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## Theory of Reasoned Action in IQSM to Increase Political Engagement in Millennial Generation

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### Abstract

*Political Involvement refers to any form of engagement or participation by citizens without formal authority in decision-making processes that can influence various aspects of citizens' lives. This implies that Political Involvement can be associated with a variety of factors and variables. This research aims to examine the influence of Reputation of social media (RSM), Information Quality of Social Media (IQSM), Social Media Political Marketing Activities (SMPMA), and Social Media Marketing Activities (SMMA) on Political Involvement. Additionally, the study explores the role of Trust as a mediating variable in the influence of RSM on Political Involvement. The research adopts a quantitative approach with a causal associative method and convenient sampling technique distributed online to 120 respondents through a digital survey using Google Forms. Independent variables include IQSM (X1), RSM (X2), SMPMA (X3), and Social Media Marketing Activities, while mediating variables consist of Trust (Z1), and the dependent variable is Political Involvement (Y). The analysis involves validity testing, reliability testing, model fit testing, and hypothesis testing. The research findings indicate that: Trust significantly mediates the positive influence of RSM on Political Involvement, IQSM does not have a positive and significant effect on Political Involvement, SMPMA does not have a positive and significant effect on Political Involvement, and SMMA has a positive and significant effect on Political Involvement. For future research, other variables that may influence Political Involvement beyond those used in this study could be considered.*

### Keywords

*Political Involvement, Social Media, Marketing Activities, Trust*

## 1. Introduction

The book “Understanding Political Science” discusses the concept of political engagement, which refers to any form of participation by ordinary citizens in the decision-making process that affects their lives (Ramlan, 2007). This involvement can be done individually or collectively (Halim & Lalongan, 2016). It is important to note that political engagement focuses more on the actions taken by citizens rather than their political attitudes. There are two main approaches to political engagement. The first approach is group politics, which emphasizes participation through organizations or groups that represent particular interests. This includes activities such as joining a political party or advocacy group to fight for important issues. The second approach is political rights, which focuses on individual rights in political participation, such as the right to vote, the right to speak, and the right to run for public office. Political engagement is an important aspect of democracy because it provides space for citizens to influence policies that affect their lives. This active participation also strengthens the legitimacy of government and encourages the creation of more inclusive policies.

Dabula (2017) stated that political marketing activities through social media affect the trust and loyalty of young voters in South Africa. Internet users who trust information from friends or colleagues online tend to be more actively involved in online political activities, such as sending political emails, signing e-petitions, reading political blogs, and joining political groups on Facebook (Himmelboim et al., 2012). In the context of democracy, this online political behavior can build political capital and trust (Dwitama et al., 2024). Political marketing through social media requires special attention to several factors, such as online interactivity, appropriate platform use, and social media trends. The use of social media such as Facebook, YouTube, and Twitter in political campaigns has grown rapidly in the last decade (Oke, 2023). Social media has become part of the digital identity of the millennial generation, which is considered a major group in modern political discourse (Irawanto, 2019). Their habits of using platforms such as Facebook, YouTube, WhatsApp, Telegram, and Twitter create great opportunities for political marketers to promote candidates and political ideologies through social media, making it a very effective tool in today's political campaigns.

Previous studies have shown that social media marketing strategies play an important role in political campaigns (Tudoroiu, 2014; Williams, 2018). Platforms such as Facebook, Twitter, and Instagram provide a space for candidates to disseminate political information and allow voters to interact directly with candidates. This interaction provides an opportunity for voters to better understand the candidate's vision and mission and strengthens the closeness between candidates and voters. However, Sánchez-Villar et al. (2017) have not explicitly explained the relationship between trust and political engagement in the context of political marketing through social media. This study aims to fill this gap by examining the relationship between the use of social media in political marketing activities, the level of voter trust, and their political engagement. By further examining this relationship, it is hoped that new insights can be obtained into how social media can increase political participation and strengthen voter trust in candidates. This study will also help clarify the role of social media in creating a more dynamic and interactive relationship between candidates and voters, which has the potential to significantly influence election results.

## 2. Literature Review

Information Quality presented on social media can enhance the development of collective knowledge (Zhang et al., 2019). Information quality in the context of social

media is an important aspect in the digital information era. Researchers such as (Wang & Strong, 1996) emphasize the importance of accuracy, reliability, and relevance in assessing information quality. In the era of social media, where information spreads rapidly, the need for high-quality and verifiable information is very important (Hassan et al., 2018). Information Quality reflects user perceptions of website content that is relevant, adequate, accurate and up-to-date (Zhou, 2012). Based on Bolton et al. (2013), to obtain information, the millennial generation chooses to use social media. They are actively involved in social media sites to contribute, post, search and consume information (Fulton & Kibby, 2017). Based on Johnson & Kaye (1998), the millennial generation considers that information obtained from online sources is trustworthy. Information Quality has several criteria, including accurate, timely, relevant, economical, and easy to understand and obtain.

The reputation of a social media platform plays an important role in shaping user perceptions and behavior. Dellarocas (2003), argues that the reputation of an online platform influences user trust and engagement. Reputation is closely related to factors such as platform security, content reliability, and user experience. A positive reputation can increase the credibility of information shared on social media (Jin et al., 2014). Reputation of Social Media can lead to consumer or user trust in the honesty and popularity of social media (Zha et al., 2018).

Political marketing activities on social media are increasingly common. Researchers such as Parmelee & Bichard (2011), highlight the strategic use of social media in political campaigns, emphasizing its role in shaping public opinion, mobilizing supporters, and increasing political engagement. The interactive nature of social media allows for targeted communication and real-time feedback, making it a powerful tool for political marketing (Lilleker, 2018). Social Media Political Marketing Activities have been utilized by political marketers to introduce their political candidates to the public. Social media as a place to share thoughts can be a medium for conveying political information. Moreover, in the context of political marketing, social media is not only a medium to promote a candidate and political party to potential voters; but it can also be a medium to maintain relationships between candidates and voters and a medium to build public trust. Currently, the millennial generation relies heavily on social media to obtain trending global issues. They believe that social media is a tool that can be used to find and exchange political information. In addition, according to Ciftci (2021), Social Media Political Marketing Activities in the form of political advertising through social media accounts contribute positively to voter involvement in election campaigns.

Trust is a fundamental element in social media interactions. McKnight and Chervany (2005) define trust as the belief that an entity is reliable, competent, and willing to act in the trustor's interests. In the context of social media, trust is important for users to interact with content, share information, and connect with others. Trust is often influenced by factors such as platform security, transparency, and credibility of the information source (Correa et al., 2010). McKnight et al. (2017), also emphasized that information quality is a significant antecedent of customer trust in business-to-business. Moreover, Donati et al. (2020), have found that employee trust leads to their involvement in the organization. Sharma & Klein (2020), also argue that trust is a factor that significantly influences customer engagement. Therefore, trust in the quality of certain information presented on social media will have an impact on the intensity of users in using social media. This means that trust is perceived as an important part of building user intentions or involvement in political activities.

Social media has a major impact on political engagement. Research by Gil de Zúñiga et al. (2012), shows that social media can facilitate political participation by providing easy access to political information, enabling discussion, and encouraging

citizen engagement. The interactive and participatory nature of social media platforms has the potential to mobilize individuals and strengthen their political voices (Boulianne, 2015). Therefore, Political Involvement through social networking sites is an undeniable factor in encouraging political participation of the millennial generation.

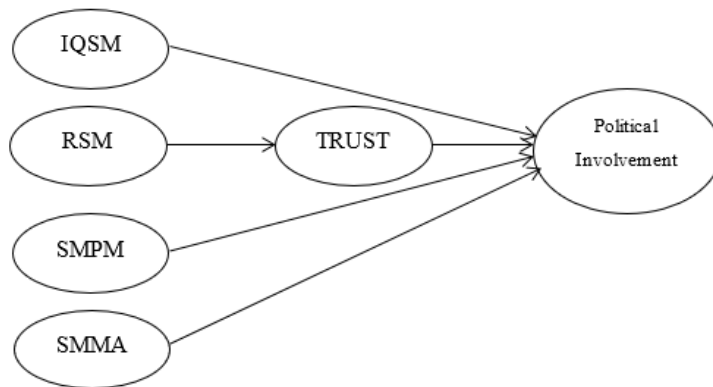
Marketing activities on social media are not only limited to political aspects, but also involve the promotion of products, brands, and services. Research related to social media marketing activities highlights the importance of creativity, targeting, and direct interaction with the audience in achieving marketing goals (Smith et al., 2012). Effective strategies in this context include the use of content-based campaigns, social media influencers, and data analysis to optimize campaign performance. Based on Kim & Ko (2010), social media marketing activities have a significant effect on trust.

H1: Trust mediates the positive influence between RSM on Political Involvement.

H2: IQSM has a positive influence on Political Involvement.

H3: SMPMA has a positive influence on Political Involvement.

H4: SMMA has a positive influence on Political Involvement.



**Figure 1.** Conceptual Framework

### 3. Methods

This study focuses on research consisting of 6 variables, namely Information quality, Reputation of Social Media, Social Media Political Marketing Activities, Trust, Political Involvement, and Social Media Marketing Activities. This study uses a quantitative approach through the associative casual convenient sampling method distributed online to 120 respondents through the google-form survey tool. The variables studied consist of independent variables, namely IQSM (X1), RSM (X2), SMPMA (X3), and Social Media Marketing Activities while the mediating variable is Trust (Z1) and the dependent variable Political Involvement (Y). Measurement of each indicator of each variable uses the same Likert scale with a score of 1-5 (where 1 = Very Rarely, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Very Often). The analysis was carried out using several statistical tests, namely validity tests, reliability tests, model fit tests, and hypothesis tests. This study consists of 6 variables. The IQSM variable is measured by 4 question items adopted from Barua et al. (2000); Sánchez-Villar et al. (2017), the RSM variable is measured with 4 question items adopted from Sánchez-Villar et al. (2017), the SMPMA variable is measured with 3 question items adopted from Kim & Ko (2010); Trust is measured with 4 question items adopted from Kim & Ko (2010; Tatar & Eren-Erdoğan (2016), Political Involvement is measured with 6 question items adopted from Sánchez-Villar et al. (2017), the Social Media Marketing Activities variable is

measured with 3 question items adopted from Naeem (2019), thus the total questionnaire questions that will be used to measure the six variables consist of twenty-four (24) questions.

#### 4. Results

The age of the respondents, the majority are 20-30 years old (47.2%). Based on gender, the majority of respondents are women (63.2%). The type of work of the respondents is mostly employees (40.0%). The majority of respondents' monthly income is <Rp 4,000,000 (28.0%). The social media that is often used is Instagram (44.8%). And the level of political information on social media is often (46.4%). Based on the validity and reliability test of the questionnaire (pretest) conducted on the first 30 respondents, the following results were obtained. The results of the validity test show that all indicators used to measure the utilitarian variables, knowledge, religiosity, attitudes towards advertising, consumer purchase intentions, and retailer brands are valid because the calculated r-value is greater than the r-table value at a significance level of 5% (0.361). Thus, all indicators used have a degree of accuracy for what is to be measured (valid). The measurement model is considered reliable if the Cronbach Alpha value is > 0.60. Based on the results of data analysis, the results obtained are that the Cronbach's alpha value is greater than 0.60 so that it can be concluded that all measurement models for each variable show reliability. This means that all measurement instruments in the study to measure proactiveness can be trusted.

**Table 1. Results of Validity Test and Reliability Test**

Construct	Item	Convergent Validity	Reliability
<b>Information Quality of Social Media (IQSM)</b>			
• Social media is where I get various information.	IQSM 1	0.619	0.718
• Social media provides dynamic content because the information provided is based on my interests and interactions.	IQSM 2	0.614	0.708
• Social media contains content information such as text, images, videos and links, which are actively shared by users.	IQSM 3	0.819	0.740
• Through social media, I can see the latest information about everything, including ongoing political developments.	IQSM 4	0.755	0.737
<b>Reputation of Social Media (RSM)</b>			
• The social media that I often use to get information are Facebook, Instagram, Twitter, and LinkedIn.	RSM 1	0.703	0.683
• Social media has a good reputation in political circles because it provides a platform to share opinions, campaign for ideas, and engage in political discussions with various people.	RSM 2	0.497	0.732
• Social media provides a positive side for me because it provides information and a space to share inspiring stories.	RSM 3	0.587	0.715
• Social media can reflect a good reputation for me in the online environment, because it consistently provides positive and useful interactions, thus building a good image in the eyes of other users.	RSM 4	0.691	0.695
<b>Social Media Political Marketing Activities (SMPMA)</b>			
• Through online social media platforms, political marketing interactivity can provide me candidates or political parties to communicate directly with potential voters.	SMPMA 1	0.696	0.724
• Political marketing activities can be seen clearly on social media, because this platform allows candidates	SMPMA 2	0.704	0.734

Construct	Item	Convergent Validity	Reliability
<ul style="list-style-type: none"> <li>or political parties to quickly disseminate their messages to a wide audience, and interact with voters directly.</li> <li>Social media can provide me with the latest trends in political marketing activities because it can spread political content, including advertisements, news, candidate posts quickly and widely.</li> </ul>	SMPMA 3	0.641	0.749
<b>Trust (T)</b>			
<ul style="list-style-type: none"> <li>Social media can provide me with security because there are privacy controls that can be set by users.</li> </ul>	T1	0.736	0.712
<ul style="list-style-type: none"> <li>Social media provides me with various information about political involvement because I can share experiences, views, and current news in real time.</li> </ul>	T2	0.646	0.739
<ul style="list-style-type: none"> <li>Social media can be trusted to provide various information about ongoing political involvement because I can share their direct experiences in the political process, express their perspectives, and share current news from various sources.</li> </ul>	T3	0.564	0.751
<ul style="list-style-type: none"> <li>Social media has consistent editorial for me before sharing information, because this helps to ensure the accuracy and quality of the content presented.</li> </ul>	T4	0.731	0.720
<b>Political Involvement (PI)</b>			
<ul style="list-style-type: none"> <li>Politics can provide important information for me because through public policy it can contribute to better decision-making processes in society, and influence positive change in issues that are of concern.</li> </ul>	PI 1	0.665	0.734
<ul style="list-style-type: none"> <li>Political issues shared through social media can be meaningful to me because they open a wider window of insight into current developments in politics, help understand different views, and allow me to participate in discussions and activism that can bring positive change.</li> </ul>	PI 2	0.632	0.741
<ul style="list-style-type: none"> <li>Positive political issues can reflect an important part of my life because of my understanding and support for policies that support justice, social welfare, and good ethical principles.</li> </ul>	PI 3	0.628	0.741
<ul style="list-style-type: none"> <li>The world of politics is very important in my life because political decisions affect many aspects of everyday life, including education, health, environmental policy, and the economy.</li> </ul>	PI 4	0.706	0.728
<ul style="list-style-type: none"> <li>Through social media, I can see about political issues that are very interesting because this platform provides easy and fast access to news.</li> </ul>	PI 5	0.666	0.739
<ul style="list-style-type: none"> <li>I was easily attracted to political involvement because I realized that participation in the political process is one of the most effective ways to bring about positive change, ensuring that voices and values are represented in policy making.</li> </ul>	PI 6	0.687	0.729
<b>Social Media Marketing Activities (SMMA)</b>			
<ul style="list-style-type: none"> <li>Responsiveness in social media marketing refers to the ability and willingness of a system to respond quickly to requests for me.</li> </ul>	SMMA 1	0.709	0.717
<ul style="list-style-type: none"> <li>Reliability in social media marketing is the ability of a system, product, or service to be consistent and reliable in its performance without any disruption for me.</li> </ul>	SMMA 2	0.698	0.726
<ul style="list-style-type: none"> <li>Assurance in social media marketing provides action and confidence for me.</li> </ul>	SMMA 3	0.609	0.750

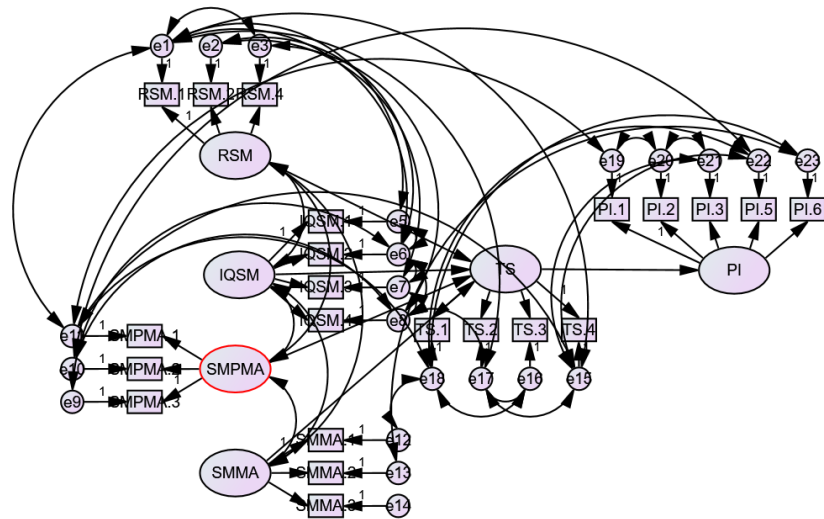


Figure 2. Structural Equation Model

Table 2. Hypothesis Test Results

Measurement Type	Significance Value	Cut-Off	Conclusion
TOTAL_IQSM	0.331	>0.05	No Significant Relationship
TOTAL_RSM	0.001	<0.05	Has a Significant Relationship
TOTAL_SMPMA	0.922	>0.05	Does not have a significant relationship
TOTAL_TS	0.000	<0.05	Has a Significant Relationship
TOTAL_SMMA	0.005	<0.05	Has a Significant Relationship

The results of the analysis on Hypothesis H1 state that Trust mediates the positive influence between Relationship Social Media (RSM) on Political Involvement. The results of the analysis show that the significance value of the relationship between Trust and Political Involvement is 0.000, which is smaller than 0.05. This means that there is a significant relationship between Trust and Political Involvement, which indicates that the higher the voter's trust, the greater their political involvement. The relationship between the RSM and Political Involvement variables is also significant with a significance value of 0.001, which is also smaller than 0.05. This shows that activities and interactions through social media (RSM) have a direct influence on political involvement. In this context, Trust acts as a mediator that strengthens the positive influence of RSM on Political Involvement. Thus, both Trust and RSM have a significant influence on Political Involvement, supporting the hypothesis that voter trust and involvement in political social media increase their political participation. These results reinforce the importance of social media and trust in building stronger political involvement (Abid et al., 2023).

The results of the analysis on Hypothesis H2 state that IQSM (Interactive Quality of Social Media) has a positive effect on Political Involvement (Kruikemeier et al., 2014). However, the results of the analysis show that the significance value of the relationship between IQSM and Political Involvement is 0.331, which is greater than the significance limit of 0.05. This indicates that there is no significant relationship between IQSM and Political Involvement. In other words, the interactive quality of social media, in this context, does not have a strong enough influence on the level of political involvement of users. Although interactivity is usually considered an important factor in encouraging political participation, these results indicate that IQSM may not be the main factor influencing Political Involvement in this study. This finding challenges the initial assumption that interactive features of social media can directly increase political involvement, and

suggests that other factors may play a greater role in building political involvement. Therefore, further research needs to consider additional variables that may be more relevant to influencing political involvement through social media.

The results of the analysis on Hypothesis H3 state that "SMPMA (Social Media Political Marketing Activities) has a positive effect on Political Involvement." However, the results of the analysis show that the significance value of the relationship between SMPMA and Political Involvement is 0.922, which is greater than the significance limit of 0.05. This indicates that there is no significant relationship between SMPMA and Political Involvement in the context of this study. Thus, political marketing activities through social media have not been proven to have a significant impact on the level of political involvement of users. Although SMPMA is expected to increase political participation by influencing users' perceptions and attitudes towards political issues, these results indicate that other factors may be more influential in shaping political involvement. These findings challenge the assumption that political marketing on social media can directly encourage users to be more involved in political activities. Therefore, further research is needed to explore other variables that may contribute to Political Involvement, as well as to understand the context in which SMPMA may have a more significant influence (Le & Nguyen, 2021).

The results of the analysis on Hypothesis H4 state that "SMMA (Social Media Marketing Activities) has a positive effect on Political Involvement." The results of the analysis show that the significance value of the relationship between SMMA and Political Involvement is 0.005, which is smaller than 0.05. This indicates that there is a significant relationship between SMMA and Political Involvement in the context of this study. This finding suggests that marketing activities through social media positively influence individual political involvement. User interaction and participation in social media platforms can increase their awareness of political issues and encourage them to be more active in various political activities. With the increasing use of social media as a means of communication and information, SMMA can serve as a bridge between political candidates and voters, and strengthen the relationship between the two. This finding emphasizes the importance of effective political marketing strategies through social media in increasing political participation (Farkas & Bene, 2021). Therefore, political marketers need to make optimal use of social media platforms to reach voters and encourage higher political involvement. Further research can also explore the specific aspects of SMMA that are most effective in influencing Political Involvement.

## 5. Conclusion

This study aims to determine the influence of RSM, IQSM, SMPMA, and SMMA on Political Involvement. This study also aims to see the influence of Trust as a mediating variable in the influence of RSM on Political Involvement. From the results of the research that has been conducted, it shows that: (1) Trust mediates the positive and significant influence of RSM on Political Involvement, (2) IQSM does not have a positive and significant influence on Political Involvement, (3) SMPMA does not have a positive and significant influence on Political Involvement, and (4) SMMA has a positive and significant influence on Political Involvement. This study contributes to new literature in the field of marketing management related to IQSM, Trust, SMMA, SMPMA and Political Involvement. For further research, other variables that may influence Political Involvement outside the variables used in this study can be used.

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