

Continuance Intention of Social Networking Services in Indonesia

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Abstract: - Social Networking Services (SNSs) are online platforms used by end-users that have risen to prominence as a critical means of communication for humans today due to the advancements in the web development domain. The use of these social platforms has always been affected by numerous factors that have helped to shape customers' behavior in social media over the years. Among these factors are privacy, security, and trust, which significantly affect the consumer's behavior when it comes to using technologies that have access to the consumer's data, as they are considered the main pillars that determine the levels of acceptance for these technologies, in our case social networking services. In this article, we focused on exploring the general perception of users towards Meta's social networking platforms via conducting detailed analyses using data scraping techniques and R programming language.

Key-Words: - Social networking services; data; continuance use; data scraping; e-business; systems

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1 Introduction

With the expansion of internet technology, technological advancements continue to accelerate. This development has enabled Individuals to communicate and exchange information through online social networks. Social networks serve as a bridge for communication between data owners (data generators) and viewers (end users) for online interactions that facilitate the formation of virtual communities via the usage of social networking services (SNSs), [1].

Social Networking Platforms (SNSs) are online platforms utilized by end-users that have gained significance owing to Web 2.0 growth. Web 2.0 facilitates online communication, collaboration, and sharing, [2]. Instagram, Facebook, and WhatsApp have become crucial for social cooperation activities, including friendship growth, exchanging personal experiences, and lending different services, [3].

The growth of social media has changed how people communicate and interact. Social media networks provide networking, real-time communication, and information-sharing advantages, [2]. Many social media users worry about data security, privacy invasion, and data misuse, [3].

Based on the previous findings, privacy, security, trust, and the intention to use are generally perceived positively by the users of Meta's social

networking, despite numerous concerns, [4]. Therefore, to explore the specific perceived image of each variable and the relationship among them, the study is conducted and concluded.

2 Problem Formulation

Big data refers to enormous or complicated datasets that cannot be processed using standard data processing technologies, [5]. Daily, a company is inundated with a vast amount of data, both structured and unstructured. Recent technological improvements have resulted in a fast increase in the amount of data produced by the internet, social networking sites, sensor networks, healthcare applications, and numerous other industries, [2]. Big data is the term used to describe the enormous volume of data produced from several sources in numerous formats at a rapid rate of speed, [6].

An information system is made up of a number of linked parts that work together to collect, process, store, and disseminate data and information. It also has a feedback mechanism for managing and monitoring how it operates so that it can keep achieving its goals, [7]. The feedback system is crucial for firms to accomplish their objectives, including raising revenues or enhancing customer service, [8].

Increasingly, businesses and organizations are becoming completely reliant on computer

technology for day-to-day operations, [2]. Computer systems or technology have proven to be efficient and effective in today's data-driven market; since data and information become one of the pillars that organizations stand on, technology is necessary as it provides means for dealing with that data and information, [9]. The value of information is directly related to how it assists decision-makers in accomplishing their organization's objectives, [4]. Essential knowledge may assist individuals in doing jobs more efficiently and successfully, [10].

For that, and because of the high importance of data and information, information systems security has been identified as a critical problem in establishing a modern information environment, [11]. The protection given to an automated information system to achieve the applicable goal of protecting the confidentiality, integrity, and availability of information system resources is referred to as information systems security, also known as computer security, [12].

In an age marked by rising consumer expectations for privacy, businesses are pressed to create practical answers using information technology systems, [13]. Additionally, it has been shown that internet users' feelings of control over their personal information influence their likelihood of clicking on online advertising or sharing information on social networking platforms, [14]. Furthermore, the growth of social media, location-based services, the Internet of Things, and business ideas necessitates more attention to information privacy, defined as the right to manage and select what, when, and how personal information is disclosed to third parties, [15].

3 Discussion

Generally, the more familiar people get with online social networks, the more they engage in cooperative social activities, [16]. Individuals' engagement in online social networks comes with social and professional benefits and privacy risks. Consumer data is sensitive and non-sensitive data provided by users that may be shared with others, [17].

Due to the significant commercial value of this data for many parties, businesses may exploit customer data to gain a competitive advantage, and the most significant barrier to monetizing this data is privacy concerns, [18]. Moreover, the challenges provide considerable hurdles to ethical business practices. For this reason, customers think they are under the authority of major corporations,

particularly tech firms like Meta that possess vast quantities of data on them, [19].

Facebook, WhatsApp, Facebook Messenger, Instagram, and Instagram, the top player in the market with more than 2.89 billion monthly active users, are the four main social media networks in the world that Meta owns, [20]. Facebook, despite being the largest platform in terms of users, is the platform whose users have the most significant privacy concerns due to the massive user databases it collects, [21], [22]. Nevertheless, these worries do not seem to impact Meta's users' usage of Facebook and other platforms, where the number of active users is steadily increasing, [23].



Fig. 1. Reviewers Geographic Distribution

Therefore, in line with our objective of exploring the general perception of users towards Meta's social networking platforms, further analyses were conducted using data scraping techniques and R programming language to process the users' comments and reviews on Trustpilot.com. After the cleaning process, the extracted data used for the analyses comprised 899 comments regarding privacy, security, trust, and intention to use.

The comments and reviews were made by the users of Meta's social networks from all around the globe. Figure 1 shows the geographic distribution of Facebook, Instagram, and WhatsApp reviewers in blue.

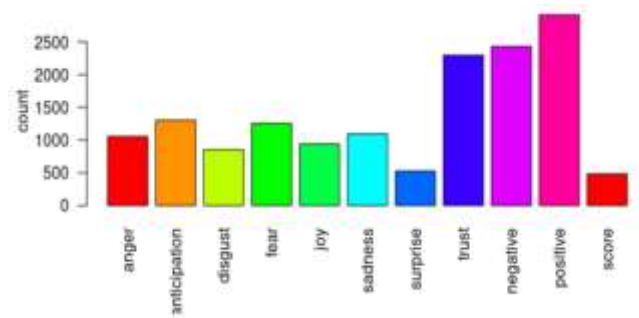


Fig. 3. Sentiment Analyses “Facebook, Instagram, WhatsApp”

Meta's sentiment analyses show that the positive and negative sentiments are closely equal, as shown in Figure 3. Numerous users have expressed outrage, anxiety, and despair at using personal data to generate cash and the constant exposure of their data to unauthorized use. Nevertheless, consumers love using Facebook, Instagram, and WhatsApp; they highly trust these social networking services and expect additional growth and improvement. Overall, positive sentiments somewhat outweigh negative sentiments due to users' high confidence level in Meta's SNSs.

Based on the findings of the study's analysis and data processing, the following recommendations may be made to the company:

1. In light of the fast development and change that customer behavior is seeing recently and considering that the customer is an essential part of businesses, the author recommends the company focus on improving perceived privacy and trust further in a balanced and concurrent manner to increase the continuance use intention in Meta's social networks
2. To achieve better-perceived privacy, the author recommends stating clear intentions of the data collection purpose while giving the user complete control over accepting which data he wishes to share and when to share it. For instance, the user should be given the choice of whether to share only the functional data used to improve the platform or the additional data that is used for marketing purposes as well; and he should be able to set whether the platform can collect data when it is not used, [25].
3. The company is recommended to implement additional methods and procedures to prevent providing and sharing untrustworthy and false

information. For example, in addition to the id and security checking, the company could implement a rating technique, which would show the trustworthy users from those who are not and take the necessary procedures against the latter.

The author might advise the following for future scholars, specifically:

- Conduct research on similar companies to the one at hand to compare the findings.
- Because this study only looks at the relationship between the variable perceived privacy, security, and trust as an intermediary variable, future researchers are urged to include additional factors that have a significant impact on the continuance use intention.
- Conduct research utilizing the most recent and varied sources of perceived privacy, security, trust, and continuance use intention.

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