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# Influence of Use of Social Media of Government Agencies on Trust to the Government: Study on Social Media Owned by Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi DKI Jakarta

Dina Anggia Marpianta & Hendriyani

## Abstrak/Abstract

*Penelitian ini menelaah pengaruh penggunaan media sosial di lembaga pemerintah terhadap kepercayaan pada pemerintah. Studi ini berfokus pada media sosial yang dimiliki oleh Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Provinsi DKI Jakarta; yaitu akun Instagram, Twitter, dan Facebook @layananjakarta. Ini adalah survey kuantitatif yang mengambil sampel dari follower akun media sosial tersebut, berlokasi di Jakarta dengan meminta responden untuk mengisi kuesioner online. Analisis data menggunakan PLS Structural Equation Modelling (SEM), untuk menguji dan memprediksi hubungan dengan integrasi analisis faktor dan path analysis. Studi ini memperlihatkan bahwa penggunaan media sosial dapat meningkatkan kepercayaan terhadap pemerintah selama publik merasakan transparansi dan interaktivitas dalam komunikasi media sosial.*

This research examines the influence of social media usage in government agencies toward trust in the government. This study focuses on the social media owned by the Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi DKI Jakarta [the Office of Investment and One Stop-Intergrated-Services]; namely Instagram, Twitter, and Facebook account @layananjakarta. This is a quantitative survey that takes a sample from followers of those social media accounts, conducting in Jakarta by asking the respondent to fill out an online questionnaire. PLS Structural Equation Modelling (SEM) is used to analyse obtained data, to test and estimate relationships with the integration of factor analysis and path analysis. This study finds that using social media could increase trust toward the government as long as the public perceives transparency and interactivity in social media communication.

## Kata kunci/Keywords:

*Interaktivitas, media sosial, pemerintah daerah, transparansi, kepercayaan terhadap pemerintah*

Interactivity, social media, government agency, transparency, trust in government.

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## Introduction

Public service is an important task that cannot be ignored by the local governments in Indonesia. Implementation of Local Autonomy Act (Regulation No 32 Year 2004) has given bigger authority for the local governments in Indonesia, allowing them to manage their own 'household', including providing public services.

Public services have become the front face of local governments; it is a direct contact with the community that prone to direct assessment from the community as well. If there was a bottleneck in the public service sector, there will be stagnation in other sectors. Therefore, it is necessary to have a good standard of service to the community in accordance with the authority given by the central government to the local government (Rusnani, 2013).

In many countries, either developed or developing countries, the main problem of public service is the lack quality of service that ultimately affects the level of satisfaction of the community served. Although the public services cannot be compared to the private businesses, the principles of service quality can be replicated by any public service agency (Fitriati & Rahayu, 2013). For the private business customer satisfaction is the main goal because customer satisfaction leads to customer loyalty, resulting in profit gaining by the company. In addition, the principle of management efficiency in production is also firmly adhered to. Quality, winning competition, customer satisfaction, and loyalty have become major components in any businesses.

The low quality of public services is still an image attached to the government. People always complain about the government services. Bad image that bureaucrats are slow in service, inadequate, and full with complicated procedures is still a problem complained by people who have dealt with the bureaucracy. In addition, there are many other factors that also create bad image of public services conducted by the government (Rusnani, 2013).

Improvement of public services performance will have broad implications, especially earning public trust in the government. Kim, Park & Rho (2015) found that public trust in government is influenced by trust and confidence in government agencies/agencies first. They also found that openness of information through social media (Twitter) correlates with trust to the government agencies as the account holder. Similar result was also found by Park, Kang, Rho & Lee (2016).

The upgrading and deployment of mobile devices and social media has enabled real-time communication and interaction irrespective of traditional space-time constraints. Social media is expected to produce a direct service effect through increased efficacy of communication by using direct communication and communication between citizens and their government (Alikilic & Atabek, 2012).

Therefore, the government should effectively utilize social media while considering the diversity of significant characteristics and risks attached to social media, in addition to reflecting the potential for practical use as a conduit for service delivery and government communication. Understanding the value of government perceived by a government service through social media and social media synchronicity under the characteristics of government services can provide significant insight into the use of government social media (Park, Choi, & Rho, 2016).

In the reform era in Indonesia, the government performance has received major attention from the public. Due to freedom of expression, there are plenty scathing critics to the government services, especially through mass media. These critics show that our society today have independent

attitude, as part of democracy. This means that public services by the government must be continuously improved (Lendo, 2015).

Jakarta as the capital city of Indonesia has become the representation of Indonesia as a country. As the center of economic and business as well as education and culture, Jakarta local government has to provide the best picture of Indonesia, including in public services.

As the spearhead of service in DKI Jakarta government, Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) [the Investment and One Stop Integrated Service Office] receive attention from many parties. DPMPTSP was named Badan Pelayanan Terpadu Satu Pintu (BPTSP), it is a unit of regional apparatus that holds a one-stop integrated service established under Regional Regulation No. 12 of 2013 on the implementation of One Stop Integrated Service. DPMPTSP was established based on the initiative of Joko Widodo, as the Governor of DKI Jakarta. He wanted to create government services that are easily accessible by the community, he hoped that there was a body that was able to serve licensing and non-licensing fast and uncomplicated. The idea was implemented by the successor of DKI Jakarta Governor, Basuki Tjahaja Purnama, by establishing BPTSP on January 2015 ([www.pelayan.jakarta.go.id](http://www.pelayan.jakarta.go.id)).

BPTSP has the duty to conduct guidance, monitoring, monitoring, and evaluation of PTSP implementation by PTSP Office, the implementing unit PTSP Kecamatan [districts], and the implementing unit PTSP Kelurahan [village office]. It also has the authority to give service and sign license, non-license, as well as other administrative documents (Andrini, 2016). The commitment of DPMPTSP of DKI Jakarta Province is to improve bureaucracy service in investment and licensing / non-licensing in Jakarta so that it is easier for people and attract investors to Jakarta (Investor Daily, Nd).

According to the survey of Asosisasi Penyelenggara Jasa Internet Indonesia (APJII, 2017), 54.68% of the total population of Indonesia has been using the internet, that is as many as 143.26 million people. This number increased from the survey results in 2016 which amounted to 132.7 million people. Of the total Internet users, 87.13% use the internet to access social media. APJII also released the results of a survey on internet usage for socio-politics which yielded as much as 50.26% using internets to access information about social / environmental news. While for internet use for the most public services is to find out information about regulations/laws (16.17%).

To accommodate the public demand for information disclosure and speed of service, DPMPTSP uses internet media communication channel as one of the ingredients. Until now DPMPTSP already has a website and uses some social media (Facebook, Twitter, and Instagram) to communi-

cate its programs and achievements. By doing so, this agency hopes to earn public trust to government agency. The use of social media is a bridge of communication between government and society. Trust in this government agency which can then be expected to increase public confidence to the local government, especially the government of DKI Jakarta.

Therefore, this study tries to find out how the usage of social media influences trust in the local government. This study also inquires the contribution of other factors in the relationship between the usage of social media and the trust in local government. We focus the study to DP-MPTSP DKI Jakarta, included the usage of three social media platforms: Facebook, Twitter, and Instagram. We adapt Kim, Park, and Rho (2015) research on how social media usage contribute to trust in the government agencies and the government itself, expanding the number of social media platform used. Social significance of this research is providing evidence that communication by local governments could increase trust in central government.

### Literature Review

Various studies have revealed the relationship between the use of government social media by the community and their trust in the government (Morgeson, VanAmburg, & Mithas, 2011; Sharoni, 2012; Smith, 2011; Tolbert & Mossberger, 2006; Welch et al., 2005; West, 2004). The findings of those studies were vary. Several studies have found a significant relationship between the use of government social media and trust in government (Welch et al., 2005), but others do not (Morgeson et al., 2011; West, 2004). For example, West (2004) reported no significant relationship between the use of information and transactions service on federal government websites and trust in the federal government. However, Welch et al. (2005) found that the use of information services on government websites was positively related to satisfaction with services, and this, in turn, was positively related to trust in government. Similarly; Lu, Zhand, and Fan (2016) found that the use of social media (microblogging) contributed to perception of trust in the government.

Research conducted by Song & Lee (2015) found that the use of government agency's social media was significantly and positively related to the perception of government agencies transparency; and that the perceptions of government agencies transparency were positively and significantly related to trust in government. So that, a perception of government transparency mediating relationships between the use of government social media and trust in government agencies.

There are also findings by Kim (2015) who found that there are satisfaction factors in the use of social media that influence trust in government agencies. Of the four components of satisfaction studied, only the components of transpar-

ency and interactivity have a significant effect on trust in government agencies. Kim's research found trust in government agencies beginning with confidence in the agency or department first.

In another research Kim, Park & Rho (2015) explained the influence of social media Twitter on people's trust in government agencies. This study found that information disclosure through social media directly affects public trust in government agencies in Korea, then public trust in government as a whole. Similar result found by Park, Kang, Rho, & Lee (2016) that the use of social media Twitter could foster trust in the government agencies and the government.

Based on those researches, we formulate a model of analysis (see Figure 1), that Social Media Usage contributes to Satisfaction (to the social media), Transparency, and Interactivity, then to Trust in Government Agency and trust to Local Government. There is no direct correlation between Social Media Usage and Trust in Local Government because most of the researches explained above did not support it.

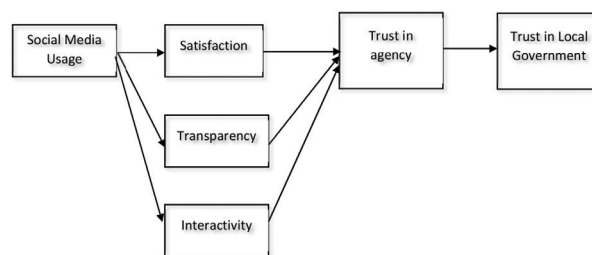


Figure 1. Model of analysis

The hypotheses in this research are:

H1: There is a significant model of analysis on how Social Media Usage contributes to Satisfaction (to the social media), Transparency, and Interactivity, then to Trust in Government Agency and trust to Local Government.

- H2a: There is a positive relationship between Social Media Usage and Satisfaction.
- H2b: There is a positive relationship between Social Media Usage and Transparency.
- H2c: There is a positive relationship between Social Media Usage and Interactivity.
- H3a: There is a positive relationship between Satisfaction and Trust in Government Agencies.
- H3b: There is a positive relationship between Transparency and Trust in Government Agencies.
- H3c: There is a positive relationship between Interactivity and Trust in Government Agencies.

- H4: There is a positive relationship between trust in agencies and trust in the Local Government.

Below we provide conceptualization of each construct in this research.

#### *Trust in the Government Agencies and the Government as a whole*

According to Houston & Harding (2013), in general, trust refers to the willingness to rely on others to act on our behalf based on the trust that they have the capacity to make effective decisions. Early research by psychologists Hovland, Janis & Kelley (1953) identified two dimensions of trust as competence and caring. Competency based trust involves an assessment of the ability to consistently achieve goals and objectives that have been determined. This requires evidence of performance and prior information about quality services. Competence is an element of cognitive (or rational) trust that is based on rational and instrumental judgments (Rowe & Calnan, 2006).

Public trust in government can be seen from four dimensions (Cheema & Popovski, 2010):

Trust in goodwill of government. People will believe in the goodwill of the government if the government shows concern for what the community wants and involves the community in government programs.

Trust in competence. The community will have confidence in the competence of the government when the government apparatus has the ability to carry out its duties and job responsibilities to serve the community. This trust is closely related to the expertise possessed by leaders and government agencies.

Confidence in working procedures. Confidence in working procedures can be owned by the public if the government apparatus works consistently and in accordance with the rules, paths, and standard procedures that have been determined.

Trust in performance. Trust in government performance can be formed if overall productivity, outcomes, and output show good results in the eyes of the community.

One method to increase public confidence in government is to improve the performance of government agencies with a more open and transparent government system, and more efficient delivery of services, helping to restore public confidence. It should be recognized if trust in government declines may be the implication that the quality of service to the community is also down (Welch *et al.*, 2005).

Public trust in government is influenced by trust and confidence in government agencies first (Kim *et al.*, 2015). Government agencies or institutions or bodies are unit within government that have specific task. In this research we identify Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPPTSP) [the Investment and

One Stop Integrated Service Office] as the government agency and DKI Jakarta Government as the government.

#### *Social Media Usage*

Social media is an online medium that allows its users to easily participate, share and create content; including blogs, social networks, wikis, forums, and cyberspace. Blogs, wikis, and social networks are the most common forms of social media used by people around the world. Social media is an online medium that supports social interaction and social media using web-based technology; which turns communication into interactive dialogue (Suprajang, Nirwanto, & Firdiansjah, 2017).

According to research (Golbeck, M. Grimes, & Rogers, 2010) and (Song & Lee, 2016) the function of social media use by the government are: (1) Public Announcement, to deliver information from the government to the public. (2) Information Disclosure, to allow people to access all the information they want to know. (3) Communication Tools, to create new opportunities for interaction and relationships with officials who are comfortable and fast, with the potential to improve responsiveness. (4) Media Participation/ Collaboration, to provide a place for citizens to channel their aspirations and deliberative processes for the drafting of legislation. Social media can increase the level of participation of all stakeholders in the process of creating, maintaining, sourcing, and sharing knowledge and encouraging project coordination between government and citizens. (5) Management of Public Administration; to automate processes, improve service delivery, deliver budget savings, and save time. Social media can lower the cost of shipping services and make services more accessible to the public. Civil affairs administration includes fully executable services. all transactions can be made online and a service guide that informs the residents how to get something.

In this research context, social media usage refers to how public (represented by respondents) perceive the usage of DPMPPTSP social media accounts; namely Facebook, Twitter, and Instagram. Consequently, we only take sample from DPMPPTSP Facebook, Twitter, and Instagram followers.

#### *Satisfaction*

Satisfaction is the feeling of pleasure or disappointment of someone who emerges after comparing the performance of the thought product to the expected performance (or outcome). If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler 2006: 177). Thus, satisfaction is a function of perception or impression of performance and expectations. If performance is below

expectations, the customer is not satisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Satisfaction is a function of the difference between perceived performance and expectations. Community expectations can usually be formed because of experience and can also be formed by the community in the past, opinions from the environment, and promises made by producers and information provided by the market and its competitors. Satisfied people are more likely to be loyal, regardless of price and comment on a good public organization.

Orren in Welch *et al.*, (2005) states that satisfaction with government is a function of public expectations and perceptions of government performance. He identifies an inverse relationship between public satisfaction and public expectations but a positive relationship between public satisfaction and public perception of government performance. Orren suggests that there are various factors involved in the dimensions of perception and expectation that simultaneously affect the level of community satisfaction with government performance.

In this research context, satisfaction refers to public's feeling about the DPMPSTP social media accounts; namely Facebook, Twitter, and Instagram.

### Transparency

According to research conducted by Kim *et al* (2015) the presence of social media makes the government easier in disseminating information to the public. Even the features in social media allow the public to know all the information owned by the government.

In Indonesia, it is mandatory for all government agencies to give access to public information; as regulated by Act Number 14 Year 2008 on Public Information Transparency. There are six principles of transparency presented by the Humanitarian Forum Indonesia (HFI) (Rahmawati, 2015), namely: (1) Availability of information that is easily understood and accessed (funds, method of implementation, form of assistance or program); (2) Availability of publication and media regarding financial detail and activity process; (3) Availability of periodic reports on the utilization of resources in the development of the project that can be accessed by public; (4) Annual report; (5) Organization's media publications or websites; and (6) Guidelines on information dissemination.

In this research context, transparency refers to public's perception on access and availability of information in the DPMPSTP social media accounts.

### Communication Interactivity

The interactivity characteristics of new media have their own advantages. Among them is allowing direct feedback. Daryanto (2010: 27) explains that Feedback is the answer to the response from the recipient of the message in the form of a verbal or nonverbal message. There are two types of feedback, namely direct feedback (immediate feedback) and indirect feedback (delayed feedback). Direct feedback can occur if the communicator and communicant face to face. New media allows direct feedback to occur even though the communicator and the communicant are physically not face to face. In the new media Feedback can be done in a relatively short time. In its development new media is also used by the community to provide feedback in the form of criticism and suggestions for other conventional media, one of which is television. So that in this case anyone is possible to become an actor who produces messages.

According to (Kim's research 2015) with the use of social media by government agencies is very possible the occurrence of interactivity in communication. Social media allows public officials to interact comfortably and quickly and for a two-way response, either by government agencies or by community response.

In this research context, communication interactivity refers to public's perception regarding relationship building adequacy in the DPMPSTP social media accounts.

### Research Methods

This study is using a quantitative approach with a positivist paradigm. Based on the time dimension, this study is a cross-sectional survey and the nature of this study is explanatory. The population of this study were followers of three social media owned by DPMPSTP totaling 17,088 accounts. Questionnaires are distributed online through links provided on postings on each social media between April-May 2018. We obtain 142 respondents that were agree to fill out our questionnaire as research sample.

This research measures several variables, including: (a) *Exogenous variables*: Social Media Usage (Q); Satisfaction (X1); Transparency (X2); Interactivity (X3); Trust Against Agencies (Y) and (b) *Endogenous variables* : Trust in Local Government (Z)

Researchers adapted the questionnaires used by some previous studies, such as (Kim *et al.*, 2015; Suprajang *et al.*, 2017; Welch *et al.*, 2005 and Song & Lee., 2016). The following are the indicators of each variable and its measurements:

Pre-test to 30 samples shows that all items in each variable are reliable (Cronbach's alpha > 0.8). Items validity are also valid (coefficient

Table 1. Conceptual Operationalization

No.	Construct	Variable	Indicator	Scale	Label	Reference
1	Social Media Use (SM)	exogenous	Become a Government Social Media Followers	Interval	SM1	Adaptation from (Song & Lee, 2016)
			Reading the content of government social media	Interval	SM2	
			Give comment on the contents of government social media	Interval	SM3	
2	Satisfaction (KP)	exogenous	Satisfaction with information	Interval	KP1	Adaptation from (Kim et al., 2015)
			Satisfaction with openness	Interval	KP2	
			Satisfaction with communication	Interval	KP3	
3	Transparency (TP)	exogenous	Easier to access information	Interval	TP1	Adaptation from (Kim et al., 2015)
			Helping people to know more	Interval	TP2	
			Display all information	Interval	TP3	
4	Interactivity (IK)	exogenous	Adequacy of information	Interval	IK1	Adaptation from (Kim et al., 2015) and (Welch et al., 2005)
			Adequacy in building relationships	Interval	IK2	
			Adequacy of communication	Interval	IK3	
5	Trust in Agency (KI)	exogenous	Trust in information	Interval	KI1	Adaptation from (Kim et al., 2015) and (Welch et al., 2005)
			General Trust in Agencies	Interval	KI2	
			Trust in Agency Performance	Interval	KI3	
			Trust in service improvement	Interval	KI4	
6	Trust in Local Government (KPP)	Endogenous	Overall trust in the provincial government	Interval	KPP1	Adaptation from (Park, Kang, et al., 2016)a minister and (Song & Lee, 2016)
			Trust in government performance	Interval	KPP2	
			Trust in government commitment	Interval	KPP3	

item-total correlation > 0,3). Data are analyzed using PLS Structural Equation Modelling (SEM) that provides test for unobserved concepts (latent variables) and observed variables, which could give a predictive model.

**Results**

Out of 142 respondents that fill out this research questionnaire, about 55% are female. Majority of the respondents is 31-40 years old (54%). About 48% of respondents are working as civil servant/military/police officers.

Data obtained from the survey of respondents are then analysed using Structural Equation Modelling (SEM) method. The data obtained is processed using the Smartpls.3.0 program. There are four stages in analysing data using Smart-PLS 3.0: (A) Creating path diagram, (B) Evaluating measurement model, (C) Evaluating structural model, and (D) Doing hypothesis testing.

Creating path diagram is based on model of analysis (see Figure 1) with result as shown in Figure 2. There are 6 latent constructs in this research: social media usage, satisfaction toward social media, transparency of social media, interactivity of social media, trust in government agency, and trust in government.

Evaluating measurement model consists of convergence validity, discriminant validity, and reliability testing. Convergence validity starts with loading factor testing. Each indicator is considered valid when the loading factor is higher than 0.7 (Hair, Black, Babin, & Anderson; 2011). As shown in the table 2, each indicator has loading factor higher than the minimum score. Then we have AVE (square root of average variance extracted) testing, where each construct must have AVE higher than 0.5. Table 3 shows that all constructs have AVE higher than 0.5; so they are valid.

Discriminant validity testing evaluates whether each indicator has strong correlation with its construct, and not with the other constructs. Cross loading measurement of construct shows that each indicator has the strongest correlation

Table 2. Loading Factor of Each Indicator in the Model

Indicator	Loading Factor
Q1	0.899
Q2	0.922
Q3	0.816
X1-1	0.948
X1-2	0.933
X1-3	0.935
X2-1	0.960
X2-2	0.957
X2-3	0.936
X3-1	0.899
X3-2	0.921

Indicator	Loading Factor
X3-3	0.949
Y1	0.901
Y2	0.952
Y3	0.926
Y4	0.914
Z1	0.963
Z2	0.978
Z3	0,956

Table 3. AVE Value of Each Construct

Construct	AVE
Q	0.933
X1	0.905
X2	0.853
X3	0.881
Y	0.853
Z	0.775

Table 4. Cross loading analysis Discriminant Validity

	IK	KI	KPP	KP	SM	TP
Q1	0.400	0.439	0.308	0.573	0.899	0.427
Q2	0.470	0.410	0.293	0.625	0.922	0.435
Q3	0.340	0.287	0.224	0.474	0.816	0.281
X1-1	0.687	0.685	0.548	0.948	0.583	0.737
X1-2	0.699	0.637	0.490	0.933	0.586	0.728
X1-3	0.713	0.699	0.558	0.935	0.629	0.718
X2-1	0.809	0.833	0.573	0.735	0.416	0.960
X2-2	0.810	0.824	0.585	0.777	0.475	0.957
X2-3	0.828	0.744	0.594	0.696	0.359	0.936
X3-1	0.899	0.747	0.529	0.669	0.482	0.770
X3-2	0.921	0.736	0.538	0.693	0.410	0.784
X3-3	0.949	0.771	0.515	0.704	0.387	0.818
Y1	0.770	0.901	0.610	0.685	0.415	0.829
Y2	0.742	0.952	0.564	0.677	0.380	0.783
Y3	0.791	0.926	0.580	0.661	0.430	0.767
Y4	0.700	0.914	0.557	0.626	0.385	0.729
Z1	0.561	0.604	0.963	0.551	0.303	0.581
Z2	0.564	0.621	0.978	0.550	0.315	0.605
Z3	0.531	0.590	0.956	0.543	0.297	0.590

with its construct, confirming that these measurement has discriminant validity.

Reliability testing is done by measuring Composite Reliability (CR) and Cronbach's alpha. Both CR and Alpha have to be higher than 0.7 (Hair *et.al*, 2011). Table 5 shows that all the constructs are reliable.



Table 5. Reliability Testing Result

Construct	Composite Reliability	Cronbach's Alpha
IK	0.946	0.913
KI	0.959	0.942
KPP	0.977	0.964
KP	0.957	0.933
SM	0.911	0.855
TP	0.966	0.948

Table 6. Coefficient Determinant

Construct	R Square	Category	Analysis
IK	0.214	Low	Social media usage could explain 21.4% variance of communication interactivity
KP	0.408	Moderate	Social media usage could explain 40.8% variance of satisfaction (toward social media)
TP	0.194	Low	Social media usage could explain 19.4% variance of transparency (on social media)
KI	0.747	Substantial	Satisfaction, transparency, and interactivity could explain 74.7% variance of trust in the government agency
KPP	0.392	Moderate	Trust in the government agency could explain 39.2% variance of trust in the government

Structural Model analysis consists of R<sup>2</sup> value, t-value, and path coefficient. R<sup>2</sup> value shows how much variance of dependent variable is explained by the independent variable. There are three categorizations of R<sup>2</sup> value: close to 0.75 is substantial, close to 0.5 is moderate, and close to 0.25 is low. The result shows in Table 6. While t-value and path coefficient are shown in Figure 2.

Numbers within brackets are the t-value. Significant t-value must be ≥1,96 or ≤-1,96. Numbers without brackets show estimated path coefficient. Coefficient higher than 0.2 usually significant, while lower than 0.1 usually not significant. As shown in Figure 2 most of correlations between variables are significant, except for correlation between satisfaction and trust in agency.

In this study there are seven hypotheses. Hypothesis testing is done with a significance level of 5% resulting in a critical value t ± 1.96. The hypothesis is accepted when the t-value is obtained ≥ 1.96, whereas the hypothesis will be rejected if the t-value obtained ≤ 1.96. Hypothesis analysis is based on the results obtained based on the value of t.

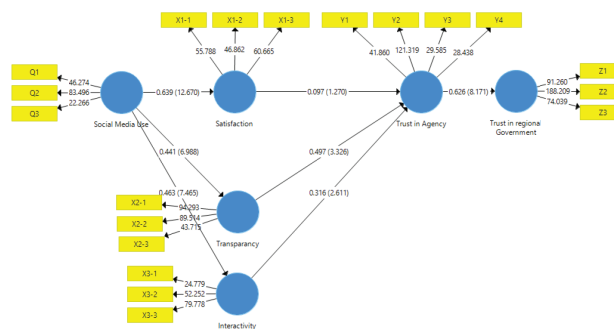


Figure 2. Structural Model

Table 7. Hypothesis testing

Hypothesis	Hypothesis Statement	Value t	Conclusion
H1	There is a significant model of analysis on how Social Media Usage contributes to Satisfaction (to the social media), Transparency, and Interactivity, then to Trust in Government Agency and trust to Local Government.		<i>Hypothesis rejected</i> ; Satisfaction do not correlate with trust in government agency
H2a	There is a positive relationship between Social Media Usage and Satisfaction.	12.086 > 1,96	Hypothesis accepted
H2b	There is a positive relationship between Social Media Usage and Transparency	6.566 > 1,96	Hypothesis accepted
H2c	There is a positive relationship between the Use of Social Media with Interactivity / Communication.	7,156 > 1,96	Hypothesis accepted
H3a	There is a positive relationship between Satisfaction with Trust in Government Agencies.	1.307 < 1,96	<i>Hypothesis rejected</i>
H3b	There is a positive relationship between Transparency and Trust in Government Agencies.	3.349 > 1,96	Hypothesis accepted
H3c	There is a positive relationship between Interactivity and Trust in Government Agencies.	2.655 > 1,96	Hypothesis accepted
H4	There is a positive relationship between trust in agencies and trust in the Government.	8.184 > 1,96	Hypothesis accepted

Based on all the testing above, we have a new model of analysis on how social media usage influence trust in the government (see Figure 3)

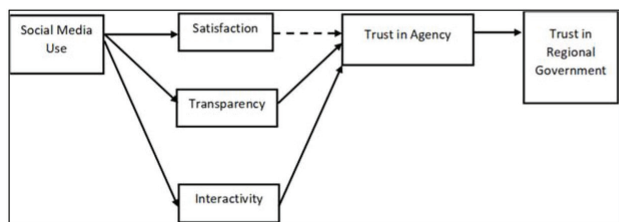


Figure 3. New Model of Analysis

### Discussion

This study aims to determine the effect of the use of social media owned by government agencies to trust in the government as well as to explain factors that may affect the trust of the local government. Data analysis has been done using PLS-SEM method. Based on the results of data analysis, obtained results from 8 hypotheses submitted, as many as 6 hypotheses are accepted and 2 hypotheses are rejected. There is indirect influence from the use of social media to the trust in the (local) government. Social media usage influences trust in government agency through transparency and interactivity, but not through satisfaction.

Findings of this research show some similarities and some differences compare to previous studies. Porembescu's (2016) study found that the use of social media influences satisfaction more compared to the use of government websites. Although we do not compare social media and website in this research, we also find that social media usage influence satisfaction. Because most of this research respondents are millennials, they are satisfying that the government agency uses social media to provide information, especially the most popular social media in Indonesia (Facebook, Twitter, and Instagram). This action from a government agency shows willingness to be open, to provide information, and to communicate with its public.

This research has similar result with Song & Lee's (2015) research that the experience of using social media affected individual perception of government transparency. People do think that their experience with the government agency social media provides easy access to information on government services, that it makes information dissemination faster and reach more people.

Kim, Park & Rho (2015) also concluded that not only social media experience/usage influences satisfaction and transparency, it also influences perception of interactivity. That is similar to this research result. The use of social media by a government agency show the goodwill of that agency to build relationship with its public; which is a big change for such agency in this research that are in charge with all license and non-license issued. Previously, image of slow and long bureaucracy has attached to such government agency.

However, this research has difference result to Kim, Park, and Rho (2015) finding that social media experience influences trust in a government agency through satisfaction, transparency, and interactivity. This research only finds that social media usage influences trust in a government agency through transparency and interactivity, but not satisfaction. Although people are satisfying with the usage of social media, it does not influence their trust in the government agency. Hence, it is important to show transparency and keep interactivity when a government agency use social media to reach its public.

This research finds that trust in the government agency could predict trust in the Government. This is similar to Kim, Park, & Rho (2015) and Park, Kang, Rho, & Lee (2016) results. A government agency is part of a bigger organization, the government as a whole. A local government agency is part of the local government; consequently, trust in part could influences trust in whole. Agencies that directly relate to the community become government representatives. In this study, individual confidence in government agencies has a positive influence on individual trusts on local government.

The findings in this study imply when a government agency wants to use social media tools to gain trust from its public, it is very important to have transparency and interactivity in the social media. All information that are needed by the public should be available on social media platform used by the agency. When people reach out asking question in the social media, it is important to provide the answer or solution. In the smaller scale, a local government agency like in this research represents the local government. In the bigger scale, the local government is actually a representation of the national government. Thus, trust in local government could predict trust in the national government.

### Conclusion

This study explains the influence of social media use on trust in government agencies on social media owned by the Department of Investment and Integrated Services One Door of the Provincial Government of DKI Jakarta. Based on the analysis, we conclude that social media usage influences trust in local governments through transparency, interactivity, and trust in government agencies. At the first stage, the usage of social media significantly influences trust toward government agency through (a) transparency and (b) interactivity of social media. Then trust in government agency influences trust in (local) government. Social media usage correlates significantly with social media satisfaction, but the later variable does not influence trust toward government agencies. Therefore, using social media could increase trust toward the government as long as the public perceives transparency and interactivity in social media communication.

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