

The role of quality and trust on using website news

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CHRONICLE

ABSTRACT

Article history:

Received: October 10, 2021
Received in revised format: November 20, 2021
Accepted: April 5, 2022
Available online: April 5 2022

Keywords:

Online Media
Use and Gratification Theory
Information Quality
Trust
Choosing

This study is to analyze the influence of the quality of information on the decision to choose CNNIndonesia.com media either directly or through the mediation of trust variables. The tremendous growth of cyber media in Indonesia, followed by the development of online media, has made people more careful in choosing online media. Meanwhile, the use and gratification theory states that the most important role of media is to meet people's needs and motivations, how certain media are sought and selected to meet their needs. This study uses a survey method through a quantitative approach positivistic. The sample was determined by an accidental sampling technique with a sample of 115 respondents. Data analysis was performed using Partial Least Square analysis with the SmartPLS version 3 program. The data analysis shows that the quality of information has a significant effect on increasing trust in CNNIndonesia.com media, the quality of information has a significant effect in increasing the decision to choose CNNIndonesia.com media, and trust has a significant effect in increasing the decision to choose CNNIndonesia.com media. This study also found that the trust variable was able to mediate the effect of information quality on the decision to choose CNNIndonesia.com media.

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1. Introduction

The growth of cyber media in Indonesia has so far risen tremendously, as estimated by the Press Council (Dewan Pers) in 2018, the number reaches more than 43 thousand, of which only 0.4% is professional (Warsito, 2018). Such existence of various online media has pushed society to be more careful of selecting trusted online media to deliver reliable news that remains consistent with the facts. One study mentions, the 20 best medias in Indonesia are Tribunnews.com, Detik.com, Kompas.com, Liputan6.com, Kapanlagi.com, Merdeka.com, Okezone.com, Tempo.com, Bola.net, Mayankaranews.com, Viva.co.id, Suara.com, Inipasti.com, Uzone.co.id, Sindonews.com, Republika.co.id, Metronews.com, Jawapos.com, Antaranews.com, and Inilah.com (ArgiaCyber, 2019). Meanwhile, there are seven best news apps in 2020 (Techie, 2020). Among seven prominent news sites in Indonesia, one gets the lowest rating, CNN Indonesia, hitting 2,8 (Google Play, 2020) and 2,6 (App Store, 2010). As the rating gets higher, such shows how the society is highly interested in the online media news, conversely a lower rating indicates how the media is generally disliked by society. The unfavorable media somehow reflects the low number of people deciding to choose it. Decision making is a process of analyzing the problem, identifying alternatives, selecting one among alternatives, and conducting and evaluating decision performance (Virgiawan et al., 2021). Deciding to choose online media is of vital concern for online news media, as the high frequency of people choosing it may indicate that society favors the published information, therefore generating more profit for the media. The level of trust consumers in a website plays a determinant role in discovering personal information (Giao et al., 2020). As society trusts certain media,

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they are inclined to that media to meet their need for information. One of the important aspects of trust is integrity, which refers to a behavior that can be held accountable for the truth (Berman & Evans, 2012). Quality of information given by online media must be one of the criteria from which society predicates their choice to an online media. This quality entails time actuality and beneficial information received from a website (Hatta & Salman, 2016). The information delivered by media online should stay up to date and accurate before evidence, have a formed consistency in its delivery, and remain understandable for readers. Nevertheless, by some searches on reviews and opinions for CNN Indonesia on Play Store, some findings are as follows:

“CNN tends to sway public opinion into a false truth, capitalizing the freedom of expression to publish news and opinions far from the reality. Truly disappointed and even further as CNN Media is initially a foreign media and yet often defying good news of this nation”

“I am so sorry, but CNN has no longer been credible lately as it insistently corners the government side and spreads angst among readers and business doers, instead of supporting the government in their action or cooling down the general public mood and atmosphere within the nation. Media subjectively taking a side is visible here; the objective is surely on trouble-making and corrupting the nation.”

From both perspectives it is clear of the two users' disappointment to the information quality presented by CNN, to say, it has shifted from its initial conception as the users sense the loss of neutrality and credibility from CNN Indonesia in delivering information and seemingly more inclined to capitalize the freedom of expression.

Some literature suggests that the level of trust significantly affects decision making (Khairani, 2016), while the quality of information may also affect the choosing decision (Hatta & Salman, 2016; Khairani, 2016). However, the quality of information as felt by e-commerce users in Indonesia partially has no direct influence on their decision of online purchasing (Ferdiansyah, 2016). This research examines the Theory of Use and Gratification as it postulates that the most important role of a media is meeting the needs and motivations of the community (Rubin, 1983). The theory of use and gratification may explain how CNNIndonesia.com can be frequently searched and advanced to be people's top choice on media that manages to gratify the public need for information. Based on the previously elaborated background of the problem, some problems of the research can be identified: How far does information quality have the influence to trust online news media? How far does information quality influence the choosing decision of online news media? How far does trust influence choosing decisions on online news media? How far does trust mediate between information quality and choosing decisions on online news media?

2. Literature Review

The primary assumption of the Uses and Gratification Theory is on how the audience actively seeks content of highest gratification (Ruggiero, 2000). Generally, the level of gratification for the audience depends on their need and desire. As one feels that the content satiates his need, it is more possible for one to choose the content (Spence et al., 2016). The latest update on this theory states that our need is not limited to the five basic needs of humans (Maslow's hierarchy of needs), but rather extended to any other forms of need such as guidance, security, simultaneous interaction, and recovery from tension and stress (McLeod, 2007). As time flies, the theory of audience gets changed; therefore, the characteristics given to audiences are set differently (Livingstone, 2003). The audience, as a huge heterogeneous group geographically, and at the same time is not socially active, here the psychological role is more predominant in affecting the audience's behavior (Ruggiero, 2000). Another approach suggested, Napoli (2016) states that the audience is active and takes the process of selecting media contents as of importance.

Online media is initially a product of online journalism, or namely, cyber journalism, which is defined as "reporting a fact or event and produced then distributed thereafter through the internet." (Deuze, 2004). Characteristics and also the superiority of online media, compared to conventional media (printing/ electronic), are identical to the characteristics contained by online journalism: Multimedia, Actuality, Quickness, Update, Wide Capacity, Flexibility, Wide, Interactive, Documented, Hyper-linked. Then, complete news must cover six main elements: (1) Who (2) What (3) Where (4) When (5) Why (6) How. News is the quickest update on a certain fact or newest idea that is responsibly true, interesting, and/or important for mass audiences through timely updated media such as newspaper, radio, television, or online media (Juditha, 2013). News should contain the newest/ most actual happenings. Thereby, any information presented as news material should be considered important and interesting by many people (Mondry, 2008).

Reportage is defined as reporting, presenting a report, and informing the news, which includes the activity of covering an event, gathering facts of any news elements and from different sources or informants, then writing it down as news. The legal basis here is Law Number 40 Year 1999 on the Journalistic Ethics Code and Code of Conduct. Law Number 40 the Year 1999 regulates the press on the limitation to report the permissible or impermissible things. The law here becomes the written legal source of law. Insofar the press breaks the law; a lawsuit will be filed against them before the court. The journalistic ethic code comes about to limit the journalist or pressman in reporting any news that is considered as good and bad by norms. This

ethics code is initially issued by the Association of Journalist Profession. The detention put forward for one who breaks the law will be a moral one, in the form of giving social sanction, suspension, or a warning.

Information is a written or non-written message and possesses any benefit so far as the information is relevant and believable (Khairani, 2015). Information quality is defined as a term that covers utility, objectivity, and integrity (Batini & Scannapieco, 2016). Quality is a situation in which customers get back to us, not the products (Kotler & Armstrong, 2018). As explained beforehand, by which information is known as a written or non-written message and resulting benefit so long as it is relevant and believable (Khairani, 2015), information quality is linked to how far information has content, form, and time characteristics possessing value for certain end-users (O'Brien & Marakas, 2013). As information quality is associated with how far information has content, form, and time characteristics for certain end-users, information quality can be measured through three dimensions (O'Brien & Marakas, 2013): (1) Time: Timeliness, Currency, Frequency, Period; (2) Content: Accuracy, Relevance, Completeness, Performance, Conciseness, Scope. (3) Form: Clarity, Detail, Order, Presentation, Media.

Information quality is generally a part of public consideration in choosing a source of news. The information presented therefore must contain a good level of quality in its possible aspects such as time, content, and clarity of information. Some researchers also state that information quality influences and encourages purchasing decisions (Khairani, 2015; Hatta & Salman, 2016). As information quality is associated with how far information has content, form, and time characteristics that possess value to certain end-users, (O'Brien & Marakas, 2013) a media that manages to consistently provide qualified information might increase public readers' trust in the integrity of the media. This is also suggested by research mentioning that information quality is influential to the consumer's trust (Ferdiansyah, 2016; Wan et al., 2009). The hypotheses of the research are as follows:

H₁: *Information quality influences trust in online news media.*

Information quality variable partially has a significant influence on increasing the purchase decision (Khairani, 2015). Information quality has a positive influence on the purchasing decision (Hatta & Salman, 2016). Information quality also has significant influence to the purchasing decision (Rachmawati et al., 2019; Ridwan et al., 2019; Rohmah & Fataron, 2019; Tanjung et al., 2019; Akbar et al., 2020; Nazarudi & Pela, 2016; Ferdiansyah & Rahayu, 2016; Rizki et al., 2015). Then the hypothesis of the research is formulated as follows:

H₂: *Information quality influences the choosing decision of online news media.*

Information quality partially has a significant influence on the increase of purchasing decisions (Khairani, 2015). Information quality has a positive influence on the purchasing decision (Hatta & Salman, 2016). Information quality also has a significant influence to the purchasing decision (Rachmawati et al., 2019; Ridwan et al., 2020; Houhamdi & Athamena, 2019; Rohmah & Fataron, 2019; Tanjung et al., 2020; Nazarudi & Pela, 2016; Ferdiansyah & Rahayu, 2016; Rizki et al., 2015). Therefore the research hypothesis can be formulated:

H₂: *Information quality influences the choosing decision of online news media.*

Trust is the willingness of a company to rely on its business colleagues (Kotler & Armstrong, 2018). A trust level possessed by a consumer in a website plays a significant role in deciding a willingness to disclose personal information (Mansur et al., 2021). Trust has been recognized as the consumer's psychological situation that deals with the vulnerability motive based on a positive hope of the consumer's goodwill (Kim et al., 2017). Trust has three formulating components (Berman & Evans, 2012): (1) Ability, (2) Benevolence, (3) Integrity. Trust variable partially has significant influence on increasing the purchasing decision (Khairani, 2015). Trust variable shows the most dominant result in affecting the purchasing decision (Ricardianto et al., 2021; Rachmawati et al., 2019; Limpo & Meryana, 2017; Tanjung et al., 2019; Rohmah & Fataron, 2019; Irwan, 2018; Tyas et al., 2019). Thereby the hypothesis research is formulated:

H₃: *Trust has influence on the choosing decision of an online news media.*

Trust and information quality have a positive and significant influence on the purchasing decision (Wijaya & Kempa, 2018). Information quality is going to influence their trust therefore such trust of the presented information initially leads them to decide and purchase it online (Ferdiansyah, 2016). Thus, the research hypothesis is:

H₄: *Trust can mediate the influence of information quality on the choosing decision of online news media.*

A decision making is a process of analyzing a problem, identifying alternatives, choosing one best alternative to solve the problem, conducting and evaluating the implementation of decision (Hapsari et al., 2021). A decision generally involves choices of two or more of certain alternative actions or behaviors (Setiadi, 2003). A decision always requires options from various different behaviors. In marketing context, for instance, such is recognized in purchasing decisions in which one purchases a trademark he favors from all various existing alternatives, but two factors may take place between intention and

purchasing decision (Kotler & Armstrong, 2018; Pahala et al., 2021). Self-concept and lifestyle may result in a need and desire, triggering a decision to consume, gratifying one's need. Any process and acquisition of experience can affect the self-concept and consumer lifestyle, influencing their internal and external characteristics (Mothersbaugh & Hawkins, 2016). Decision making process contains several aspects: (1) Recognizing Problem, (2) Searching Information, (3) Evaluating Alternatives, (4) Purchasing Decision, (5) Behavior after Purchasing. There are two characteristics of a decision-maker based on the process taken, emotional and rational.

Somehow, people are inclined to leave certain media, CNN Indonesia for instance as it gets very low ratings on Play Store (2,9) and App Stor (2,6) from which such rating has been lower as compared to other online news media. Some possible factors here remain to be reasons, one of them is the general public's trust in the news media. A factor of trust plays a huge role in public consideration in choosing news, as they tend to choose a source of news that they can put their trust in and one to present any information they need. Some researchers have also confirmed that a trust can affect the decision making (Mansur et al., 2022; Rachmawati et al., 2019; Khairani, 2015).

3. Method of Research

This research employs a positivism paradigm, which regards any social reality taking place is empirical and observable by reality and therefore can be scientifically proven (Irwan, 2018). The research uses a survey method with a quantitative approach. Gathering the primary data, a questionnaire is conducted here. To say, population is a complete set of elements aimed to be concluded (Cooper & Schindler, 2014). Population, as the whole subject of targets to be researched, in this research is the reader of online news media in Jakarta. Then again, samples can be defined as part of the whole set and characteristics possessed by the population (Sugiyono, 2017). The number of samples in this research can be calculated with a formula (Hair, Black, Babin, & Anderson, 2014): $n = 5-10 \times \text{Number of Indicators} - n = 5 \times 23 = 115$ respondents. Based on the previous calculation, the sample managed here is 115 participants. The characteristics of population members put forward here are homogenous, targeting the online news readers and in determining the samples, an accidental sampling technique is performed. The sample of this research is the readers of CNNIndonesia.com online news media that the researcher meets and makes contact with during the research. The research instrument performs trial and results of validity test and further can be seen on table:

Table 1
Result of Discriminant Validity Test with AVE

Variable/Construct	AVE	Description
Trust	0.703	Valid
Choosing Decision	0.670	Valid
Information Quality	0.622	Valid

Source: SmartPLS version 3 (2021)

The result of reliability test is presented in the following table.

Table 2
Result of Reliability Test

Variable/Construct	Cronbach's Alpha	Composite Reliability	Description
Trust	0.915	0.934	Reliable
Choosing Decision	0.930	0.942	Reliable
Information Quality	0.924	0.937	Reliable

Source: SmartPLS version 3 (2021)

Table 2 shows that all variables have Cronbach's Alpha dan Composite Reliability value more than the accepted limitation number of 0.7, meaning that all indicators in each variable have been accepted for their reliability. Analysis of research data is performed by using the Partial Least Square (PLS) method. This method of analysis is a powerful analysis method, often called soft modeling as it makes no assumptions of OLS (Ordinary Least Squares), as the data must be normally distributed by multivariate (Ghozali & Latan, 2015). PLS analysis is also a structural equation modeling (Abdillah & Jogiyanto, 2015).

Structural modeling in PLS is evaluated through several tests: (1) R Square Value is defined as the total variance which explains latent endogenous variables in structural modeling. The higher the R^2 value gets the better for the construct to be explained by a latent variable within the structural modeling, as linked to the structural modeling path (Hair et al., 2014). R^2 value is used to measure the proportion of the variance for a change of independent variable to the dependent variable. As the R^2 gets higher therefore the prediction modeling gets better from the proposed research model. (2) Goodness of fit model is a fit and proper test of the whole model. As the Goodness of Fit model (GoF) is greater than 0,36, it is then categorized as large (Abdi et al., 2016) (3) Structural modeling with PLS analysis through Bootstrapping method results coefficient value, t statistics, and p-value. The requirement to confirm a hypothesis is based on t statistical value on the significance level of 5%, therefore t statistical value $> 1,96$ can be stated as having significant influence (Najib et al., 2021).

4. Results

Most respondents are between 26-35 years old (53,9%), followed by respondents around 36-45 years old (21,7%) than respondents aged above 45 are around 13% and the remaining 11,3% of respondents are below 25 years old. Based on gender, most respondents are female (66,1%) while male respondents are 33,9%. Based on the respondent's description, most respondents are bachelor degree graduates (47%), followed by respondents from high school graduates (31,3%) and subsequently associate degree graduates are 21,7%. Most respondents are employees/ officers (53%), followed by entrepreneurs (28,7%), and civil state servants 12,2%, meanwhile the remaining 6,1% are college students. This research uses objects of research such as information quality, trust, and choosing decisions on online news through CNNIndonesia.com. The result of analysis using the PLS Algorithm method shows such output of the model given in Fig. 1.

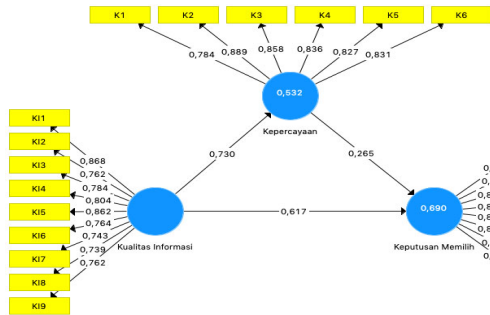


Fig. 1. Output Model PLS Algorithm

Source: Data performed with SmartPLS version 3 (2021)

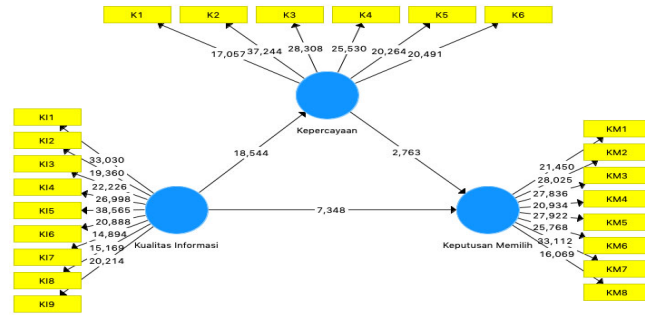


Fig. 2. Bootstrapping PLS Output Model

The result of the PLS Algorithm shows the loading factor value, coefficient path value (original sample), and R-Value Square as presented in Picture 1. Path coefficient value shows how great the influence is, therefore, information quality tends to have a dominant influence over the choosing decision compared to the trust variable. This can be seen from the large path coefficient value of information quality to choosing decision that reaches 0,617, while the path coefficient value to choosing decision is 0,265. Nevertheless, information quality gives a huge contribution in increasing the trust of readers with a path coefficient value of 0,730. Meanwhile, the result analysis by Bootstrapping PLS Method gives such model output given in Fig. 2. The Bootstrapping PLS results in presenting t statistics value on indicator with construct, formed by t statistical value between variables of the research. T value is used in the decision-making of hypothesis tests, with t value > 1,96 confirming that the hypothesis is accepted, therefore from the picture output seen, information quality can affect trust and choosing decision, and trust can also affect the choosing decision significantly. However, the greatest t statistical value is 18,544 which thereby means that the most significant influence is on information quality variable to trust, while the lowest t statistical value hit 2,763 which is on the influence of trust on choosing a decision. The analysis result of the R Square value, as presented in the table, is as follows:

Table 4
Evaluating Model Based on R Square

	R Square	R Square Adjusted
Trust	0.532	0.528
Choosing Decision	0.690	0.684

Source: Data performed with SmartPLS version 3 (2021)

R Square Value in Table 4 has the following meanings: R Square value = 0,532 means that the variance of the information quality variable can explain the variance of the trust variable of 53,2%, while the remaining others are explained by other variables outside the model (error). R Square value = 0,690 means that variance of information quality and trust can explain the variance of choosing a decision variable that is 69% while the rest is explained by variables outside the model (error). Evaluation with Goodness of fit model can be found with the formula:

$$GoF = \sqrt{Communnality \times \bar{R}} = \sqrt{\left(\frac{0.703 + 0.670 + 0.622}{3}\right) \times \left(\frac{0.632 + 0.690}{2}\right)} = 0.637$$

Based on the formula calculation above it can be known that the value of GoF is 0,637. The Goodness of fit model (GoF) value is higher than 0,36 therefore categorized as large (Abdi et al., 2016). For that reason, the model has possessed a fit prediction in modeling the influence of information quality on the choosing decision, mediated through trust. After having the model evaluation performed, both outer and inner models can be interpreted according to the following path coefficient table.

Table 5
Path Coefficient

	Original Sample	T_Statistics	P-Value
Information Quality → Trust	0.730	18.544	0.000
Information Quality → Choosing Decision	0.617	7.348	0.000
Trust → Choosing Decision	0.265	2.763	0.007

Source: Data performed with SmartPLS version 3 (2021)

From the result of the analysis above, the coefficient value can be substituted into this equation.

$$\begin{aligned} \text{Trust} &= 0.730 \times \text{Information Quality} + e \\ \text{Choosing Decision} &= 0.617 \times \text{Information Quality} + 0.265 \times \text{Trust} + e \end{aligned}$$

The equation here explains that when the trust variable increases by 1 point, the trust gets increased by 0,730 points, and choosing the decision variable also gets increased by 0,617 points, as far as the information quality gets increased by 1 point. Meanwhile, when the trust gets increased by 1 point, choosing a decision only gets increased by 0,265 points. This finding, therefore, explains that the contribution of the information quality variable is greater in explaining choosing decision variable rather than trust variable, which thereby means that information quality affects more to the decision to choose online news of CNNIndonesia.com. Meanwhile, the result of the analysis also presents the effect of mediation as shown in the following specific indirect effect table.

Table 6
Specific Indirect Effect

	Original Sample	T_Statistics	P-Value
Information Quality → Trust → Choosing Decision	0.193	2.779	0.007

Source: Data performed with SmartPLS version 3 (2021)

Based on the PLS analysis result elaborated beforehand, as based on the requirement, it can be interpreted as follows.

Table 7
Hypothesis Test

	Hypothesis	Requirement	Decision
H1	Information quality influences the trust in online news media	18.544 > 1.96	Accepted
H2	Information quality influences the choosing decision of online news media	7.348 > 1.96	Accepted
H3	Trust influences the choosing decision of online news media	2.763 > 1.96	Accepted
H4	Trust can mediate the influence of information quality on the choosing decision of online news media	2.779 > 1.96	Accepted

Source: Data performed with SmartPLS version 3 (2021)

The requirement that predicates the making of the hypothesis is based on t statistical value on the significant rate of 5%, and t statistical value > 1,96 has a significant influence (Abdillah & Jogiyanto, 2015).

5. Discussion

The analysis result of partial least squares finds that information quality significantly affects the trust in online news media CNNIndonesia.com, this can be seen from the statistical value of 18,544 > 1,96 (Abdillah & Jogiyanto, 2015). This is strengthened by the positive coefficient value, reaching 0,730, explaining that as there is a one-point increase on information quality variable, therefore, generating an increase of trust variable to 0,730 points. This means the trust level among readers of CNNIndonesia.com increases significantly as the information quality manages to get increased. Media that succeeds to provide qualified information consistently can make the readers trust their integrity over the media even more. This finding is in line with the study of Ferdiansyah (2016) that proves the information quality influences the consumer's trust.

Table 8
Correlation between Dimensions of Information Quality and Trust

Information Quality	Trust		
	Ability	Benevolence	Integrity
Time	0.681	0.702	0.566
Content	0.579	0.626	0.549
Form	0.558	0.566	0.471

Source: Data performed with Microsoft Excel (2021)

The analysis result shows that information quality influences trust, for the reason that the dominant influence of time dimension over the three dimensions of trust which entail ability, benevolence, and integrity. Hence, as the need to increase

readers' trust significantly rises, CNN Indonesia can focus on the time actuality of news delivery, and manage to present up-to-date news and any news publishing periodically. The analysis result of Partial Least Square finds that information quality significantly affects the choosing decision on the online news media CNNIndonesia.com, as can be seen from the statistical value of $7,348 > 1,96$ (Abdillah & Jogiyanto, 2015). This is supported by the coefficient value that gets the positive value of 0,617 which explains that when an increase of one point on an information quality variable can increase to 0,617 points on choosing a decision variable over CNNIndonesia.com. This is to say, there is a significant increase in choosing CNNIndonesia.com as the information quality also enhances. This initial finding is in a line with research suggesting that information quality affects decision-making (Khairani, 2015; Hatta & Salman, 2016; Rachmawati et al., 2019).

Table 9
Correlation between Dimensions of Information Quality and Choosing Decision

Information Quality	Choosing Decision			
	Recognizing Problems	Searching Information	Evaluating Alternatives	Decision Making
<i>Time</i>	0.598	0.672	0.643	0.720
<i>Content</i>	0.618	0.610	0.588	0.696
<i>Form</i>	0.547	0.618	0.661	0.616

Source: Data performed with Microsoft Excel (2021)

The analysis result shows that information quality affects the choosing decision because of the influence from dimensions, as explained before. For instance, the time dimension has the strongest correlation to information searching and decision making, the content dimension has the most dominant correlation to recognizing problem dimension, while the form dimension has the most dominant correlation to evaluating information dimension. The effort of escalating readers' interest in the need of recognizing problems can be put forward by delivering accurate news content, complete and relevant. To intensify readers' interest in searching information and decision making can be prioritized by actual accuracy, up-to-date news, and the period in which news is presented. On the other hand, as to increase the evaluation alternative significantly, it can be put into priority the clarity, detail, and way of presenting the news. The analysis result of Partial Least Square finds that trust has a significant influence on the choosing decision of online news media CNNIndonesia.com, as it can be seen the t statistical value is $2.763 > 1.96$ (Abdillah & Jogiyanto, 2015). This is supported by the coefficient value which gets the positive value of 0.265, explaining that as there is an increase of trust variable by one point can lead to an increase on choosing CNNIndonesia.com by 0,265 points. This finding is surely in line with research suggesting that trust partially has a significant influence in increasing decision making (Khairani, 2015; Rachmawati et al., 2019).

Table 10
Correlation between Dimensions of Trust and Choosing Decision

Trust	Choosing Decision			
	Recognizing Problem	Searching Information	Evaluating Alternatives	Decision Making
<i>Ability</i>	0.619	0.595	0.631	0.567
<i>Benevolence</i>	0.564	0.648	0.656	0.666
<i>Integrity</i>	0.538	0.575	0.545	0.596

Source: Data performed with Microsoft Excel (2021)

The analysis result shows that information quality influences the choosing decision. This can be seen from each dimension. For instance, the dimension of ability has the strongest correlation to the dimension of recognizing the problem, the dimension of benevolence has the most dominant correlation to the dimension of seeking information, evaluating alternatives, and decision making. The effort of escalating readers' interest in the need of recognizing problems can be ensured first about the readers' trust on online portal media and generally CNNIndonesia.com media. Meanwhile, as to increase the news readers' interest in searching information, evaluating alternatives, and decision making can be put into a priority on the willingness of CNNIndonesia.com media to receive any criticism from readers and ensure the effort of CNNIndonesia.com to improve their service delivered to the readers.

The analysis result of Partial Least Square finds that trust can mediate the influence of information quality on the choosing decision over CNNIndonesia.com online media, as it can be seen that t statistical value is $7,348 > 1,96$ (Abdillah & Jogiyanto, 2015). This is supported by the coefficient value that gets the positive value of 0,193 which explains that an increase of one point on information quality variable can significantly improve the reader's interest in choosing CNNIndonesia.com media. This finding is surely in line with research suggesting that information quality affects their trust and when they have believed in the presented information hence, they decide to purchase it online (Ferdiansyah, 2016; Wijaya & Kempa, 2018).

6. Conclusion

Based on findings of data analysis and discussion elaborated earlier, it can be concluded: Information quality has a significant influence on trust before the online news media. Information quality also has a significant influence on the choosing decision of online news media. Trust, however, has a significant influence on the choosing decision of online news media. Then, trust can also mediate the influence of information quality on the choosing decision of online news media.

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