

The effect of excessive use of social networking sites on customer loyalty, mediating role of perceived usefulness, essential information, behavioral intention

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ABSTRACT

The use of social media for young people has encouraged communication and socialization with other users massively and excessively. Besides, activities by the community of social media users have allocated much time. This condition exposed productivity as a challenge in the place and family communication. This study explores the effect of excessive use of social networking sites on customer loyalty with the mediating role of perceived usefulness, behavioral intention, and essential information. This research focused on adult-young people who use social networking media daily. Data collection used questionnaires designed with a five-point Likert scale and distributed online through Google Forms link. The respondents were given rewards through internet charge vouchers to encourage them, respondents, to complete the questionnaires. The questionnaire was distributed successfully to 932 prospective respondents during 2019-2023 through social media (WhatsApp, Line) and e-mail. Four hundred seventy-two (472) respondents were considered to meet the sample criteria as an adult-young group—data processing using Partial Least Square (PLS) with SmartPLS Software version 4.0. The results found that excessive use of social networking sites positively affects perceived usefulness, essential information, and behavioral intention. Perceived usefulness positively influences essential information and behavioral intention. The essential information increases behavioral intention and customer loyalty. The results also found that behavioral intention positively impacts customer loyalty. The practical contribution of research to young adults can determine the top priority in using social networking sites so as not to interfere with work activities and good relationships between family members. The film industry can promote products through social media effectively and efficiently. The theoretical contribution of research by enriching marketing behavior theory and technology acceptance model to improve user welfare and comfort.

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1. Introduction

Recently, Internet technology has drastically increased the use of social media for working, business, and social communication (Tarigan et al., 2022). Fellow Internet users can collaborate, communicate, and cooperate by ethical rules and understand when and how technology must be used to achieve goals (Tarigan et al., 2020). Literacy in digital is considered as one factor that could affect the behavior of users in using it. Adequate digital literacy can effectively increase the capability to use digital technology more optimally. Digital literacy can also increase users' awareness of the importance of information and its impact on economic growth. Digital literacy can also create a safe, convenient, and productive digital ecosystem. Digital literacy

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owned by someone can support economic growth to increase community welfare. Research indicated that the development in internet technology has significantly increased access to information when using it correctly and well (Gong et al., 2020).

Besides, enhanced communication capability built by the community through social media has improved the relationships between people and quick access to information (Al-Youzbaky & Hanna, 2022). The internet's capability is faster, with a high capacity to transfer data, making it easier for users to get information quickly (Danemayer et al., 2023). Social media users can share content in articles, photos, and videos on personal profiles, allowing other users to view, review, and even comment on the content (Pilatti et al., 2021; Bossen & Kottasz, 2020). Social media is used interactively between social media users (Aguado et al., 2022). Social media users can access information that is not limited by time (Ho et al., 2017). Social media used by the public, in general, are Youtube, Whatsapp, Instagram, Facebook, Twitter, Tik Tok, Pinterest, and LinkedIn, where fellow users can interconnect and communicate virtually (Pilatti et al., 2021; Ho et al., 2017; Li et al., 2020; Bossen & Kottasz, 2020). Social media can share information through products and services with fellow users (Sharif & Yeoh, 2018). Social media can be used to introduce products by expressing themselves and being creative so that more people can view and review the content (Wei et al., 2023). Product promotion by the company can result in excessive spending behavior (Aji & Adawiyah, 2022). Social media invites anyone interested to participate by contributing and feedback openly, commenting, and sharing information quickly and unlimitedly (Kante & Michel, 2023). Social media can provide "view" and "like" comments as a form of reaction given by other members and cannot be controlled in its use (Cao et al., 2018).

The use of social media that provides exciting content is increasing along with the number of personal and business posts (Li et al., 2020; Litt, 2013). Social media used as a form of self-regulation can hurt problematic social network site (SNS) use (Pilatti et al., 2021). Social relations and all forms of changes in society affect its social system, including containing values, attitudes, and behavior patterns among groups in society (Saura et al., 2021). Social media has affected social life (Li et al., 2015). Social change positively impacts society with the ease of obtaining and conveying information, obtaining social and economic benefits (Schmuck et al., 2019). While social changes tend to be negative such as the emergence of social groups that behave so that they deviate from existing norms and can build discomfort for other users (Zheng & Lee, 2016). Social media also provides opportunities for companies to introduce their products (Sharif & Yeoh, 2018). Social media allows companies to market products by building brand loyalty (Wei et al., 2023; Salhab et al., 2023). Social media is becoming an indispensable part of marketing for many companies and is one of the best ways to reach customers and clients (Miranda et al., 2023). The company uses this condition to introduce products by attracting customers and relatively cheap costs. Social media is an effective business promotion tool because anyone can access it to make the promotion network wider and faster (Aji & Adawiyah, 2022). Excessive use of technology with excessive online social media can result in conflicts for families between personal and work (Gong et al., 2020; Pilatti et al., 2021). Social media allows users to interact directly with their colleagues by replying to comments, chatting, or sharing media such as images, sounds, and videos (Litt, 2013). Companies use the role of communication from social media to market their products widely (Salhab et al., 2023). Companies get direct input from users, user acceptance of products, and how to quickly manage customer services (Mashayekhi & Head, 2022; Palumian et al., 2021). Products promoted on social media result from manufacturing industry products and services provided to customers by introducing brands (Attar et al., 2023). SNS provides a new way for companies to build and maintain consumer relationships. SNS can be used to promote products to consumers related to the products produced (Miranda et al., 2023). People who access and review these products can immediately give positive and even negative comments, and all of them provide improvements for the company. Social media for corporate marketing can involve several activities, such as building a presence on social networks, spreading brand awareness, engaging customers through uploaded content, and directing customers to visit websites on an ongoing basis (Attar et al., 2023).

Internet users with excessive use of SNS can impact other users (Zheng & Lee, 2016). Individuals who use SNS excessively can update their profiles by providing interesting information to influence other users related essential information (Chang et al., 2022). The information provided and shared by users can be in the form of hobbies, activities, specific products, articles, and foods, as well as something considered necessary (She et al., 2023; Sarfraz et al., 2023). This condition also benefits other users who have similarities to understand the information and use it as essential information (Lee & Kim, 2017). Every user tends to get information as needed related to the product or service (Danemayer et al., 2023). One product widely shared on social media is the same craze among users: the latest products known to many people (Zhou et al., 2010). Many users like certain movies and other users, so it becomes a group on social media. Users with the same hobby can upload the latest information and influence other users by updating statuses and pictures and sharing comments (Liu & Wang, 2018; Sarfraz et al., 2023; Lee & Kim, 2017; Palumian et al., 2021). In social media groups, fellow users can provide income to each other and comment on these films so that they become essential information for other users (Pilatti et al., 2021). Excessive use of social networking sites can provide essential information for other users. SNS is used in information seeking according to user needs (Masood et al., 2020).

Excessive use of SNS can generate enthusiasm and motivation for other users (Al-Dwaikat et al., 2020). Excessive social media users will provide relatively much time to tell their experiences to other users (Sharif & Yeoh, 2018). Excessive use can build personal conflict with other members as a negative consequence of excessive technology use (Zheng & Lee, 2016; Masood et al., 2020). Excessive use of SNS can provide interesting reviews in more detail to other users to make them desire to use the resulting product. Excessive use of social networking sites against the perceived usefulness of social media and

products uploaded on the person's profile (Liu & Wang, 2018). The ability of users to upload products well and provide adequate explanations will influence users to create perceived usefulness on an ongoing basis (Saura et al., 2021). Companies build perceived easiness for users to build perceived usefulness to produce excessive spending behavior (Aji & Adawiyah, 2022). Excessive use of SNS also provides behavior that changes gradually for users, especially in influencing psychology (Saleem et al., 2021). Excessive use of SNS negatively affects individuals who use it excessively (Zheng & Lee, 2016). Excessive use of SNS negatively influences users' financial well-being because it raises concerns about stable financial conditions and the emergence of financial level comparisons (She et al., 2023). Excessive use of SNS tends to provide comfort and fun, so individuals always want to use it repeatedly and pay less attention to the people around them (Masood et al., 2020). The perceived enjoyment of online game users has an impact on increasing excessive use of social networking for gaming (Gong et al., 2020).

Members on social media will share information to provide their behavior and be interconnected with each other so that it becomes unity in the group (Andrich et al., 2019). As a result, social media users will try to repeatedly use social media to be able to provide comments and reviews on fellow members' posts (Chen et al., 2016). The willingness to use social media creates cognitive preoccupation for its users, and interactive communication will work well between fellow members to increase behavioral intention. (Zheng & Lee, 2016). The perceived usefulness of members on social media influences each other to share more information (Ruggieri et al., 2023). Members' ability to communicate and spend much time-sharing information will lead to a straightforward perception of using social media, so more interactive reviews are shared with members (Ho et al., 2017; Andrich et al., 2019). Perceived usefulness that arouses enthusiasm and motivation among fellow users provides much information obtained by fellow users, so they can choose information that suits their needs (Kante & Michel, 2023; Giwah et al., 2020). Expertise and comfort of users in determining the appropriate essential information (Mashayekhi & Head, 2022). The perceived usefulness of users on social media in conducting positive and negative reviews impacts the behavioral intention of other users so that it can affect mental (Saleem et al., 2021). The ability of users to build perceptions of article reviews, news reviews, and product reviews adequately provides meaning for other users. Users use SNS to share information, share stories about experiences, and get to know many new people (Cudo et al., 2020). This condition has an impact on increased behavioral intention. Individuals often make social comparisons with other members, which increases the use of SNS and eventually becomes excessive use of SNS, but it needs to be controlled (Masood et al., 2020).

The essential information users get about a review can benefit decision-making or overcoming problems, giving rise to hobbies that have not been realized (Cao et al., 2018). Essential information can increase behavioral intention in using social media or informed products. Essential information obtained from uploads and reviews from other users builds customer loyalty. Information provided by users can improve communication and create interactive groups (Bossen & Kottasz, 2020; Siagian et al., 2022). The activeness formed in the group can provide customer loyalty, even though information sharing with other users requires much time and relatively high costs (Cao et al., 2018; Masood et al., 2020; Pilatti et al., 2021). Hence, essential information can influence customer loyalty in a group. This condition can be used by companies in introducing their products so that they quickly get responses and reviews from users. Social media marketing can interact directly with customers, resolve customer questions and complaints, announce new products and services, get feedback and recommendations, and build customer communities (Tarigan et al., 2022). SNS impacts subjective well-being and can benefit organizations (Chen et al., 2016). Behavioral intentions formed on social media can determine the increase in customer loyalty (Siagian et al., 2022). Social media marketing aims to build and attract consumer interest in the products or services sold and build brand awareness for its customers (Salhab et al., 2023). Social media is closely related to product purchase decisions (Al-Youzbak & Hanna, 2022). Excessive social media users influence excessive purchasing behavior for food products (Azazz & Elshaer, 2022). Excessive social networking sites can impact online compulsive buying because users can influence each other to make goods purchases without good planning (Sharif & Yeoh, 2018). User attitudes, intentions, and behaviors for SNS continuance usage intention (Lee & Kim, 2017).

Lavinda (2023) stated that the internet penetration rate in Indonesia was recorded to increase to 78.19% in 2023 from the percentage of the previous year, which was 77.02%. Indonesia, the fourth largest population globally, had 277,779,853 in December 2022 (Wikipedia, 2023). This means that the number of people connected to the internet reaches 215.62 million out of a total population of 277.77 million Indonesians. This figure increased by 5 million people from the total number of citizens connected to the internet last year, which amounted to 210 million people. Based on gender classification, men use the internet more, with a contribution of 51.19%, while internet users in women are recorded with a contribution of 48.81%. Based on user age, the internet is most widely used by people aged 13-18 years with a contribution of 12.15%, users aged 19-34 years with a contribution of 32.09%, aged 35-54 years with a contribution of 33.67%, and users aged 55 and over with a contribution of 7.19%.

Based on the description and arguments above, many previous researchers have investigated the relationship between concepts but focused on the two constructs in the context of digital and information technology. As digital technology continuously expands, further study in this context is considered essential. Besides, the authors considered that the research in this field is still limited and needs further studies. This study investigates the effect of excessive use of SNS on customer loyalty with the mediating role of perceived usefulness, essential information, and behavioral intention. The novelty of this study is the research model, which involves five constructs simultaneously. To the authors' knowledge, no such model has been investigated.

With this research model, this study could explain how customer loyalty is affected in terms of more comprehensive constructs compared with previous studies. Therefore, the research question to be examined by this study is as follows: whether excessive use of SNS affects perceived usefulness, essential information, and behavioral intention. Second, whether perceived usefulness influences essential information and behavioral intention; third, whether essential information affects behavioral intention and customer loyalty. Finally, the fourth is whether behavioral intentions have an impact on customer loyalty.

The rest of the paper is structured as follows. The second section outlines the theoretical background and develops the hypothesis to answer the research question. The third section deals with research methodology. The fourth section presents the result and discussion. The last section draws the conclusion and further research suggestions.

2. Literature Review

2.1. Social Network Site (SNS)

Social Network Site (SNS) is a web-based service to build social relationships through the Internet (She et al., 2023). SNS can build connections online with other users and interact well (Chen et al., 2016). Communication is built independently by users about their profiles and can relate to others in social media groups (Li et al., 2020). SNS is a place for the community that is carried out virtually and can be used as a place for self-profile and can interact with fellow users (Sharif & Yeoh, 2018). SNS is a web-based service that provides facilities for individuals to carry out activities, including managing public or semi-public profiles into existing systems, deciding which users communicate and share information, and can review each other (Mashayekhi & Head, 2022). Excessive use of social networking can negatively affect users (Zheng & Lee, 2016). Excessive use of social networking can make someone out of standard control in using the available time, so it can cause problems and worries if they do not know the latest developments (She et al., 2023; Cao et al., 2018). Excessive use of SNS has consequences for users because it provides much time and one's intention to hide the use of SNS from close people (Sharif & Yeoh, 2018). Excessive use of SNS tends to be in the imagination and aloof behavior, so it pays less attention to the people around it, so there is a tendency to be disliked by the community (Masood et al., 2020). Excessive use of social network sites consumes much time establishing communication and networking with fellow users (Ho et al., 2017). This study uses measurement items adopted from previous studies to assess the SNS as follows: have anxiety without using SNS (EUSN1), SNS makes the mood change fast (EUSN2), relatively large time allocation in using SNS (EUSN3), a quick sense of knowledge about SNS status updates (EUSN4).

2.2. Perceived Usefulness

Zhang et al. (2014) stated that using a technology application product in a restaurant can benefit its users. At the same time, research by Kowalczyk (2018) states that digital technology can increase users' productivity and work effectiveness. The same thing was conveyed by Moghavvemi et al. (2016), stating that using technology products related to tasks and job responsibilities can accelerate and improve user expertise. The perceived usefulness associated with social media is the fulfillment of desires for users (Rauniar et al., 2014; Nugroho et al., 2023). The use of social media takes a long time, especially the existence of communication groups and virtual connections that can provide users an enjoyment (Ho et al., 2017; Masood et al., 2020; Basuki et al., 2022). Social media can provide convenience for users and provide features that are easy to use and provide security. Users often use social media, including Facebook, Twitter, and Instagram. Perceived usefulness is defined as how much a technology product will benefit users in any relevant usage (Tarigan et al., 2022). Perceived usefulness is measured using indicators adopted from previous studies as follows: easy to get movie reviews from SNS (PU1), SNS makes it easy to find movie content (PU2), SNS accelerates understanding of movie content (PU), SNS provides low cost in knowing movies (PU4), SNS gets movie duration information (PU5), SNS makes it easy to interact with other users (PU6).

2.3. Essential Information

Today, Information technology has made it much easier for people to communicate and build connections (Ruggieri et al., 2023). Social media users can update their status, photograph, content, and others (Litt, 2013). The ability of the community to use information technology on an ongoing basis is increasingly proficient in using digital technology. It makes it easier for people to get information widely (Giwah et al., 2020). Effective information search can help decision-making and is essential for expanding global access (Andrich et al., 2019). The ability of people to understand digital literacy can process various information, can understand messages, and communicate effectively with others in various forms. Communication built between fellow social media users has understood the use of information technology (Schmuck et al., 2019). Social media users can share information by uploading a story, self-profile, and exciting content to other readers (Bossen & Kottasz, 2020). Information provided by individual users in the form of statements, statements, ideas, and signs containing values, meanings, messages, data, facts, and explanations can be seen and read, presented on social media, and shared with other users (Liu & Wang, 2018). The technology used as an intelligent system can select and capture information from various sources and provide information tailored to the audience (Danemayer et al., 2023). Information provided in various formats by developing information and communication technology is electronically generated, stored, managed, sent, and received by other users to be interested in the information. Information shared with other users and considered important and valuable to the group is

the role of essential information related to sharing experiences and stories (Cudo et al., 2020; Miranda et al., 2023). Essential Information obtained by readers and social media users can be used as a reference in making the right decision. Essential information is defined as the extent to which the users use SNS in obtaining essential information with the measurement items as follows: information about the film is obtained through the SNS (EI1), information about the film is obtained through the relevant SNS (EI2), information about the film is obtained via high accuracy of SNS (EI3), information about the film is obtained through an updated SNS (EI4), information about the film obtained through SNS is appropriate (EI5).

2.4. Behavioral Intention

The technology provided by the provider will provide convenience for users (Basuki et al., 2022). Users who are comfortable using the product will repeatedly use it (Khan et al., 2022). Disclosure of personal information is now active and increasingly widespread after using technology, becoming a perspective on user behavior (Li et al., 2020). This technology makes it easier for users because it has provided benefits in obtaining the information needed (Ruggieri et al., 2023). Social media users can share stories, content and ask for other people's opinions about something faced so that it is a connected society (Coundouris et al., 2021). People in Malaysia can use this technology to increase business productivity and effectiveness and improve performance (Moghavvemi et al., 2016). Research conducted by Zhang et al. (2014) states that employees in hospitality companies can use technology to help and ease existing work to improve workers' abilities. The jobs given to employees will be more accessible when someone utilizes technology that suits the business or job's characteristics. A person's desire to use the technology and provide benefits can be said to be behavioral intention (Hubert et al., 2019). Technology users can also share the product's advantages with other users and even form a community that motivates and informs each other (Basuki et al., 2022). Social media users can share their experiences on social media about the use of products and their benefits. Behavioral intention is assessed using the items as follows: allocate much time using SNS (BI1), enjoy viewing movie reviews using SNS (BI2), comment for a long time about movies on SNS (BI3), long time using SNS to know movies (BI4), like to read movie review status from SNS (BI5).

2.5. Customer Loyalty

SNS needs to build user loyalty by building a user-friendly and user-friendly platform building stickiness (Zhou et al., 2010). Customer loyalty is the fulfillment of expectations or expectations from users. Customer loyalty owned by product or service providers is by user needs (Siagian et al., 2022). Customer loyalty owned by users is obtained from customer satisfaction, which can increase repeat usage behavior (Tarigan et al., 2020). Customer loyalty is formed when customers have high trust and have a good impression of using the products provided. Customer loyalty refers to the trust of accurate and loyal customers who can obtain more user benefits (Khan et al., 2022). Customer loyalty can be expressed by repeatedly using social media products, inviting friends to join social media groups, and saying positive things and benefits related to posting on social media (Mashayekhi & Head, 2022). Customer loyalty is the extent to which the customer makes multiple purchases using digital technology (Tarigan et al., 2020). Customer loyalty is assessed using the indicators as follows: using SNS to view movie reviews (CL1), creating movie reviews via SNS (CL2), actively reviewing SNS (CL3) movie reviews, and influencing other users to view movies on SNS (CL4).

2.6. Relationship Between Concepts

2.6.1. Excessive use of SNS, Perceived Usefulness, Essential Information, Behavioral Intention

Excessive use of SNS negatively affects the perceived usefulness of millennial workers aged 25 to 40 (She et al., 2023). Excessive use of SNS by students at 505 undergraduate universities in China requires cognitive behavior control to control students' academic achievement (Masood et al., 2020). Excessive online social gaming can cause conflicts in work, family, and between individuals, so control is needed so that users do not have continued enjoyment in using, but this impacts perceived usefulness (Gong et al., 2020; Pilatti et al., 2021). SNS used by someone to communicate and connect with society will take a long time because it is convenient (Ho et al., 2017). Social media such as Facebook, Twitter, and Instagram share information about the latest status and ongoing conditions as a form of perceived usefulness (Chang et al., 2022). The use of SNS used by users can increase the level of trust felt in communicating online (Ruggieri et al., 2023). Based on the above argument and explanation of the relationship between concepts, the first hypothesis is proposed as follows:

H₁: *Excessive use of SNS affects perceived usefulness.*

Furthermore, excessive use of SNS provides information for other users through entertainment opportunities, information retrieval, and social interaction between users to provide essential information for other users (She et al., 2023). The use of SNS can be used for information seeking according to user needs so that it has an impact on increasing excessive use of SNS (Masood et al., 2020). Social network sites as a form of motivation for users can impact increasing willingness to share in social applications in China (Li et al., 2020). Liu & Wang (2018) stated that conveying important information to other users on SNS is vital in getting market value. SNS can be used to share information and experiences between members as a form of essential information (Cudo et al., 2020). Based on this explanation, a research hypothesis can be established.

H₂: *Excessive use of SNS affects essential information.*

Excessive use of SNS impacts compulsive buying as a form of satisfaction in purchasing (Sharif & Yeoh, 2018). Excessive use of SNS by using a relatively long time can cause cognitive preoccupation in mobile SNSs (Zheng & Lee, 2016). Excessive use of SNS for students will provide comfort and enjoyment so that they use social media repeatedly (Cao et al., 2018). A person who uses SNS that can increase enjoyment can have an impact on repeated use of SNS so that it has a positive impact on excessive use of SNS for students at 505 undergraduate universities (Masood et al., 2020). Individuals who are already connected to society will repeatedly use SNS continuously and always hope to be able to use it when there is time that it takes a relatively long time (Ho et al., 2017; Coundouris et al., 2021). The technology used by users in the form of social network sites can be used to interact with other users to provide comfort for users having an impact on the repeated use of social media as a form of behavioral intention (Hubert et al., 2019, Sharif & Yeoh, 2018). The excessive usage of technology takes much time because it is used continuously; however, it can provide essential information to facilitate work (Zhang et al., 2014; Cao et al., 2018). Excessive use of social networking means he pays less attention to the people around him because he is comfortable using it continuously (Ho et al., 2017). The use of social media in providing reviews and comments will take much time, affecting behavioral intention and even changing a person's mentality (Saleem et al., 2021). In addition, users often use SNS to express their information (Li et al., 2020). Addiction to using SNS requires intense attention to substance use repeatedly, and it always fosters behavioral intention (Pilatti et al., 2021). Based on the explanation above, the third research hypothesis can be determined as follows:

H₃: *Excessive use of SNS affects behavioral intention.*

2.6.2. *Perceived Usefulness, Essential Information, Behavioral Intention*

Social media users can update regularly about status, pictures, and comments on their profiles to provide information to other users (Liu & Wang, 2018). Social media users often ask for personal information about usernames, locations, user areas, and contact numbers. Moreover, the users can provide detailed and essential information to other users, possibly leading to data theft (Li et al., 2020). A person's perception of using social media to disclose personal information could provide information to other users because it is essential in forming groups or communities but can increase the risk of personal privacy leakage (Fan et al., 2021). People express sensitive information that can provide essential information to other users (Li et al., 2015). The use of SNS has the motivation to obtain essential and specific information, identity information as a means of presenting themselves online, and entertainment (Kuss & Griffiths, 2017). The explanation above, the fourth hypothesis can be determined as follows:

H₄: *Perceived usefulness affects essential information.*

Personalization used by social media users can impact perceived benefits and perceived risks to increase willingness to share information (Li et al., 2020; Kowalczyk, 2018). Individuals who can disclose personal information in an updated manner can require a long time to use social media to provide high behavioral intention (Fan et al., 2021). The use of SNS can impact users' anxiety and stress levels because using social media repeatedly can affect user psychology (Al-Dwaikat et al., 2020). The same thing was said by Pilatti et al. (2021) that the use of SNS that is Perceived usefulness for student users has consequences in investing time and energy so that it can interfere with academic performance and social relationships. Repeated use of social media as a form of perceived usefulness for users can increase behavioral intention (Chang et al., 2022; Rauniar et al., 2014; Nugroho et al., 2023). SNS used by students will stop or reduce its use if individuals make status or pictures that arouse anger and hatred among fellow members (Sarfray et al., 2023). The argument above proposes the fifth hypothesis as follows:

H₅: *Perceived usefulness affects behavioral intention.*

2.6.3. *Essential Information, Behavioral Intention*

Information updated by users on social media related to important things about themselves provides continuous use of social media because it takes a relatively long time to upload pictures, content, comments, and others (Fan et al., 2021). Personal behavioral intentions in verifying information contained on social media are determined by behavioral intention (Guo et al., 2018). Textual information uploaded by SNS users as a form of behavior in use for a relatively long time can reveal user privacy in breadth and depth (Li et al., 2015; Saura et al., 2021). Users can use SNS to self-evaluate by obtaining essential information (Schmuck et al., 2019). Based on this explanation, the sixth hypothesis can be established, namely:

H₆: *Essential information affects behavioral intention.*

2.6.4. *Essential Information, Behavioral Intention, and Customer Loyalty*

The use of SNS by reading information about friends and family can provide satisfaction for users in solving problems on SNS so that they repeatedly use SNS (Ruggieri et al., 2023). This condition also impacts friends and family to be active in the

use of SNS. SNS users who actively update their status continuously and read passively positively impact their perceived social relationships so that they become loyal users (Mashayekhi & Head, 2022). Social media users help get information related to needs so that they automatically become loyal, taking a relatively long time (Khan et al., 2022). Information quality in which SNS owns accuracy, recency, and diversity can impact continuance usage intention (Lee & Kim, 2017).

H7: *Essential information influences customer loyalty.*

SNS users who use it repeatedly as loyal users are a form of behavioral intention from users who have used it actively and perceive that connections between others provide benefits (Mashayekhi & Head, 2022). Social users believe using social media repeatedly and actively will get the latest information (Khan et al., 2022). Social media providers must be able to manage their sites so that users can reach them so that user trust arises to increase customer loyalty (Attar et al., 2023; Siagian et al., 2022). SNS managers can build their systems close to users to build user loyalty (Zhou et al., 2010). Emotional reaction using SNS as a form of behavioral intention with focused attention and relationship quality can influence continuance usage intention (Lee & Kim, 2017).

H8: *Behavioral intention affects customer loyalty.*

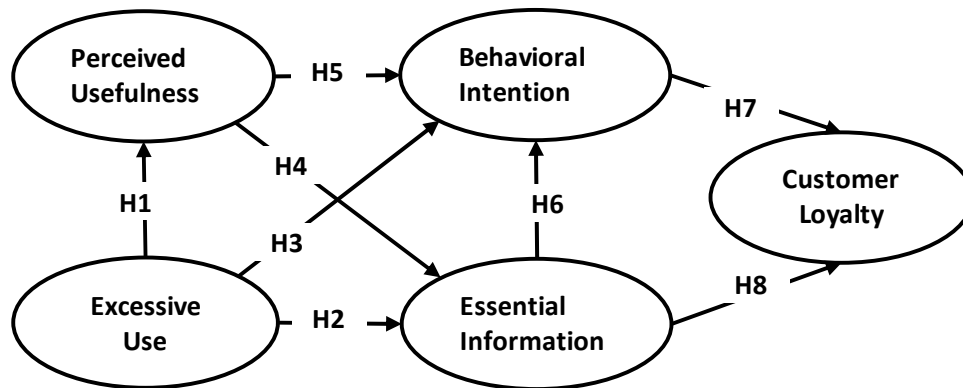


Fig. 1. Research Models and Constructs Relationship

3. Research Method

This study used a quantitative research approach guided by positivist principles and analyzed data gathered from the population represented by the sample randomly selected. Each research construct was measured using the indicators defined in the literature review. Twenty-four indicators are used to assess the model: excessive use of SNS with four items, essential information with five items, perceived usefulness with six items, behavioral intention with five items, and customer loyalty with four items. The unit analysis of this study is adult young respondents who enjoy streaming films obtained through their social media groups. Data collection used a questionnaire designed with a five-point Likert scale. The questionnaire is distributed to respondents through a link to Google Forms using social media and e-mail. Data collection was carried out between July 2019 and April 2023. Rewards, in the form of internet vouchers, were given to the respondents for completing the questionnaire correctly and timely. The questionnaires were distributed to as many as 932, and 472 were considered valid for further processing. Data analysis used a structural equation model with a partial least square (SEM-PLS) technique using SmartPLS software version 4.0. Respondents obtained in filling out the questionnaire were obtained in the category of adolescents with the age of fewer than 20 years, amounting to 220 (46.78%), while for young adults, 240 respondents (50.84%), and the rest later adulthoods amounted to 12 (2.58%) with the age of more than 32 years. Young adult respondents are the focus of this research in sharing information related to preferred films shared with other users, including content and reviews. Table 1 demonstrates the composition of 472 respondents based on predetermined criteria.

Most respondents are female, amounting to 253 (53.60%). Respondents already have accounts on social media; even 345 respondents (73.09%) have more than one account. The social media used most is Instagram, followed by Facebook because of its ease of use to update statuses, pictures, and explanations for other users. The most daily usage duration of social media is 1.5 to 3 hours amounting to 221 respondents (46.82%). This condition shows that users continuously open, read and update social media statuses. While the frequency of uploading film content on social media is obtained more than once, as much as 30.72%.

Table 1
Respondent Characteristic

Characteristic	Sum
Gender	472
Man	(219 people) 46,40 %
Woman	(253 people) 53,60 %
<i>Number of social media accounts</i>	472
1 Account	127 (26,91 %)
2 Accounts	321 (68,00 %)
More than two accounts	24 (5,09 %)
<i>Social media owned.</i>	472
Facebook	268 (56,78 %)
Twitter	124 (26,27 %)
Instagram	323 (68,43 %)
Tik-Tok	86 (18,22 %)
<i>The daily average time using social media.</i>	
Less than 0.5 Hours	86 persons (18,22 %)
0.5 hours – <1.5 hours	118 Person (25 %)
1.5 hours – <3.0 hours	221 persons (46,82 %)
3.0 hours – ≤ 4.5 hours	42 persons (8,90 %)
More than 4.5 Hours	Five persons (1,06 %)
<i>Respondent's home province</i>	
East Java	182 persons (38,56 %)
Central Java & Yogyakarta	58 persons (12,29 %)
West Java	32 persons (6,78 %)
Jakarta & Banten	16 persons (3,39 %)
Sumatra	17 persons (3,60 %)
Bali & Nusa Tenggara	39 persons (8,26 %)
Kalimantan	49 persons (10,38 %)
Sulawesi	54 persons (11,44 %)
Maluku & Papua	25 persons (5,30 %)
<i>Number of uploaded movie content on social media</i>	
One time	347 persons (69,28 %)
Two times	89 persons (18,86 %)
Three times	54 persons (11,44 %)
More than three times	2 persons (0,42 %)

4. Analysis and Results

As stated previously, this study analyzed data using smartPLS software version 4.0. The data obtained were first tested for the validity and reliability of the research model, as shown in Table 2. Before examining the predetermined hypothesis, it needs to ensure that the questionnaire provided to respondents is accurate and dependable. The validity test is utilized to evaluate the accuracy of the questionnaire, while the reliability test ensures the consistency and stability of respondents' responses over time. Convergent validity requires a minimum factor loading minimum value of 0.50. Another measurement is the average variance extracted (AVE) with the requirement minimum cut-off value is 0.50. Besides the validity test, the measurement model must assess the indicator reliability utilizing the composite reliability and Cronbach Alpha value.

Table 2
Validity and Reliability Test Result

Measurement Items	Factor Loading	Mean
Excessive use of social networking		
(Composite Reliability = 0.832; AVE = 0.557; Cronbach Alpha = 0.726)		
Have anxiety without using SNS (EUSN1)	0.801	4.059
SNS makes the mood change quickly (EUSN2)	0.582	4.064
Relatively large time allocation in using SNS (EUSN3)	0.741	3.741
A quick sense of knowledge about SNS status updates (EUSN4)	0.836	3.813
Essential information		
(Composite Reliability = 0.851; AVE = 0.536; Cronbach Alpha = 0.781)		
Information about the film is obtained through the SNS (EI1)	0.772	3.752
Information about the film is obtained through the relevant SNS (EI2)	0.626	3.552
Information about the film is obtained via high accuracy of SNS (EI3)	0.681	3.658
Information about the film is obtained through an updated SNS (EI4)	0.688	3.403
Information about the film obtained through SNS is appropriate (EI5)	0.869	3.688
Perceived usefulness		
(Composite Reliability = 0.871; AVE = 0.534; Cronbach Alpha = 0.819)		
Easy to get movie reviews from SNS (PU1)	0.787	4.263
SNS makes it easy to find movie content (PU2)	0.596	4.159
SNS accelerates understanding of movie content (PU3)	0.788	4.308
SNS provides low cost in knowing movies (PU4)	0.878	4.295
SNS gets movie duration information (PU5)	0.616	3.792
SNS makes it easy to interact with other users (PU6)	0.678	3.919

Table 2
Validity and Reliability Test Result (Continued)

Measurement Items	Factor Loading	Mean
Behavioral intention (Composite Reliability = 0.860; AVE = 0.555; Cronbach Alpha = 0.792)		
Allocate much time using SNS (BI1)	0.639	3.467
Enjoy viewing movie reviews using SNS (BI2)	0.794	3.527
Commenting for a long time about movies on SNS (BI3)	0.888	3.720
Long time using SNS in knowing movies (BI4)	0.634	4.127
Like to read movie review status from SNS (BI5)	0.738	3.862
Customer loyalty (Composite Reliability = 0.846; AVE = 0.585; Cronbach Alpha = 0.750)		
Use SNS to view movie reviews on repeat (CL1)	0.713	2.817
Create movie reviews via SNS (CL2)	0.894	2.639
Actively reviewing SNS (CL3) movie reviews	0.846	2.365
Influencing other users to view movies on SNS (CL4)	0.566	3.325

Table 2 indicates that all measurement items met the criteria set with a loading factor above 0.500 to comply with validity requirements. The minimum loading factor of excessive use of social networking sites is 0.582 for the items that respondents quickly change their mood (EUNS2). Perceived usefulness with the item that SNS facilitates searching for movie content (PU2) by 0.596. Essential information with the items that information about movies obtained through relevant SNS (EI2) amounted to 0.626. The behavioral intention with items that used SNS in knowing movies (BI4) by 0.634, and customer loyalty on items influenced other users to see movies on SNS (CL4) by 0.566.

Table 2 also demonstrated the reliability testing result for all variables. The minimum value is the Cronbach alpha of 0.726 for the Excessive use of SNS. The result satisfied the minimum requirement of 0.700 for composite and Cronbach Alpha. Hence, those indicators are considered reliable and valid for further analysis. The results for composite reliability were excessive use of social networking sites at 0.832, perceived usefulness at 0.871, essential information at 0.851, behavioral intention at 0.860, and customer loyalty at 0.846.

The inner model examination for verifying the hypothesis is shown in Table 3 and Fig. 2. This test result is obtained with the structural equation modeling method using smartPLS software version 4.0.

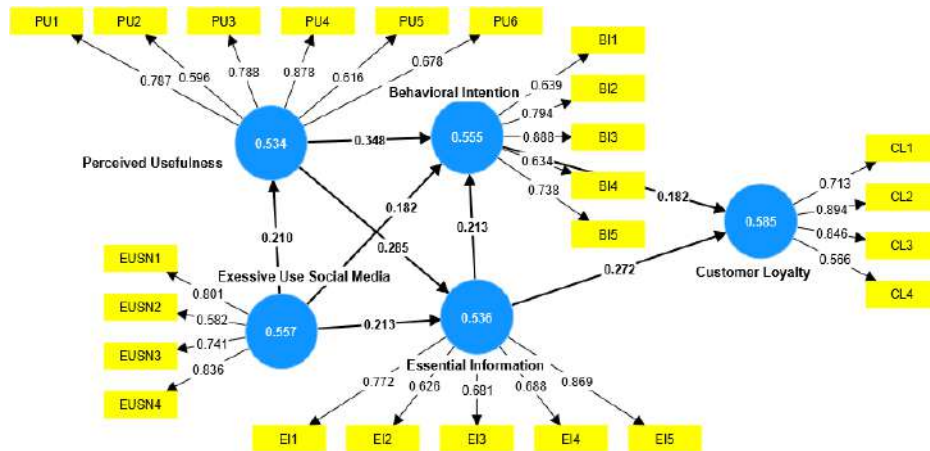


Fig. 2. Path Analysis

Table 3
Hypothesis Testing Result

Direct Effect Hypothesis	Path Coefficient	T statistics	P values
Excessive Use social media → Perceived Usefulness (H1)	0.210	3.960	0.000
Excessive Use social media → Essential Information (H2)	0.213	4.237	0.000
Excessive Use social media → Behavioral Intention (H3)	0.182	4.032	0.000
Perceived Usefulness → Essential Information (H4)	0.285	6.609	0.000
Perceived Usefulness → Behavioral Intention (H5)	0.348	7.816	0.000
Essential Information → Behavioral Intention (H6)	0.213	4.277	0.000
Behavioral Intention → Customer Loyalty (H7)	0.182	3.113	0.002
Essential Information → Customer Loyalty (H8)	0.272	4.956	0.000

Based on Fig. 2 and Table 3, the results of the research hypothesis can be determined as follows: H1, which is determined that excessive use of SNS affects perceived usefulness with a p-value of 0.000 (<0.05) declared acceptable. The first hypothesis suggests that excessive use of SNS affects increasing perceived usefulness. H2 formulated excessive use of SNS affects essential information, obtaining a p-value of 0.000 (<0.05) is declared acceptable. The second hypothesis suggests that excessive use of SNS affects essential information. H3, namely excessive use of SNS, affects behavioral intention, obtaining a p-value of 0.000 (<0.05) is declared acceptable. The third hypothesis suggests that excessive use of SNS affects increased behavioral intention. H4 is stated with perceived usefulness affecting essential information, obtaining a p-value of 0.000 (<0.05) is declared acceptable.

The fourth hypothesis suggests that perceived usefulness increases the number of essential information. H5 with perceived usefulness affects behavioral intention obtained; a p-value of 0.000 (<0.05) is declared acceptable. The fifth hypothesis suggests that perceived usefulness affects increasing behavioral intention. H6 set with essential information affects behavioral intention, obtaining a p-value of 0.000 (<0.05) is declared acceptable. The sixth hypothesis suggests that essential information affects behavioral intention. H7, which is stated with essential information affecting customer loyalty, obtained a p-value of 0.002 (<0.05), declared acceptable. The seventh hypothesis suggests that essential information affects increasing customer loyalty. H7 set with behavioral intention affects customer loyalty with a p-value of 0.000 (<0.05). Hypothesis eight suggests that behavioral intention affects increasing customer loyalty adequately.

5. Discussion

The analysis result indicated that excessive use of SNS significantly increases the perceived usefulness. This finding confirms the first hypothesis, H1 stating that excessive use of SNS positively influences perceived usefulness. It implies that someone used SNS excessively, indicating that the SNS highly benefits the user in their daily and working activities. Excessive use of social networking, described by the emergence of anxiety without using SNS, and rapid knowledge about SNS status updates, affect the increase in perceived usefulness, such as easy-to-get movie reviews and easy-to-find movie content at low cost in knowing movies. The results of this study confirm the results of research that state that excessive use of SNS has a significant effect on increasing perceived usefulness (She et al., 2023; Gong et al., 2020; Pilatti et al., 2021; Chang et al., 2022; Ruggieri et al., 2023).

The result also confirms that excessive use of SNS positively and significantly enhances the possibility of obtaining essential information through networking (H2). Excessive use of SNS by providing a relatively large allocation of time in using SNS and rapid curiosity about SNS status updates increase the ability to obtain essential information. In the context of streaming films, this result proves that information about films is obtained through user sharing in SNS and SNS updates by social media users in Indonesia. The results of this study confirm previous studies that excessive use of SNS influences increasing essential information (She et al., 2023; Li et al., 2020; Cudo et al., 2020). The third hypothesis, H3, excessive use of SNS affects behavioral intention, is empirically supported. Data processing found that the excessive use of SNS positively and significantly affects behavioral intention. Excessive use of SNS, indicated by a rapid curiosity about SNS status updates, and spending much time using SNS, affects behavioral intention. The results of this study confirm the results of research that state excessive use of SNS affects behavioral intention (Masood et al., 2020; Ho et al., 2017; Coundouris et al., 2021; Hubert et al., 2019; Sharif & Yeoh, 2018; Zhang et al., 2014; Cao et al., 2018; Ho et al., 2017; Saleem et al., 2021; Li et al., 2020).

The fourth hypothesis (H4) states that perceived usefulness affects essential information, and the finding empirically confirms it. SNS speeds up sharing of movie content and provides low costs in knowing movies. The perceived usefulness can make it easier for users to get essential information. This finding proves that information about films obtained through SNS is appropriate and complete. The study's results support the research stating that perceived usefulness positively affects essential information (Li et al., 2020; Fan et al., 2021; Li et al., 2015; Kuss & Griffiths, 2017). Furthermore, Data processing results in perceived usefulness positively and significantly affects behavioral intention (H5). The perceived usefulness shown by SNS items provides low costs in knowing movies, and the ease of getting film reviews from SNS can increase behavioral intention by making users like to read the status of movie reviews from SNS and enjoy seeing movie reviews. Moreover, the results confirm the previous studies stating that essential information affects increasing behavioral intention (H6). Information about the film obtained through the relevant SNS, high accuracy of SNS, and continuously updated SNS influence the allocation of time using SNS, enjoying viewing movie reviews, and giving comments about movies on SNS. This finding aligns with previous research (Fan et al., 2021; Li et al., 2015; Saura et al., 2021; Schmuck et al., 2019). The seventh hypothesis (H7) shows that behavioral intention affects customer loyalty positively and significantly. Behavioral intention formed by commenting for a long time about movies on SNS (BI3), Enjoying watching film reviews using SNS, and Like to read film review status from SNS has an impact on increasing customer loyalty by making movie reviews through SNS and actively reviewing SNS movie reviews.

Finally, data analysis also obtained that essential information positively and significantly affects customer loyalty (H8). Essential information depicted in getting complete SNS movie information and updates can increase customer loyalty so that members make movie reviews through SNS and actively review SNS movie reviews. This study's results support the research stating that essential information increases customer loyalty.

These research findings imply a practical contribution to the management of film companies to use SNS in delivering products to users. Film companies also need to form communities as a forum for social media users to talk about film products so that there is interactive communication between users. Interactive communication between users becomes a promotional tool for companies to share information so that many users can know, understand and use the company's products. Theoretical contributions to research can enrich word-of-mouth theory on marketing behavior and technology acceptance models.

6. Conclusion

Social media is essential for society in getting information and sharing information. Rapid technological advances make many individuals using internet technology a habit and an essential thing in interacting. Using the internet has become an exciting activity and a place to communicate between users. The use of technology has affected a person's behavior in using it excessively. This study examines the influence of excessive use of social networking sites (SNS) on customer loyalty through perceived usefulness, essential information, and behavioral intention. Based on the analysis, the results found that excessive use of social networking sites is determined by anxiety without using SNS, fast knowledge about SNS status updates, and the allocation of relatively much time in using SNS affects the increase in perceived usefulness, essential information, and behavioral intention. Young adults with perceived usefulness depicted by SNS benefit the user with low costs in knowing movies. The ease of getting film reviews from SNS affects the ease of getting essential information and increasing the behavioral intention of streaming movies. The ability of young adults to get essential information is shown by information about the film obtained through complete SNS and updates. It has been needed to increase behavioral intention and customer loyalty. The behavioral intention that is formed with the convenience of seeing movie reviews using SNS, liking to read the status of movie reviews from SNS, and commenting for a long time about movies on SNS can increase customer loyalty so that users make movie reviews through SNS and actively review SNS movie reviews. The practical contribution of research for young adults is to determine the top priority in using excessive use of social networking sites to not interfere with work activities and good relationships between family members and film industry practitioners to promote products through social media effectively and efficiently—the theoretical contribution of research by enriching marketing behavior theory and technology acceptance model.

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