

## The impact of information technology quality on electronic customer satisfaction in movie industry

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### ABSTRACT

The use of social media becomes a common habit in today's community and routinely used to interact with the community member. Also, many companies used social media to create a social media community concerning the products and services provided to strengthen the company's brand. This study surveys as many as 231 respondents and data analysis uses the PLS method utilizing smart PLS software. The result reveals that the use of information technology that is getting faster with high-speed data accessibility enhances the intensity of interaction between the community member with the path coefficient value of 0.605. Furthermore, the use of information technology with high-speed data accessibility also increase the satisfaction of movie trailer viewers with the path coefficient value of 0.392 since it can provide excitement and entertainment. Besides, the increased use of information technology provides higher satisfaction to the audience. The results also show that the presence of a social media community could provide satisfaction for movie trailer viewers with a coefficient of 0.332. The availability of films in the community provides excellent interactive communication between users. This research has focused only on the use of information technology in the respondents who watch movie trailers and is limited to a region of East Java province, Indonesia. Further research is required to be performed, which focuses on different types of social media and context and needs to analyze the comment of the film viewer in order to provide a better benefit on the latest films and for the entertainment company.

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## 1. Introduction

Customers can utilize information technology maximally for the effectiveness and efficiency of their work. However, when the implementation of information technology has been completed, it is always necessary to adjust and develop this technology in accordance with the latest needs of the users. If no continuous development is carried out, it may cause user reluctance to make use of information technology. The use of information technology, especially the internet, has changed customer behavior and companies' interactions in providing products or services for their customers. Companies have used social media to change their interactions with customers or users, interact with retailers, introduce company brands, and provide interaction between one customer and another (Clark et al., 2017). The Indonesian Ministry of Communication and Information revealed that internet users in Indonesia currently had reached 63 million people, and 95 percentages of users utilize the internet or social media. The most used social networking sites are Facebook and Twitter. Indonesia is ranked as the 4th biggest Facebook users after the USA, Brazil, and India. Indonesia is ranked as the 5th biggest Twitter user in the world. Indonesia's position only below the USA, Brazil, Japan, and the United Kingdom. In Indonesian, there are around 65 million active Facebook

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users. As many as 33 million people are very active users every day. Then, 55 million active users make use of mobile devices to access social media every month; and around 28 million active users use mobile devices every day. Besides, producers on social networks are those who have produced something, likes blog posts, photos on Instagram, videos on Youtube. Another popular social network in Indonesia is Path, with some 700,000 users. Line of 10 million users, Google+ 3.4 million users, and LinkedIn of 1 million users (Sembiring, 2013). Smartphones are currently widely used to communicate with family and friends and can also be used to interact on social media. The current smartphone trend has changed especially in the Asia-Pacific region that smartphones are becoming a hedonic value (Huang & Chen, 2014). Social media enable customers to interact with others well. Customers feel that one-way communication using advertisements held by companies is no longer exciting and relevant compared to the ones using social media. The effectiveness of information technology depends on the knowledge and abilities of customers who make use of it. It is very flexible, especially among customers and customers with companies. In general, information technology can be used to solve problems, generate profits for companies, and facilitate to complete any work. This useful and reliable technology can provide companies' low cost to introduce their products, especially for companies that produce films (Meissner, 2011). Social media is used as a promotional tool for film products. Therefore, it can provide information related to films' reviews or stories about experiences. Such information delivered by customers through social media is considered more influential than the dissemination of information through traditional communication channels (Tuten and Perotti, 2019). Interactive communication between customers on social media using the internet in introducing products or services can stimulate other customer experiences (Zhang et al., 2015; Muslim et al., 2020). The use of internet technology with social media is now widely used by social media communities related to films. Someone who is a fan of films tends to give ideas about films and review them in detail. Reviews made in a social media community can provide positive reviews, negative reviews and even natural reviews that are shared with community members (Lee et al. 2017). Film viewers are able to convey various ideas related to film themes and film fame. Very often, episodes and popular dialogue shows, modes, and main characters become their idol icons. This result shows that films, which are a combination of motion and talking pictures, can influence audiences or customers more quickly compared to any other media (Rasit et al., 2015). The increasing use of advanced information technology will also increase the quality of information technology. Thus, it causes a growing number of social media communities that can share information about films or movie trailers and provide satisfaction to customers/ film viewers.

## **2. Literature review**

### *2.1. Information Technology Quality*

Companies' data gathering is one of the successful implementations of information technology to be used by companies to improve business performance (Chae et al., 2018). Structured data documentation can make the process of developing products or services run well. The data information in an organization is reflected in the form of documentation related to products or services, and the relationships among the function in the organization. Data provision related to customer perceptions about products or services and active company interaction with customers can be used as exciting content for the company (Carlson et al., 2018). Furthermore, data are collected and then processed into useful information; and only certain people in the companies who have authorities can access and make use of this information. If the information is no longer useful, companies can discard it and replace it with new and accurate information. All of these activities start from obtaining information by processing data, using it as effectively as possible to increase productivity. Many companies try to integrate their information systems with social media because they will provide business prospects (Crowe, 2011; Gilani et al., 2019). Information technology is a set of interrelated components and functions in collecting, processing, storing, and distributing information to support decision making and supervision in companies. Thus, it helps companies, especially management, in problem analysis (Tarigan et al., 2020). Companies design information technology by creating products' or services' community to increase and develop companies' value and revenues. By having social media, computer-based technology, companies facilitate their customers to express their ideas, interact, and get online information as well as sharing the information with others (Cabosky, 2016). Information sharing is a means for stakeholders to deliver and respond to information quality (Rauniar et al., 2014). The study assesses the quality of the information in terms of the speed, accuracy, credibility, and completeness of information conveyed. The indicators used to measure information technology quality on social media are accessibility to films, film information systems that are friendly, features that are easy to understand, and fast to access film data.

### *2.2 Social Media Community*

The internet has grown very fast that it becomes a great and powerful tool to communicate by the public. By having an internet connection, customers can access information and communicate with others online (Halaszovich & Nel, 2017). Accessing the internet has now become very common. The use of mobile phones has become widespread and routine for the community to access the internet directly (Bakar & Bidin, 2014). Social media users have shown different behaviors to get information about products or services in the social community. Companies can use social media communities as a means to solve problems with customers and make social media as the main function of customer service (Vanmeter et al., 2015). A community is a group of people who share, have some concern or even problem, and the same interests about a topic, and can deepen their knowledge and expertise by interacting continuously. Nowadays, customers not only use the internet to interact with other people but also use it as a means of socialization, forming long and lasting relationships. Also, it is used to develop customers' social life significantly. With its various functions, the internet has become an essential need for people in the world. Since

the community's needs to access information and to communicate with others, social media appears to help the community interacting with others online (Schmitt et al. 2014). By using online media, communication can be more interactive as each individual can share information, communicate, and do other activities. The presence of social media makes it easier for the community to communicate. This online community will make customers satisfied. Loyal customers usually feel obliged to help other customers without expecting anything in return for what they have done. Customers, who are loyal in the social media community, may provide voluntary support for the companies' products or services. This applies not only to specific customers who assist but also to many others in the community (Nevzat et al., 2016). The community includes those who join Pinterest, Facebook, Twitter, and Instagram, which eventually become useful social media useful for customers (Clark et al., 2017; Pourkhani et al., 2019).

Through social media, people's communication patterns not limited by time and space. Users can find friends, interact with each other, exchange opinions, share comments, send files, share information, and so on (Cabosky, 2016). Communities can improve and display one's interests in entertainment and get social rewards from other communities by giving and recommending to others (Lee & Choi, 2017). The use of the internet through social media has formed an online and interactive forum. By writing down and giving ideas, opinions, and all information from its members, customers or users can communicate or exchange ideas with one another. The rapid development of online forums encourages various individuals to build a community. Social media community can be interpreted as a particular group of people who use social media and have the same culture and lifestyle; they are aware as one entity and can collaborate in order to achieve a particular goal (Clark et al., 2017). Social media has two interactive communication characteristics: information providers and information users. Communities of watching entertainment have something in common so that they can have interactive communication to share the films (Lee & Seltzer 2018). Film episodes and popular dialogue performances, modes, and main characters of the films become idol icons for users (Nanda et al., 2017). This condition shows the role of the films as motion and talking pictures that can easily influence the audience to compare with other types of media (Johnson & Ranzini, 2018; Tayebi et al., 2019). This research will measure the social media film community, which consists of the film community that provides information as needed, the film community that always updates data according to existing trends, the film community that provides relevant data, and the film community that provides information according to the period.

### 2.3. *Electronic Customer Satisfaction*

End-user satisfaction is an accumulation of different feelings and perspectives on the delivery of information in the form of products or services (Bakar and Bidin, 2014). Customer satisfaction is customers' feeling of pleasure or disappointment, which arises after comparing the perceived performance of the products or services (or results) against customer expectations. Satisfaction of the auditor in conducting audits via electronic provides increased satisfaction because the auditor does not have to provide sufficient time to coordinate and await document confirmation from the auditee. Auditors can trace document data, work instructions and standard operating procedures simultaneously in a data base system (Sutapa et al., 2017). The available information technology system can be used as a document database and can be accessed by auditors at any time. Besides that, there is a community between auditors and auditees in the organization to equalize the perceptions of the two, so that coordination can go well. It is the overall customer satisfaction regarding information systems. This fact is one of the crucial factors expected by customers in purchasing products or services (Pansari & Kumar, 2017). Businesses, from time to time, always try to provide satisfaction to customers by maintaining and even increasing products or services' quality (Kim & Park, 2017). The occurrence of post-customer satisfaction and dissatisfaction with products or services influences their further behavior. If customers are satisfied, there is a higher possibility for them to repurchase the products and recommend the products to others (Jani & Han, 2014). Customer satisfaction becomes a vital role in repurchasing a product (Schmitt et al., 2014). The indicators used to measure electronic customer satisfaction are watching movies is a pleasure; watching movies provides a positive thing; watching movies is the right choice; watching movies is fun, and watching movies is entertaining.

## 3. Research method

This study examines the interrelationships between variables using statistical models or techniques to infer the results observed in testing the effect of one variable on another. The subjects of this research are customers in East Java who use mobile phones to access YouTube, Instagram, WhatsApp to watch movie trailers that are connected directly to the internet, and they have a community. Non-probability sampling techniques and convenience sampling methods are used. The minimum number of samples is ten times greater than the number of research variables when using SEM PLS (Hair et al., 2014). Data collection is carried out with two events, firstly, directly distributing by giving to respondents and making contact with respondents to get a questionnaire of 115 respondents. Second, the researcher made a goggle form and sent a filling link to respondents via email and WhatsApp group and obtained 135 respondents so that the total distribution of questionnaires was 250. The questionnaires received and questionnaire data through online filling were 19 incomplete questionnaires filling in some item questions. As many as 231 questionnaires could be processed in this study, which is far more than what was recommended. Data collection techniques used in this study are survey methods by distributing questionnaires through electronic means of communication. The questionnaire was designed using a five-point Likert so that it can be classified as interval data. Hypothesis testing in this study uses the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. Most respondents are the age of 17 to 25 years, who are considered to understand how to use social media easily. This age also knows all

social media using Twitter, Facebook, Instagram, WhatsApp, and YouTube. The respondents' education covering from Bachelor and Postgraduate degree of 150 respondents (65%). Respondents intensively watched films in a minimum period of once a week as many as 184 respondents (80%).

**Table 1**  
Personal characteristics of the participants

Respondent	Category	Number	Percentage
Gender	Men	115	50%
	Women	116	50%
Age	17-19 years	87	38%
	19,1-21 years	70	30%
	21,1-23 years	39	17%
	23,1-25 years	26	11%
	> 25 years	9	4%
Education	High school	23	10%
	University student	58	25%
	Bachelor graduate	123	53%
	Postgraduate	27	12%
Number of views on social media	Once a month	47	20%
	Once a week	133	58%
	> twice a week	51	22%
Usage of social media on watching television	Twitter	2	1%
	Facebook	11	3%
	Instagram	72	21%
	What's app	41	12%
	Youtube	210	63%

This finding shows that respondents have used social media periodically to get a form of entertainment that gives satisfaction to the audience (Lee and Seltzer 2018). The distribution of respondents' answers for each indicator is demonstrated in Table 2. As shown in Table 2, the average value of measurement items for information technology quality is between 3.7922 up to 4.3766, and the average value of the variable is 4.1396. This result shows that users have been able to access movies using high-quality information technology, enabling the respondents to watch the movie without any interruption in accessing it. Table 2 also shows the average value of social media community measurement items obtained with a value of 3.9481 up to 4.5368, and the average value of the variable is 4.2300. This finding shows that the respondent's perception states that the social media community is an excellent social media for respondents who have hobbies to watch films, where they get the latest information and reviews of films and also an excellent synopsis of films. Furthermore, Table 2 illustrated the measurement items on customer satisfaction values between 3.8874 up to 4.4545, and the average value of the variable is 4.1524. This condition implicates that customer satisfaction in watching movies through social media has a high level of satisfaction. Respondents stated that they often use social media to view trailers and even watch the latest films and provide exciting entertainment for the audience at an affordable cost, and can be enjoyed together with friends, the family at home and can be done repeatedly.

**Table 2**  
Descriptive statistic of research

Variable	Mean	Std. Deviation	Variance	Skewness	Kurtosis
<b>Information Technology Quality</b>					
Information technology on social media is easy to access to films (ITQ1)	4.3766	0.7109	0.505	-0.985	0.717
Film data information systems that are friendly (ITQ2)	4.3593	0.6953	0.483	-1.090	2.062
Features that are easy to understand (ITQ3)	3.7922	0.9418	0.887	-0.739	0.407
Fast to access film data (ITQ4)	4.0303	0.9436	0.890	-0.812	0.106
<b>Film community that provides information as needed (SMC)</b>					
Film community that provides information as needed (SMC1)	3.9481	0.9811	0.963	-0.703	0.000
The film community that always updates data according to existing trends	4.5368	0.6374	0.406	-1.155	0.684
The film community that provides relevant data (SMC3)	4.3636	0.7085	0.502	-1.172	2.214
The film community provides information according to the period (SMC4)	3.9913	0.9779	0.956	-0.855	0.403
<b>Watching movies is a pleasure (CS)</b>					
Watching movies is a pleasure (CS1)	4.0173	0.8494	0.721	-0.548	-0.339
Watching movies provides a positive effect (CS2)	4.4545	0.7141	0.510	-1.501	3.077
Watching movies is the right choice (CS3)	3.8874	1.0406	1.083	-0.917	0.412
Watching movies are fun (CS4)	4.3247	0.7537	0.568	-0.924	0.375
Watching movies is entertaining (CS5)	4.0779	0.7301	0.533	-0.324	-0.456

#### 4. Analysis and discussion

PLS technique was used to assess the outer and inner models of the study. The outer model assessed the validity and reliability of research instruments through convergent validity and reliability tests. While the inner model tests the causality relationship between variables, following the hypothesis developed, through the path coefficient, the t-statistic value, and the R square

coefficient. This study uses the two-tailed hypothesis, and the level of significance is set at 5%. The mediation effect test is carried out in three stages, namely testing the significance of direct effects, entering mediating variables and testing the significance of indirect effects, and determining the type of mediation. The results of the validity test in terms of convergent validity is shown with the factor loading with the minimum acceptable values above 0.5 (Hair et al., 2014). The value of the outer model assessment is reflected by the correlation between the research indicators with the research variables, as shown in Fig. 1.

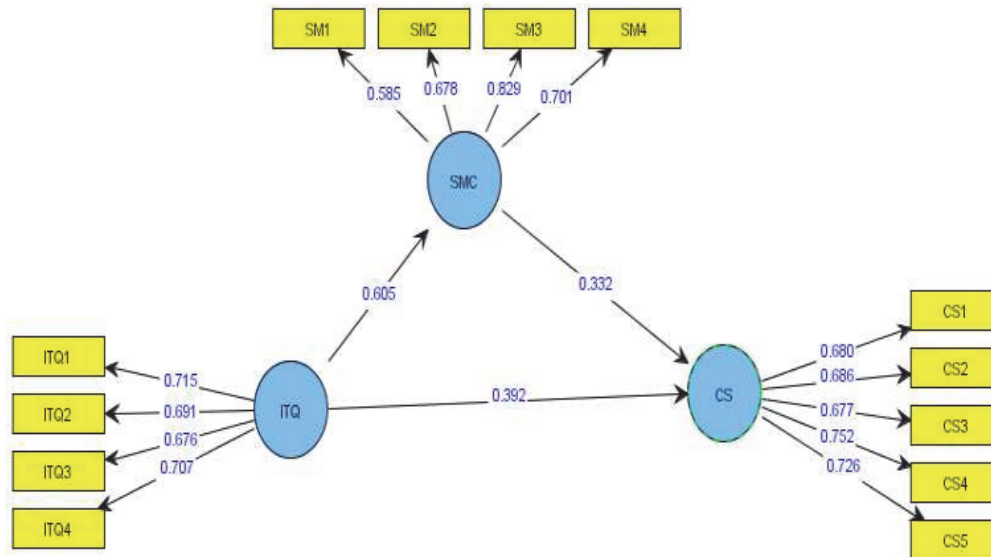


Fig. 1. Research Model and the Result

Based on Fig. 1, it is found that all indicators of Information Technology Quality (ITQ) have correlation values of >0.50. Indicators of Social Media Community (SMC) also have correlation values above 0.50. Also, all indicators of Customer satisfaction (CS) have correlation values above 0.50. So, it can be said that all validity test results have met the requirement. The second step of the assessment is the reliability test, which must be above 0.7 (acceptable minimum value). Based on the results data analysis, the reliability values for Information Technology Quality (ITQ) is 0.791, Social Media Community (SMC) is 0.794, and Customer satisfaction (CS) is 0.831. Therefore, all indicators associated with each variable are considered reliable. The structural model of PLS can be seen from the R-Square for each endogenous latent variable as the predictive power of the structural model. Changes in the value of R-Square can be used to explain the effect of certain exogenous latent variables on endogenous latent variables, whether they have substantive effects or not.

Table 3

The results of R-Square

Variable	R-square
Information Technology Quality	-
Social Media Community	0.366
Customer Satisfaction	0.421

The results of R-Square show the amount of variance of the construct explained by the model. The greater the value of R-Square, the greater the percentage of variance that can be explained. R-Square values, as shown in Table 3. The evaluation of PLS models can also be done with Q-Square. If the value of Q-Square is greater than 0, it indicates that the model has predictive relevance. Q-square value is obtained by:

$$Q\text{-square} = 1 - ((1 - R\text{-square Social Media Community}) (1 - R\text{-square Customer Satisfaction})).$$

$$Q\text{-square} = 1 - ((1 - 0.366) (1 - 0.421)) = 0.6329$$

From the result, it can be said that the model is predictive relevance. Furthermore, the coefficients of determination (R-square) of endogenous variables are as follows: Social Media Community is 0.366. Customer Satisfaction is 0.421. The hypothesis results of the inner model are shown in Table 4. Table 4 shows that information technology quality influenced the social media community with a coefficient of 0.605 and a t-statistic of 6.129 (above 2.402) and a significance level of 1%. So, it can be said that the first hypothesis is acceptable. This result shows that information technology quality has a positive and significant effect on the social media community. The increase in information technology quality is caused by easy access to films and fast time in accessing films that influence customers to watch films from social media. Thus, gradually it can form social

media community among the viewers that enable them to interact with each other mutually. This sharing community is able to provide film trailers that are relevant to their needs and want periodically. Currently many social media communities share films with each other, but need to think about ethics in distributing films, because not all films shared with other communities are free of the fees set by filmmakers (Meissner, 2011).

**Table 4**

The results of hypothesis testing

Hypothesis Test	original sample estimate	mean of subsamples	Standard deviation	T-Val.
Information Technology Quality → Social Media	0.605	0.615	0.099	6.129
Social Media Community → Customer Satisfaction	0.332	0.326	0.137	2.423
Information Technology Quality → Customer Satisfac-	0.392	0.416	0.134	2.917

Furthermore, the social media community influences customer satisfaction as much as 0.332 with a t-statistic of 2.423 (greater than 2.402) and a significance level of 1%. Therefore, the second hypothesis is also supported. This finding shows that the social media community can provide satisfaction to movie fans. The availability of films shared by the community can provide excellent interactive communication among users so that many fans of the same interests and hobbies upload films or movie trailers to share with other members. The active participation of social media community members in uploading films have an impact on the films' variations (Lee et al. 2017; Zarei & Jabbarzadeh, 2019). The same interests and hobbies can create joys and excitement as well as entertainment among them that make them satisfied. Furthermore, information technology quality has affected customer satisfaction as much as 0.392 with a t-statistic of 2,917 (higher than 2,402) with a significance level of 1%. Therefore, the third hypothesis supported. The ability of technology can provide customers to get easy access to films. Its information system can make customers surf the internet to access the films in a friendly, effective, and faster (Nanda et al. 2017). Thus, customers feel satisfied as they can get films on social media like YouTube, Twitter, Instagram, and others quickly.

## 5. Conclusion

This study set out to investigate the impact of information technology quality on electronic customer satisfaction. The results of this investigation show that the use of information technology quality with extensive data access in a relatively short time has an impact on the increased use of the social media community with the path coefficient of 0.605. The ability of the social media community to increase customer satisfaction after watching film trailers with the coefficient of 0.332. Finally, information technology quality can improve customer satisfaction by a coefficient of 0.392. For further research, it is suggested to have a broader scope by having more respondents, not only in one province, as this study has done. It may cover nationally or internationally scope. Then, it is also suggested to analyze viewers' comments regarding the films in order to provide feedback for filmmaker's companies to improve their sustainability. This paper contributes to ongoing research in the field of social media usage in the future time. This study is performed in the limited coverage of the geographic area, and it is suggested to conduct future research covering a broader area coverage.

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