

Factors Influencing Content Creators' Choice of Social Media Platform

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Abstract. In recent years, the term "content creator" has emerged as a broad description for digitally enabled cultural producers who create and distribute content on social media platforms, often for the purpose of marketing brands' products and services. Selecting the appropriate social media platform is crucial for content creators to effectively support their profession. Therefore, this study aims to investigate and analyze the factors influencing content creators in their selection of social media platforms for their profession. Data will be collected through a questionnaire, followed by data analysis and subsequent analysis of the results. The variables examined in this research include Relative Advantage, Perceived Usefulness, Perceived Enjoyment, Perceived Ease of Use, and Intention to Use. The findings reveal that the factor influencing content creators' choice of social media platforms is Perceived Ease of Use. This indicates that content creators opt for user-friendly social media platforms, as they require ease and simplicity in editing and uploading their content.

Keywords: Profession, social media, Content Creator, Perceived Ease of Use, Intention to Use social media

1. Introduction

In this digital era, all areas of life are made easy thanks to the internet and technology. The internet and technology have many benefits, not only for communication and interaction, but also for doing business, promoting, building identity, reputation, and trust, and having a career on social media.

Social media are Internet-based channels that allow users to interact and impersonate themselves opportunistically, in real time or asynchronously, with broad and narrow audiences. Who benefits from user-generated content and perceptions of interactions with others. (Social Media: Defining, Developing, and Divining, 2014)

The term "social media" is now included in the communication science definition. Kent (2010) defines social media as any interactive communication channel that permits feedback and interaction in both directions. According to Kent, modern social media are distinguished by the possibility of real-time interaction, decreased anonymity, a sense of immediacy, instantaneous response times, and the capacity to alter times or engage social networks whenever a particular member chooses. (Carr & Hayes, 2014)

Social media allows people to connect and reconnect and offers opportunities for self-expression to other people. Social media allows people to socialize with each other without being limited by space and time. (Hoffman & Novak, 2012)

Along with technological developments, the public as social media connoisseurs can no longer only enjoy and obtain content from social media that is shared with them, but the public can participate in creating and sharing content on social media. Content that is enjoyed and shared consists of various types. There are educational content, entertainment, and promotional content.

The term "content creator" has become a generic term in recent years to describe digitally enabled cultural producers who create and distribute content on social media platforms motivated by an entrepreneurial spirit and the desire to produce their own "media brand." The reality that YouTubers, Instagrammers, and TikTokers' creativity and success are linked to particular platforms of cultural production is brought to light by the concept of platform specificity. Content creators are subject to constant changes in the social media ecosystem, including updated terms of service and policy restrictions, as well as technical features and algorithmic configurations. (Arriagada & Ibáñez, 2020)

Entertainment or information that appeals to a specific audience is produced by content creators. The objective is to transform company concepts into useful content for businesses. Content creators now represent their brands when they interact with potential and current customers. The creation of blog posts, videos, eBooks, photos, and infographics are all methods for producing content. (Kajander, 2019)

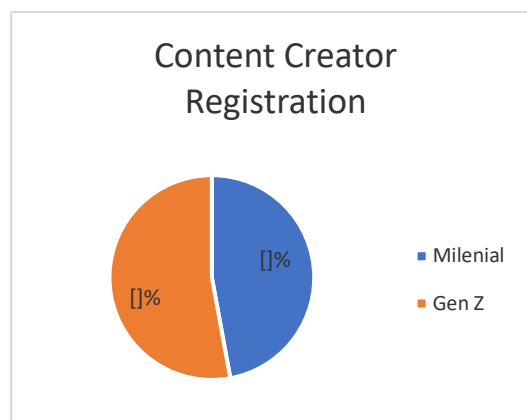


Fig.1: Content Creator Registration
(Source: SocioBuzz)

There was an increase in the number of content creator registrations up to 3 (three) times without special promotions during the COVID-19 pandemic, from 2,552 new users per month to 7,730 new

users per month. The highest increase came from the millennial segment (45.93 percent) and Gen Z (51.56 percent). Meanwhile, the Top 5 content categories presented by Millennial and Gen-Z content creators are lifestyle, fashion, beauty, travel, and food & drink. (Budiyanto, 2021)

Head of Consumer Marketing, Google Indonesia, Fibriyani Elastria stated that the number of content creators on one social media, namely YouTube in Indonesia has currently reached more than 122 thousand out of a total of 350 thousand in the world, and 85 of them have been named Gold Creators, which means, they have more than 1 million subscribers. Content creators are a real phenomenon that enlivens the digital world. (Sundaw & Trigartanti, 2018)

Content creator is a very promising new profession opportunity. A content creator must be able to create interesting content that can attract the attention of the audience. Content created is usually used for the purposes of marketing the products and services of a brand. Content creators will collaborate with a brand to market products and services from that brand. If a content creator is successful, the promotion of products and services through their content will be successful and there will be an increase in sales for that brand. This activity is referred to as an endorsement. An endorsement is a form of advertising that uses a well-known personality or celebrity to earn high levels of recognition, trust, respect or awareness among people. Unique content will attract the attention of potential customers. Content creators must know the intended target audience. So you have to choose the appropriate social media platform so that the content is conveyed to the intended audience. (Bergkvist & Zhou, 2014)

Content must be credible, shareable, useful, entertaining, interesting, relevant, different, and on brand. However, it can be challenging to simultaneously accomplish all of these things. Being able to view the content they create from the perspective of their target audience is essential for content creators. In order for the content to be consumed by the intended audience, it must be interesting and relevant. (Kajander, 2019)

Social media used by a creator is a place to communicate with their audience. Creators and audiences can interact on matters related to the content they create. Audiences will usually provide comments on content, then creators can respond to comments from the audience which become input for creators for further content creation. So creators must be able to observe which social media is suitable that can be used to support their profession. Because every social media has a different target audience characteristic. (Alamsyah, 2022)

Beginner content creators are usually confused about starting content creation. Even though the principle is simple to start content, do what is your passion, spread the positive influence of what you make, and good results will surely follow. Therefore, choosing a social media platform is also important, because each has a different character (Alamsyah, 2022). A creator must be wise in choosing certain social media, creators can find out more information about jobs in the same interest or information about brands they work with. (Sheldon & Bryant, 2015)

Things that content creators might experience when choosing the wrong social media:

- Lack of audience interest in enjoying the content because it does not match the audience's needs, wants, and habits. (Gunawan J. , 2020)
- Traffic's decrease
- Content creators feel like they have failed and are no longer motivated to create content.
- Cannot build a good relationship with the audience.

So this research focuses on knowing what factors influence a content creator in choosing social media as a profession. Do people choose social media to use based on certain reasons or directly create content on social media without choosing.

2. Literature Review

This study aims to determine the factors that influence a content creator in choosing social media to upload the content he creates. It can be concluded that this research will explain the reasons that

influence a content creator in choosing social media. Of course, each of the selected social media has advantages and disadvantages. So that it can be an evaluation material for readers who will become content creators.

The important theories and concepts from previous research that have been applied to this study will be summarized in this section.

2.1 Profession

The Vocational Council of Australia defines a profession as a disciplined group of individuals who adhere to ethical standards, consider themselves and are seen by the public as possessing specific knowledge and skills among widely recognized teachers. A high level of research, teaching and training, and a willingness to apply this knowledge and use these skills for the benefit of others.

The existence of a code of ethics that governs the activities of each profession is one aspect of the definition of a profession. Beyond personal ethical obligations, these codes mandate actions, and behaviors. In their interactions with professional colleagues and in their service to the public, they define and demand high standards of conduct. In most cases, the community and industry recognize and accept these standards. (Fricker, 2011)

2.2 Social media

Social media are Internet-based channels that allow users to interact and impersonate themselves opportunistically, in real time or asynchronously, with broad and narrow audiences. Who benefits from user-generated content and perceptions of interactions with others.

Through social media, people can get information and communicate with other people without being hindered by distance and time.

Social media is also used as a means of promoting a brand. In addition, social media is a place to upload content that is made.

Over the next 20 years, social use of social media and the development of technical infrastructure will have far-reaching effects on related communication fields, influencing both theory and practice. The tools themselves, the phenomena of interest to scholars, and the methods for studying those phenomena will inevitably be altered by the algorithms that underpin social media, the ways in which users interact with social media, and the rising value of interactions with and within social media. (Carr & Hayes, 2014)

2.3 Content Creator

The term "content creator" has become a generic term in recent years to describe digitally enabled cultural producers who create and distribute content on social media platforms motivated by an entrepreneurial spirit and the desire to produce their own "media brand." The reality that YouTubers, Instagrammers, and TikTokers' creativity and success are linked to particular platforms of cultural production is brought to light by the concept of platform specificity. Content creators are subject to constant changes in the social media ecosystem, including updated terms of service and policy restrictions, as well as technical features and algorithmic configurations. (Arriagada & Ibáñez, 2020)

Nowadays, the content creator is referred to as a profession that is in the field of information and communication. Content creators will upload photos or videos to their social media so that they can be accessed by the public on social media. Through uploaded content, content creators also sometimes promote brands or products they work with. From this activity, usually content creators will benefit from working with brands.

So it's no wonder that many people are eager to become content creators because it is considered a new profession that has the opportunity to earn big profits. So, many people are interested in becoming content creators. Becoming a creator also requires careful preparation, apart from requiring high ideas

and creativity, a content creator must also understand the uploaded content, the intended target audience, and the social media you choose.

2.4 Relative Advantage

Relative advantage, meaning the extent to which an innovation is perceived as better than the idea it replaces where potential adopters want to know the extent to which a new idea is better than existing practices. (Idris, 2009)

2.5 Perceived Usefulness

Perceived usefulness pertains to the extent to which a user believes that employing social media marketing will enhance their achievement in tasks or activities. (Yuen Yee Yen, 2022)

According to Gao & Bai (2014), user's perception of the system's usability and functionality would affect their intentions toward using the system.

2.6 Perceived Enjoyment

Perceived enjoyment refers to the extent to which using a technology is perceived as personally pleasurable in its own right — apart from any instrumental benefits derived from using the technology. (Rouibah, Lowry, & Yujong, 2016)

2.7 Perceived Ease of Use

Perceived ease of use means the extent to which potential users expect the target system to be free from difficult efforts or means it is easy to use. (Drew & Alharbi, 2014) Perceived ease of use refers to an individual's confidence in their ability to succeed in specific situations, encompassing their belief in the technology's effectiveness for their needs. Essentially, it measures the level of trust and reliability one associates with the ease of utilizing a specific system to carry out its intended functions. (Oktavia, Yahya, Adiscaputri, & Wijaya, 2023)

2.8 Intention to Use

The customer satisfaction index assesses the level of ease individuals encounter while utilizing a specific social media. Consequently, users of these services must possess familiarity with them. However, if individuals encounter challenges when using the social media, they may become frustrated and discontinue their efforts. Research on effort expectations in social media reveals that in order for consumers to feel satisfied and maintain a consistent desire to use a social media, they must perceive it as easy to use and feel comfortable with the technology. (Oktavia, Yahya, Adiscaputri, & Wijaya, 2023)

3. Research Methodology

The method used in this research is quantitative. The quantitative method is a method used to examine populations or samples. Data was collected using instruments and analyzed with statistics. (Purbowati, 2021)

The data collection technique used an online questionnaire distribution technique via Google form. Then, for data processing taken from respondents' answers to each statement that was distributed.

The sampling technique used purposive sampling technique. Purposive sampling is a sampling technique based on the researcher's consideration of which samples are most appropriate, useful and considered representative of a population.

This sampling technique produces a higher-quality sample. Because researchers created a grid or boundaries based on specific criteria for research samples. For example, based on demographic characteristics such as gender, work type, age, and so on. This technique includes common sampling techniques used in research. (Abdhul, 2022)

3.1. Data Source

In this research, the data were collected by distributing an online questionnaire. This research was conducted between October 2022 and January 2023. The target of this research is Indonesian people who live in Jabodetabek and use social media to carry out their profession as content creators. There are no age or gender restrictions for respondents. Another data for this research was collected from journals, books, and articles.

3.2. Hypothesis

The research hypothesis can be formulated using these techniques as follows:

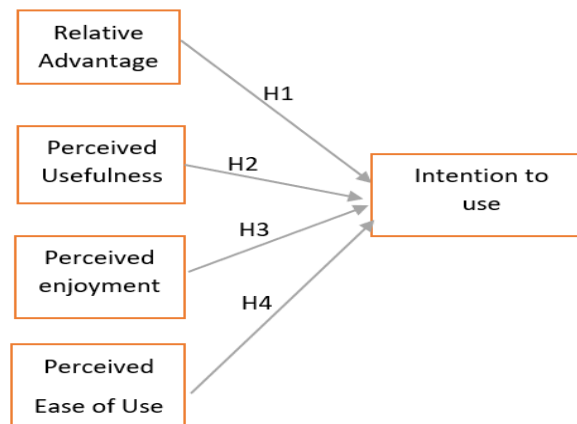


Fig.2: Path Diagram

On Figure 2, there are 4 exogenous or independent variables in this research model, namely Relative Advantage(RA), Perceived Usefulness(PU), Perceived Enjoyment(PE) and Perceived Ease of Use(PEOU), as well as 1 endogenous or dependent variable, namely Intention to Use (IU).

The RA, PU, PE, PEOU variables have a relationship with the IU variable.

Hypotheses:

H1. RE has a positive impact on IU

H0. The Relative Advantage factor does not have a positive impact on the Intention to Use aspect.

H1. The Relative Advantage factor has a positive impact on the Intention to Use aspect.

H2. PU has a positive impact on IU

H0. The Perceived Usefulness factor does not have a positive impact on the Intention to Use aspect.

H1. The Perceived Usefulness factor has a positive impact on the Intention to Use aspect.

H3. PE has a positive impact on IU

H0. The Perceived Enjoyment factor does not have a positive impact on the Intention to Use aspect

H1. The Perceived Enjoyment factor has a positive impact on the Intention to Use aspect

H4. PEOU has a positive impact on IU

H0. The Perceived Ease of Use factor does not have a positive impact on the Intention to Use aspect

H1. The Perceived Ease of Use factor has a positive impact on the Intention to Use aspect.

Table 1. Research Model

Variable	Indicator	Definition	References
Relative Advantage	Benefits	Use of social media provides better benefits than other social media.	(Gunawan & Gunawan, 2019)
	Value	Social media has a different value from other social media.	
	Advantage	Social media brings benefits to creators.	
Perceived Usefulness	Make the job easier	Social media is very helpful in terms of creating and uploading content.	(Gunawan & Gunawan, 2019)
	Increase productivity	Social media supports and makes it easy to create content and upload content.	
	Improve performance	Improve the ability to work using social media.	
Perceived Enjoyment	Fun to use it	Feel happy when using social media.	(Gunawan & Gunawan, 2019)
	Enjoyable	A creator really enjoys when using social media.	
Perceived Ease of Use	Clear and easy-to-understand interface design	Social media has a simple and easy-to-understand interface design making it easier for creators to use social media.	(Gunawan & Gunawan, 2019)
Intention to Use	Intent to use	Creators always use social media to create content.	(Gunawan & Gunawan, 2019)
	Plan to use it often	The tendency of creators to continue to use social media repeatedly and in the future.	
	Suggest to another person	Creators will recommend the social media to other creators.	

3.3. Methods of Data Analysis and Hypothesis Testing

As a data analysis method, the SEM-PLS method will be used in this study. Microsoft Excel version 16.0.14701.20210 and SmartPLS version 4.0 were used to facilitate data processing and analysis. In order to make data processing in SmartPLS easier, the respondent's data from questioner will be summarized and tabulated using Microsoft Excel. The authors evaluated the accuracy of their proposed research model with the SEMPLS technique, which is based on the combination of dependence and interdependence to examine the link among multiple variables.

4. Results and Discussion

This section will explain the results of the study.

4.1. Measurement Model (Validity and Reliability)

The measurement model test determines whether each construct indicator can measure what needs to be tested in order to produce reliable and valid research. The validity test and the reliability test are the two stages that are used to evaluate the outer model.

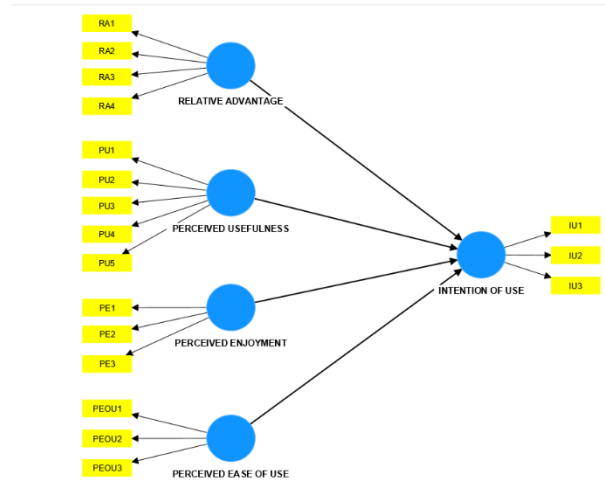


Fig.3: Path Diagram
(Source: Test Result SmartPLS)

To assess the effectiveness of the validity and reliability model, the author employed several measures including crossloading, Average Variance Extracted (AVE), Cronbach Alpha (CA), and Composite Reliability (CR).

In line with Hair et al. (2019), the outer loading value should exceed 0.5, ideally surpassing 0.7. The AVE should be higher than 0.5, while the CR should exceed 0.6 and Cronbach's Alpha should be above 0.7.

Table 2. Construct validity and reliability

Indicator	Outer Loading	Composite Reliability	Cronbach's Alpha	AVE
IU		0.870	0.867	0.789
IU1	0.876			
IU2	0.884			
IU3	0.905			
PE		0.932	0.929	0.876
PE1	0.945			
PE2	0.924			
PE3	0.938			
PEOU		0.914	0.906	0.842
PEOU1	0.938			
PEOU2	0.882			
PEOU3	0.932			
PU		0.924	0.921	0.760
PU1	0.899			
PU2	0.823			
PU3	0.904			
PU4	0.850			
PU5	0.881			
RA		0.881	0.877	0.730
RA1	0.829			
RA2	0.862			
RA3	0.857			
RA4	0.868			

(Source: Test Result SmartPLS)

From table 2, the values of the outer loading of each indicator range are from 0.823 to 0.945. There are no indicators that have an outer loading value below 0.7 which means all indicators are acceptable. Cronbach's alpha and composite reliability for each variable are both greater than 0.70. As a result, it is possible to draw the conclusion that these indicators can be relied upon in research. Average Variance Extracted (AVE) for each variable are greater than 0,5 which means all indicators are acceptable.

4.2. Hypothesis Testing

The purpose of hypothesis testing is to determine whether or not there is a significant effect of the path relationship to the hypothesis. The T-statistics value is used as a reference to determine whether the hypothesis is accepted or rejected. The significance of the path relationship in the hypothesis will be demonstrated by the value of the T-statistic. If the T-statistic value is less than 1.96, then H_0 is accepted, and H_1 is rejected. H_1 , on the other hand, is accepted if the statistical value is greater than 1.96, while H_0 is rejected.

Table 3. Path Coefficient and Hypothesis Test Result

Line Relationship	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-Statistics	P values	Conclusion
PEOU -> IU	0.488	0.497	0.105	4.663	0.000	Significant, H_1 is accepted
PE -> IU	0.229	0.229	0.129	1.772	0.077	Not Significant, H_0 is accepted
PU -> IU	0.200	0.200	0.148	1.351	0.177	Not Significant, H_0 is accepted
RA -> IU	0.039	0.039	0.095	0.406	0.684	Not Significant, H_0 is accepted

(Source: Test Result SmartPLS)

The following is a discussion of the results that the writing team got from testing the hypotheses in this study:

4.2.1. The relative advantage factor has no significant impact on the intention to use factor

Relative advantage, meaning the extent to which an innovation is perceived as better than the idea it replaces where potential adopters want to know the extent to which a new idea is better than existing practices. (Idris, 2009)

The relative profit referred to is the income received by creators when creating content or working with brands. Creators usually receive income when promoting products from brands through video and photo content uploaded to social media.

In this study, the relative advantage factor has no significant effect on the intention to use factor. This means that a content creator chooses social media not based on the relative advantage factor.

4.2.2. The perceived usefulness factor has no significant impact on the intention to use factor.

Perceived usefulness is the subjective probability of prospective users that using a particular application system will improve their job performance. (Drew & Alharbi, 2014)

Usually, social media can make work easier and increase productivity. But, in this study, the perceived usefulness factor has no significant effect on the intention to use factor. This means that a content creator chooses social media not based on the perceived usefulness factor.

4.2.3. The perceived enjoyment factor has no significant impact on the intention to use factor.

Perceived enjoyment refers to the extent to which using a technology is perceived as personally pleasurable in its own right — apart from any instrumental benefits derived from using the technology.

(Rouibah, Lowry, & Yujong, 2016)

Usually, the social media platforms used will provide a sense of joy and satisfaction in their use. But, in this study, the perceived enjoyment factor has no significant effect on the intention to use factor. This means that a content creator chooses social media not based on perceived enjoyment factors.

4.2.4. The perceived ease of use factor has a significant impact on the intention to use factor.

Perceived ease of use means the extent to which potential users expect the target system to be free from difficult efforts or means it is easy to use. (Drew & Alharbi, 2014)

In this study, the perceived ease of use factor has a significant effect on the intention to use factor. This means that a content creator chooses social media based on ease of use.

If social media has a simple and easy to understand interface design, creators will choose to use the media. In this case, social media can maintain and always update its features to make it easier for creators. Apart from that, it is hoped that social media will have features to guide new users to make it easier to understand their use.

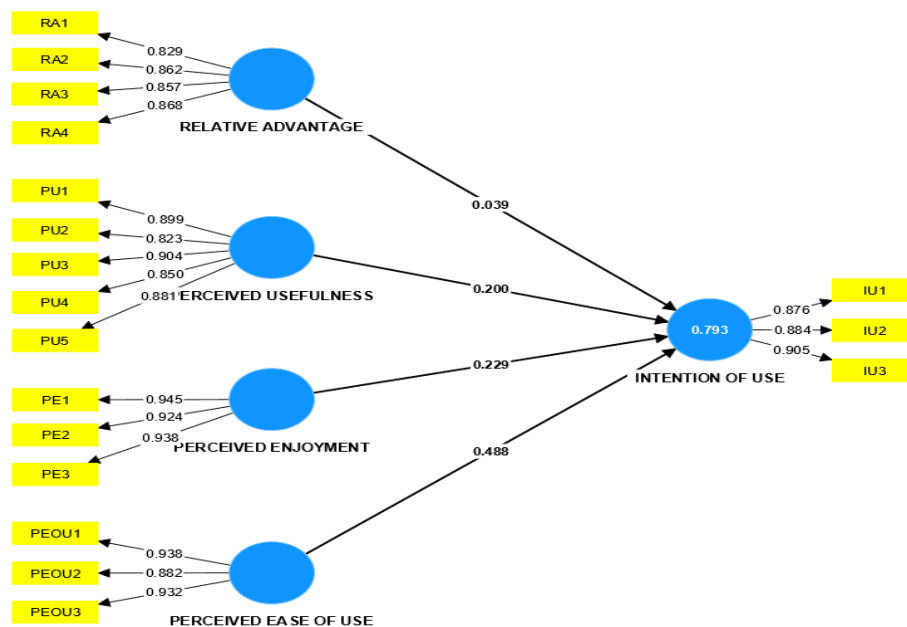


Fig.4: Final Research Results
(Source: Test Result SmartPLS)

4.3. Implications

This research proves that perceived ease of use has a significant influence on the selection of social media by content creators. With the availability of easily understandable and user-friendly social media platforms, it can enhance the intensity of media selection by creators.

4.4. Theoretical Implications

Perceived Ease of Use has a significant impact on content creators' intention to choose and use the social media platform. If content creators can use the social media platform easily and quickly, it can motivate them to continue using the platform and even make it their workplace. Therefore, social media platforms are expected to maintain their features and user interfaces to be simple and easily understood so that users can use them effortlessly.

4.5. Practical Implications

The results of this research are highly valuable as feedback for social media owners to always prioritize the ease of use of their platforms. It is these indicators that influence content creators to choose a particular social media platform for their work. Social media owners can utilize the findings of this research to update their platforms to be more user-friendly, thereby increasing the frequency of selecting that social media platform.

5. Conclusion

This research provides useful information to determine the factors that influence content creators in choosing social media to work, which is the Perceived Ease of Use factor.

Based on the research results, it can be concluded that the Perceived Ease of Use factor has a significant effect on Intention to Use. These results are similar to previous research which found that perceived ease of use variables affect intention to use. (Gunawan & Gunawan, 2019)

By understanding this study to serve as a useful reference, social media can make enough changes to improve their social media to be easier to use. The results of this study can provide the basic knowledge needed for companies to understand what factors can influence the selection of social media so that they can increase the intensity of the selection of social media. Therefore, social media companies can also use the authors' findings to improve their ideas and knowledge on how to get more users (content creators) to choose their social media. In addition, the results of this study are used for beginners who are just starting to explore this profession. This research can help them to choose which social media is suitable.

The author suggests conducting further research to find other variables and indicators that are not yet in this study to find out more about the factors influencing social media selection.

In addition, the authors suggest that further research be continued with other respondents, namely content creators who are domiciled throughout Indonesia. As for social media companies, the authors recommend making changes that make it easier for users to use social media.

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