (3) | (4) | (5) | (6) |
|--|-------|-------|-------|------|-------|-----|
| Attitude (1) | | | | | | |
| Intention to use e-administration services (2) | 0.143 | | | | | |
| Perceived privacy (3) | 0.077 | 0.067 | | | | |
| Reliable information (4) | 0.127 | 0.585 | 0.081 | | | |
| Residents' trust (5) | 0.113 | 0.474 | 0.126 | 0.88 | | |
| Subjective norms (6) | 0.127 | 0.098 | 0.889 | 0.09 | 0.117 | |

when the variance inflation factor (VIF) is five or lower, a collinearity problem may happen, as suggested by Hair et al. (2011), some scholars even say regarding the more stringent criteria on collinearity issue that if the VIF 3.3 or lower, there is collinearity problem may exist (Diamantopoulos & Sigouw, 2006). This research report revealed that all the inner VIFs for the independent variables were 1.018, 2.076, 2.068, and 1.017 for attitude, subjective norms, perceived privacy, and reliable information, which were all less than 5 and 3.3. It confirmed no collinearity issue exists in this research (Hair et al., 2010).

According to Table 7, the SmartPLS results reveal that the relative importance of the exogenous constructs of attitude, subjective norms, and perceived privacy does not support predicting the endogenous construct of residents' trust. The influence of attitude, subjective norms, and perceived privacy on residents' trust, this study shows that attitude ($\beta = -0.013$, p -value < 0.804), subjective norms ($\beta = -0.007$, p -value $<$

0.906), and perceived privacy ($\beta = 0.068$, p -value < 0.335) have negative significant effects on residents' trust. However, reliable information on residents' trust has found a significant positive impact ($\beta = 0.745$, p -value < 0.000); similarly, residents' trust in social media towards e-administration facilities shows a significant impact ($\beta = 0.421$, p -value < 0.000). It confirmed that reliable information is the most influential predictor of residents' trust. The amount of variance in the endogenous element justified by all the exogenous elements connected to it is indicated by the coefficient of tenacity R^2 , which indicates the model's ability to forecast. The R^2 of 0.56 indicates that attitude, subjective norms, perceived privacy, and reliable information can explain 56% of the total variation in residents' trust. Similarly, the R^2 of 0.17 indicated that 17% of the total variation in behavioral intention to use social media for e-administration services could be explained by residents' trust.

The f^2 values were calculated to determine the effect size of each variable

Table 7
Path coefficients

| No | Hypotheses | Coefficients | Std Error | t-value | p-values | R^2 | f^2 | Q^2 | Decision |
|----|------------|--------------|-----------|---------|----------|-------|-------|-------|---------------|
| 1 | AT > TR | -0.013 | 0.052 | 0.249 | 0.804 | | 0.027 | | Not supported |
| 2 | SN > TR | 0.007 | 0.062 | 0.119 | 0.906 | 0.560 | 0.031 | 0.397 | Not supported |
| 3 | PR-> TR | 0.068 | 0.071 | 0.964 | 0.335 | | 0.112 | | Not supported |
| 4 | RI > TR | 0.745 | 0.039 | 19.018 | 0.000 | | 0.261 | | Supported |
| 5 | TR > BITU | 0.421 | 0.060 | 7.033 | 0.000 | 0.170 | 0.215 | 0.110 | Supported |

Note. AT = attitude; SN = subjective norms, PR = perceived privacy; RI = reliable information; TR = residents' trust; and BITU = behavioral intention to use social media for e-administration services

concerning the R^2 . The f-square value of 0.35 reflects a high effect size, while 0.15 and 0.02 are considered for medium and small effect sizes (Cohen, 1988). Attitude f^2 (0.027) implies a very weak effect of R^2 on residents' trust (Table 7). The f^2 of 0.031 for subjective norms has a small impact on the R^2 for residents' trust. The f^2 of 0.112 for perceived privacy nonetheless suggested that it had a moderate influence on residents' trust in the R^2 , and the f^2 of 0.261 for reliable information implies that it has a medium effect on residents' trust in the R^2 . The f^2 of 0.215 residents' trust indicated a medium effect on the R^2 for social media utilization for e-administration facilities. At last, to assess the structural model, the PLS path model has been examined for prediction accuracy. Q-square is predictive relevance; it assesses whether or not a model is predictive (>0 is good). Q-square above zero values shows that the model is adequately rebuilt, and the model is predictive of usefulness (Fornell & Cha, 1993). As a general rule, values above zero imply that the predictive accuracy of the path model is fair (Sarstedt et al., 2017). Table 7 finally shows that Q^2 values of 0.39 and 0.11 were higher than zero. Hence the model showed its predictive importance (Fornell & Cha, 1993).

DISCUSSION

The current research aims to understand profoundly the effect of residents' trust in social media technology and residents' intention to use e-administration services. The study used empirical analysis to see how e-administration services influence

Malaysian residents via social networking technology. Based on their credibility perceptions, this study significantly assesses residents' behavioral intention to utilize online social networking for e-administrations facilities. Thus, the study has used one of the prominent technological acceptances TAM model and human behavior theory, to accept or use the technology called the Theory of Planned Behavior (TPB). Partial least square (PLS-SEM) has been applied to test the hypothetical relationships and to determine factors influencing residents' trust in social networking sites toward e-administration facilities. The value of path coefficients emphasized the power of these relationships. From the perspective of Malaysian residents, the relationships between residents' trust and e-administration services are addressed. The results show that reliable information has significantly influenced residents' trust in social media towards e-administration facilities according to path testing (Table 7). This study also showed that reliable information has a greater impact on residents' trust in behavioral intention to use e-administration facilities. Social media users may share their information, photos, news, and site locations. When users perceive the negative sense of their information that is not appropriately managed, they might not believe in using social networking applications.

The results also suggest that users' trust can be achieved by offering assurance as well as protection to the residents about the

veracity and authenticity of social networking sites to utilize e-administration services. As indicated by Xin et al. (2012), providing harmlessness behavior to the trustee parties can grow the trust level in technology, and ultimately this can increase the trust level that government administrations have to follow the legislation and regulatory framework. The findings also suggest that reliable information can improve the residents' trust in social media platforms for e-administration services. The finding is coherent with the previous results of Ponte et al. (2015), and they showed significant positive effects on trust in the use of travel networking sites. In terms of developing residents' trust, social media technology requires providing exact information, and deliver timely responses to their inquiries, and providing relevant, accurate, proper communication and search history, and more freely accessible information to achieve residents' trust in using e-administration facilities.

Users impact trust factors, the most significant concept in human interaction. In social media platforms, the rationale behind why trust is an important issue is because it is connected to the users' control, or they can realize the social media atmosphere and how they cooperate. This study also found that trust has been hypothesized as a significant factor in residents' behavioral intention to engage on social media to use e-administration services. The present research recommends that the more trust of residents, the more willing they are to utilize social media for e-administration facilities to

support the relationships between residents' trust and online social networking sites e-administration facilities. This finding is consistent with previous findings, such as Ramos et al. (2018), on the impact of residents' trust in m-banking services in Brazil. In the same vein, there is a positive significant influence on residents' trust in to use of e-administration services (Abu-Shanab, 2014). In another study, Farivar et al. (2017) identified that trust has been broadly investigated in the e-business atmosphere. Trust toward online social trade minimizes the possible hazard and expands willingness to buy (Farivar et al., 2017). Government organizations should develop online services based on information privacy protection and make more trustworthy services to improve residents' trust and influence their behavior to use different governmental services. In this regard, Khan et al. (2019) disputed that government services need to improve to make more users of their services. As a consequence, government associations should go to solid lengths to foster residents' trust in utilizing information technology, particularly online social networking platforms, for e-administration. As a result, it will empower them to collaborate with residents over interest and commitment.

The results also have found that attitude, subjective norms, and perceived privacy significantly negatively impact residents' trust in social media towards e-administration facilities. However, several studies previously found that users' trust positively affects attitudes toward

technology usage. For instance, Akinwale and Kyari (2020) showed positive significant effects on users' attitudes toward using Fintech services. Similarly, trust directly affects attitude to determine customer behavior in online services (Lien & Cao, 2014). The more positive a user's attitude, the more likely they will sustainably use a social media platform.

The current study has found that attitude has an insignificant effect on residents' trust in e-administration services. Very few studies found that attitude has an insignificant impact on technology, as Vasiljeva et al. (2021) found that while the majority of society has overcome the unfavorable mindset evident a few years ago, they still have a limited understanding of how to utilize technology. Kitsios and Kamariotou (2021), Cubric (2020), and Borges et al. (2020) have identified that there is still negative uncertainty and vagueness concerning the behavior of humans toward new technological breakthroughs that are disruptive. Underestimating residents' attitudes toward artificial intelligence, blockchain technology, and e-services could negatively affect any organization.

The study also identified the insignificant impact of subjective norms on residents' trust in social media toward e-administration facilities. This outcome is consistent with past investigations where researchers have shown subjective norms to have a very low effect on behavioral intention in their TPB models (Hsiao & Yang, 2010; Letirand & Delhomme, 2005). In the social media technology context, a few

researchers argued that subjective norms are not strong anticipation, which has a negative relationship with behavioral intention (Moan & Rise, 2011).

Thus, in the same vein, the study found an insignificant effect of subjective norms in online media technology for e-administration facilities. This study has found insignificant relationships between perceived privacy and residents' trust to use of social media for e-administration. Unlike earlier research, such as Maqableh et al. (2021) had shown that perceived privacy may not be a significant issue as used earlier to utilize the technology. Moreover, Kim et al. (2008) indicated that when users realized to use online banking facilities, they initially deemed privacy issues highly, and their trust levels did not grow equally to use online banking facilities. Therefore, increased perceived privacy does not impact residents' trust in social media for e-administration services.

CONCLUSION

Social media technology can play a substantial role in building residents' trust in government organizations. The current study has provided some important implications for this research. Firstly, this study recommends a conceptual framework to assess the significant issues that affect residents' trust in using social media for e-administration facilities as the fundamental theoretical contribution of this research. The proposed conceptual framework has improved and adapted from the TPB model. The model has been successfully developed

to investigate the issues influencing residents' trust in social networking sites for e-administration facilities. After analyzing the data using SmartPLS software, the results of the structural model assessment indicate four important factors affecting residents' trust in e-administration, whereas reliable information has a positive influence on residents' trust in e-administration; however, attitude, subjective norms, and perceived privacy have a negative influence. In reporting the affirmative consequence of the issue in the recent review, the study also assists the negative influence based on previous studies' findings in Malaysia. In this research, the proposed model has notably reached a well-illustrative competency with a difference of 56% in trust to use social media for e-administration facilities, measured by the study dimensions. It might be clarified the considerable extent of a dependent variable's variance clarified by its predictor variables.

The research significantly contributes to the current insight into the association of trust in residents' willingness to use e-administration facilities. However, earlier research has identified the value of residents' trust in accepting the government's online services, but still, there are insufficient past studies on the issue of trust in forming residents' behavior to use e-administration facilities via online social technology. Digital technology can play a crucial role in e-administration services because digital technologies are user-friendly and reduce admin work from wasting plenty of time. The e-administrative service sector and

other business organizations can benefit greatly from using digital technology to handle the administrative workload more efficiently. Properly using digital technology can help the e-administrative sector work smarter instead of harder. With digital technology, administrative tasks can be under control; time is saved by office employees, managers, and other professionals involved. Digital technologies significantly impact e-administrative services as they reduce time spent processing and submitting tasks, free workers to focus on more important tasks, and minimize human error. In addition, digital technology can create consistency in delivering tasks and projects, as well as automate workflows to ensure deadlines for tasks.

The findings of this research have significant contributions to developing residents' trust and building their involvement in online networking-based e-administration services in Malaysia. According to World Bank (2021), as an upper-middle-income country, Malaysia is striving to issue a small degree of residents' trust and acknowledgment of e-administration facilities. The results of this research can help public associations and strategy authors in the nation to adequately situate their systems in raising residents' trust, driving towards their engagement through social networking platforms for e-administration facilities. Findings emphasize the requirement for public corporations to realize the significance of residents' trust as a fundamental perspective of their behavior on social

media technology in e-administration. It can empower policymakers to survey their strategies and develop the administration system by enhancing residents' trust in e-administration services. Additionally, the government needs to effectively prepare viable and helpful e-administration services for residents at all levels to encourage them to participate in the given applications.

Residents will not accept e-administration websites that are exceptionally complex with some unacceptable features and functionalities. Moreover, e-administration projects have to be accessible to advance a preliminary of the given applications. In the meantime, diverse free workshops and projects have to be coordinated to build the level of knowledge and capacity of under-special residents to utilize e-administration applications. More users' trust in the government will also build resident loyalty with e-government applications. Most of the time, it is essential for a government to inspire and motivate its users to use the applications. It is required to have active and cheerful support staff to remove anxiety about using the applications. With the technological development of Malaysian society, the government should focus on their e-administration systems appropriately and monitor the applications sincerely, particularly reliable information and privacy settings. Thus, residents might be more willing to adopt e-administration services daily.

The study has investigated factors that impact trust from the perspective of social media technology in e-administration

services. The proposed model in this study was developed based on the fundamental constructs of TPB as well as some exogenous factors based on a literature review to offer insight regarding the dimensions affecting residents' trust in social media in e-administration facilities. The model has been evaluated by applying SmartPLS software, and the results have been empirically validated in Malaysia. However, there are some limitations to this research. First, the present study has applied the quantitative method to justify the connection among variables in the model. Moreover, findings might be enhanced in the upcoming research via a qualitative method such as interviews, case studies, group discussions, and mixed-mode (both qualitative and quantitative) methods. The students, instructors, public employees, private employees, and information technology specialists must be integrated as respondents in future research. In the meantime, this study can be carried out in other developing nations to affirm the study model and its generalizability. It will give a good comprehension of determining residents' trust viewpoints to utilize social media in e-administration services.

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