

THE INFLUENCE OF ARGUMENT QUALITY AND SOURCE CREDIBILITY ON INSTAGRAM SOCIAL MEDIA ACCOUNT @FOLKATIVE (SURVEY ON @FOLKATIVE ACCOUNT FOLLOWERS ON JAVA ISLAND)

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Abstract: This study aims to analyze the determinants influencing adoption behavior on @folkative social media by conducting a survey of followers residing in Java Island. The variables examined include argument quality, source credibility, attitude, and adoption behavior. A quantitative research method was employed, with data collected through the distribution of questionnaires. The sample was determined using a non-probability sampling technique with the Lemeshow formula, targeting active followers of the @folkative account. Data were analyzed using descriptive statistical techniques with the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. The results indicate that argument quality and source credibility significantly influence attitude, while attitude positively affects adoption behavior. This research underscores the importance of content quality and source credibility in shaping audience attitudes, which ultimately drive adoption behavior on social media.

Keywords: argument quality, source credibility, attitude, adoption behavior, social media.

1. Introduction

Internet of Things as a primary focus of the industrial revolution 4.0 has brought significant impacts on communication and information in social media. Internet of Things is an internet network that has undergone transformation and full integration to create harmonious interactions between individuals, society, and intelligent systems (Guo et al. 2013; Malik 2022), while on the other hand, social media is a site with various features for consumption, creation, commenting, and dissemination of content (Hidayatullah, 2020).

The advancement of Internet of Things equipped with the presence of social media facilitates communication and information access that is faster, more efficient, and comprehensive. Social media has been used by Indonesian people from various backgrounds (Cahyono, 2016). Kominfo 2024 data shows that active internet users in Indonesia exceed 220 million people or 70% of the population. This high number indicates that internet development equipped with social media has become an important part of Indonesian people's daily lives.

In Java Island itself, APJII 2024 recorded internet penetration of 83.6% with a contribution of 58.76%, making it the island with the highest penetration in Indonesia. One of the reasons they use the internet according to APJII data is to access social media as well as to access all information that has been provided by social media services.

Instagram has become the social media platform considered most effective and efficient for accessing all forms of information. The @folkative account, established since 2016, now has 6.4 million followers and 10.7 thousand posts (as of March 20, 2025), providing entertainment, brand, and national-global trend issue content with a simple and to-the-point style (Banowo, 2024).

The impact of the @folkative account on public thinking and behavior varies depending on individual cognitive processes. According to the Elaboration Likelihood Model (ELM) theory, individual persuasion can be achieved through central route (in-depth analysis in high-cognitive individuals) and peripheral route (without in-depth analysis in low-cognitive individuals). Individuals rely on information to fulfill needs such as adding insight, improving skills, and obtaining satisfaction (Perdana, et al., 2012).

Based on this background, a study titled "Determinants Influencing Behavioral Adoption on @folkative Social Media (Survey on @folkative Account Followers in Java Island)" will be conducted.

2. Literature Review

Argument Quality

Argument quality is a critical factor in influencing attitudes and information acceptance on social media. According to Petty and Cacioppo (1986), strong arguments are characterized by logical reasoning, valid evidence, and well-structured delivery. Winter (2020) demonstrated that argument quality in social media contexts can be modified by the dynamics of online discussions. Although strong arguments tend to reinforce positive attitudes, in certain cases, the expectation of future conversations may weaken their role, as emotional appeals often dominate digital interactions.

Source Credibility

Source credibility refers to the degree of trustworthiness and expertise attributed to an information source. Elements such as expertise, reliability, and attractiveness shape perceptions of credibility (Petty & Cacioppo, 1984). Barootkoob Dezfuli and Farhadpoor (2021) highlighted that the credibility of the source plays a crucial role in forming users' attitudes, which subsequently affect their behaviors, especially regarding the use of information-related products. Source credibility becomes especially important when audiences lack the ability or motivation to critically evaluate argument quality.

Attitude

Attitude is defined as an individual's evaluation of an object, message, or event, which can be either positive or negative. Jhangiani and Tarry (2022) argue that attitudes are stronger when supported by direct experiences, whether positive or negative. Attitude acts as a mediating factor in digital communication, channeling the influence of both argument quality and the credibility of the source toward shaping user behavior. This aligns with findings by Barootkoob Dezfuli and Farhadpoor (2021), who revealed that positive attitudes significantly enhance users' intentions and actual behaviors.

Adoption Behavior

Adoption behavior is a complex process that typically unfolds through the stages of awareness, interest, evaluation, trial, and adoption (Notoatmodjo, 2014). In digital environments, adoption behavior is often shaped by factors such as trust, ease of use, and the relevance of information to personal needs. Muneer et al. (2024) emphasized that perceptions of privacy, security, and performance expectations significantly influence the adoption of digital services. This suggests that behavioral adoption on social media is not only determined by message content but also by contextual trust in the platform and the source of information.

Elaboration Likelihood Model (ELM) as Theoretical Framework

The variables in this study are examined using the Elaboration Likelihood Model (ELM) introduced by Petty and Cacioppo (1986). This model suggests that persuasion occurs through two distinct pathways: the central route, where individuals engage in thoughtful consideration of argument quality, and the peripheral route, where persuasion relies on external cues such as the credibility of the source. Within the social media setting, both routes may function simultaneously, influenced by the audience's traits and the complexity of the conveyed message.

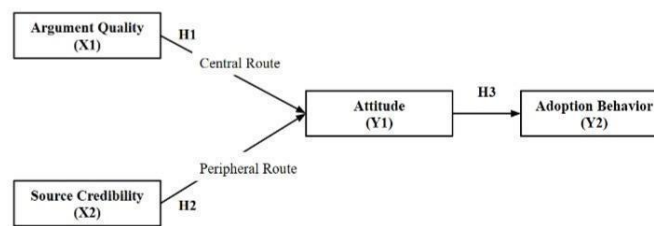


Figure 1. Research Framework
 Source: Data processed by author, 2025

3. Method

Research Approach and Technique.

This investigation represents a quantitative undertaking, employing questionnaires as the primary instrument for data acquisition. As stated by Emzir (2009:28), the quantitative methodology is characterized by its adherence to a positivist paradigm in scientific advancement, utilizing research strategies such as experimental designs and surveys that necessitate statistical data. This approach is designated as quantitative due to the numerical nature of the collected data and the subsequent statistical analysis employed. The specific research technique implemented in this study is descriptive. The descriptive method encompasses research that serves to delineate, illustrate, or elucidate the characteristics of the subject under examination, as they existed at the time of the investigation.

Population and Sample

The research population is related to all analyses that have characteristics in the form of a meaningful relationship to the research topic. The research population refers to all individuals, objects, or events that are the focus of the research (Susanto Chandra Primadi, et al, 2024:03). This investigation involved 97 individuals. A sample represents a subset of the overall population, reflecting its numerical size and attribute distribution. To ascertain the sample, a non-probability sampling methodology was employed. Non-probability sampling is a method where not all elements (members) of the population have an equal chance of being chosen for the sample, as defined by Nur Fadilah Amin, et al. (2023). Consequently, the sample size for this research comprised 97 participants.

Data Source

Primary data comprises original records acquired directly from their origin by investigators. This type of data is also recognized as raw data or current, up-to-date information. Primary data can be obtained through direct interviews, indirect interviews, and questionnaires.

Secondary data are data obtained indirectly from the source by researchers or obtained from second-hand sources (Siti Azizah, et. al, 2021).

Data Collection

To obtain data on the variables to be revealed in this study, a questionnaire was used as a data collection tool. This technique is widely used in research because it allows data to be collected from many respondents in a more efficient manner in terms of time and cost (Hartono, 2018). The questionnaire consists of statements related to the variables being studied, which are given to respondents to fill out with a weight of 1 to 5 or from strongly disagree to strongly agree (Hair et al., 2003).

Data Analysis

Quantitative research involves a data analysis phase that commences subsequent to the compilation of information from all participants or other relevant sources. The methodologies employed for quantitative data analysis primarily utilize statistical principles. Descriptive statistics serve the purpose of structuring and examining collected data and numerical values to present a methodical, succinct, and comprehensible depiction of a phenomenon, occurrence, or circumstance. This presentation facilitates the derivation of specific insights or conclusions (Amirotun, 2016). Partial Least Squares Structural Equation Modeling (PLS-SEM) represents a statistical framework employed for evaluating the interconnections among intricate latent variables and for forecasting dependent variables contingent upon established independent variables (Hair et al., 2017). The analytical software utilized in this research is SmartPLS version 4.0.

4. Result and Discussion

Convergent Validity Test

Convergent validity test aims to determine the extent to which a measuring instrument (questionnaire) is able to measure a construct well; this is done by comparing the results with other alternative measuring instruments that measure the same construct.

Loading Factor Value

Table 1. Loading Factor

Variable	Statement	Outer Loading	Interpretation
Argument Quality	X1.1	0,904	Valid
	X1.2	0,900	Valid
	X1.3	0,803	Valid
	X1.4	0,926	Valid
	X1.5	0,890	Valid
Source Credibility	X2.1	0,919	Valid
	X2.2	0,883	Valid
	X2.3	0,931	Valid
	X2.4	0,915	Valid
	X2.5	0,917	Valid
	Y1.1	0,875	Valid
	Y1.2	0,860	Valid

Variable	Statement	Outer Loading	Interpretation
Attitude	Y1.3	0,843	Valid
	Y1.4	0,894	Valid
	Y1.5	0,913	Valid
Adoption Behavior	Y2.1	0,910	Valid
	Y2.2	0,933	Valid
	Y2.3	0,941	Valid
	Y2.4	0,926	Valid
	Y2.5	0,806	Valid

Sources: Data processed by the author, 2025

Average Variance Extracted

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
X1	0,818
X2	0,784
Y1	0,770
Y2	0,834

Sources: Data processed by the author, 2025

The table above indicates that both the loading factor and AVE values fulfill the criteria set by the researcher. The convergent validity test, based on the loading factor values of the latent variables from their indicators, yielded a score of 0.7 with an AVE value exceeding 0.5. In line with Hair et al. (2021), this confirms that the indicators employed in this study are valid.

Reliability Test

Cronchbach's Alpha is a coefficient of reliability that is used to measure the internal consistency, which indicates how closely items in a group are related to each other. The value of the Cronchbach's Alpha coefficient is considered valid if it is more than 0,7, according with the theory of Hair et al. (2021), all indicators are reliable in measuring other variables.

Table 3. Cronchbach's Alpha

Variable	Original Sample
Adoption Behavior	0,944
Argument Quality	0,931
Attitude	0,925
Source Credibility	0,950

Sources: Data processed by the author, 2025

Multicollinearity Test

Multicollinearity Test is conducted to indicate how strong the influence of collinearity symptoms is on the estimation of the regression coefficient by looking at the VIF value of each predictor in the construct which must be less than 5 and is recommended to be below 3 to ensure that collinearity does not affect the structural model.

Tabel 4. The Multicollinearity Result Test

Adoption Behavior Argument Quality Attitude Source Credibility			
Adoption Behavior			
Argument Quality			3261
Attitude	1000		
Source Credibility			3261

Source: Data processed by the author, 2025

Path Coefficient

The path coefficient represents the strength and direction of the relationship between variables in a hypothesis. Its value ranges from -1 to 1, where values between 0 and 1 reflect a positive relationship, while values between -1 and 0 reflect a negative relationship.

Table 5. The Path Coefficient Results

Variable	Original Sample
Argument Quality >> Attitude	0,451
Attitude >> Adoption Behavior	0,734
Source Credibility >> Attitude	0,448

Sources: Data processed by the author, 2025

From the results of the path coefficient analysis shown in the table, it can be inferred that:

- H1: Argument Quality positively influences Attitude
- H2: Attitude positively influences Adoption Behavior
- H3: Source Credibility positively influences Attitude

Coefficient of Determination (R²)

The coefficient of determination is used to assess how much influence the independent variable (X) exerts on the dependent variable (Y). Its values are typically classified into three levels: 0.75 indicates a strong effect, 0.50 indicates a moderate effect, and 0.26 indicates a weak effect.

Table 6. The Result of the Coefficient of Determination Test

	R Square	R Square Adjusted
Adoption Behavior	0,539	0,535
Attitude	0,740	0,736

Sources: Data processed by the author, 2025

Hypothesis Test

Hypothesis testing was conducted to determine the structural relationships between latent variables. This testing was performed by comparing the path coefficients between variables against a p-value with an alpha value (0.05) or a t-statistic (>1.96). The bootstrapping method was used to generate the p-value and t-statistic. The purpose of this testing was to test the following hypotheses:

- H1: Does Argument Quality have a positive effect on Attitude?
- H2: Does Source Credibility have a positive effect on Attitude?
- H3: Does Attitude have a positive effect on Adoption Behavior?

Hypothesis Test 1: Does Argument Quality have a positive effect on Attitude?

Table 7. Hypothesis 1

Criteria	Argument Quality	
T-Statistic	4,482	Attitude
P-Value	0,000	

Sources: Data processed by the author, 2025

Hypothesis Test 2: Does Source Credibility have a positive effect on Attitude?

Table 8. Hypothesis 2

Criteria	Source Credibility	
T-Statistic	4, 626	Attitude
P-Value	0,000	

Sources: Data processed by the author, 2025

Hypothesis Test 3: Does Attitude have a positive effect on Adoption Behavior?

Table 7. Hypothesis 3

Criteria	Attitude	
T-Statistic	18,832	Adoption Behavior
P-Value	0,000	

Sources: Data processed by the author, 2025

5. Conclusions

Based on the results and conclusions obtained from our research, the variable argument quality has a significant positive effect on the attitude of the @folkative instagram account followers. This conclusion aligns with the result of research done by Winter (2020), and Barootkoob Dezfuli, L & Farhadpoor, M. R. (2021). Similarly, the variable source credibility has also been proven to have a positive effect on the followers' attitude of the Instagram account @folkative which matches the result of research done by Barootkoob Dezfuli, L & Farhadpoor, M. R. (2021). Furthermore, attitude has a positive effect on adoption behavior which is supported by the conclusions drawn by Muneer, F., Azam, A., Yang, H., & Saeed, M. (2024). Some suggestions from the researchers: a) the relationship between the two variables which are argument quality and source credibility can be enhanced by inserting the source of the content in the captions of @folkative's posts; b) expand the scope of the objects to other social media platforms such as TikTok, YouTube, or X (formerly Twitter) which would help achieve different characteristics and interaction patterns; c) the theoretical model can be expanded by adding other variables such as trust, digital literacy, and social influence which may contribute to the information adoption behavior on the users of social media.

Acknowledgements

The researcher would like to express the highest gratitude to Allah SWT for His blessings in completing this research entitled "The Influence of Argument Quality and Source Credibility on Instagram Social Media Account @folkative (Survey on @folkative Account Followers on Java Island)". Sincere appreciation is extended to the supervisor and examiner for their valuable guidance and constructive feedback, to the accompanying brothers and sisters for their support, and also to the Research Study Club (RSC) which accommodates this research, and to

the respondents—the followers of @folkative on Java Island for their participation in the survey.

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