

Moderating effect of trust in social media to sustainable purchasing attitude on the McDonald's consumers

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ABSTRACT

The purpose of this study is to examine: the effect of social media usage, social media browsing, and trust in social media as a moderating variable toward sustainable purchasing attitudes on the McDonald's consumers in Padang. The sample used in this study was 277 samples with the criteria of the people of the city of Padang, and had shopped at McDonald's in the city of Padang, the sampling technique was purposive sampling. This research was analyzed using SEM analysis with SmartPLS software version 3.7. The results of this study are: Social media usage has a positive and insignificant effect on sustainable purchasing attitudes, social media browsing has a positive and significant effect on sustainable purchasing attitudes, trust in social media as a moderating variable does not affect the relationship between social media usage and sustainable purchasing attitudes, but influence on the variables of social media browsing and sustainable purchasing attitude.

Keywords: Social Media Usage, Social Media Browsing, Trust in Social Media, Sustainable Purchasing Attitude

INTRODUCTION

Environmental issues have become problems that are highlighted by the wider community, such as the problem of air and water pollution. One of the causes of this pollution is garbage, slowly but surely the waste starts to become the cause of damage and pollution, especially because the number continues to increase and is not managed properly. Of the various types of waste that can cause pollution, namely plastic waste, plastic is one of the materials that is easily found in various products, ranging from food and beverage packaging, shopping bags, to household appliances. According to data by the National Waste Management Information System (SIPSN), the composition of plastic waste in Indonesia in 2021 has reached 25,906,406 or equivalent to 15.67%, and from this amount it proves that the use of plastic materials in Indonesia is quite high.

Of the many impacts caused by piles of plastic waste, we as a society are expected to be aware and take the slightest steps to save and preserve the environment, one of which is by carrying out sustainable consumption or a sustainable purchasing attitude. We as a society are expected to be aware and take the slightest steps to save and preserve the environment, one of which is by doing consumption in a sustainable manner or a sustainable purchasing attitude. In 2013 Tanimoto defined a sustainable purchasing attitude as a human need that can be influenced by the use of goods or services from industries that lead to a better quality of life by minimizing the use of natural resources as well as toxic materials and emissions of waste and pollutants during the service life cycle or products with the aim of not harming future generations

McDonald's is one of the fast food restaurants that shows concern for the environment by initiating the #Mulaitanpasedotan movement which aims to reduce the accumulation of plastic waste by no longer providing plastic straw dispensers in all McDonald's Indonesia outlets. #Mulaitanpasedotan is McDonald's step towards change and helps raise public awareness of environmental issues that have an impact on humans and other living things. McDonald's itself also

invites its consumers to contribute to changes in wisely using plastic by means of creative promotions using television advertisements, public relations, radio promotions, making brochures, posters, banners, banners, and promotions on social media.

Social media is an interaction process that is on a virtual path, which is part of mass culture. According to (Bijari et al., 2013) the use of in using social media also determines the duration of time consumed by its users, either in a matter of hours, daily, or weekly. it also has a relationship with user details and activities, such as the number of friends on social media, posts to group membership. Bijari et al (2013) define the use of social media to determine how much time is used by users and is also related to the details of interactive activities of social media users. With social media users spending time on web pages, there is a high probability that user attitudes will change towards sustainable purchasing attitudes. This happens because at this time stakeholders have been trying to ensure that the products they sell and market support a sustainable attitude, as one example is the McDonald's fast food restaurant.

The internet is also used for scanning information for informational or entertainment purposes that change user behavior. One way of scanning information on the internet is browsing. Browsing or browsing is an important element of all activity on social media. An individual's browsing of social media can change his or her ongoing attitude as the videos, images, text, and graphic features (likes, comments, shares) that one may encounter on social media have an impact on users. Browsing on social media can encourage users to know about social bonding activities such as recycling campaigns and sustainable consumption. The internet is also used as information scanning for informational or entertainment purposes that change user behavior. One way of scanning information on the internet is browsing.

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In the online environment, trust plays an important role in transactions or other activities because it can facilitate and overcome the uncertainty of risk. Therefore, trust is the belief that the transaction will meet the expectations of the transaction that convinces the buyer because of competence, integrity. According to Bai, et al (2015) trust can be sent through different sources, both individuals and contexts. In the online world, trust can be supported by a trusted third party, because in the theory of transfer of trust, trust can be influenced by one person to another, or from seller to buyer.

LITERATURE REVIEW

Sustainable Purchasing Attitude

Tanimoto (2013) defines sustainable consumption as the use of goods and services that meet basic needs and lead to a better quality of life while reducing the use of natural resources, toxic materials, waste emissions over the life of a product or service can help to avoid jeopardizing the needs of future generations. According to Joshi and Rahman (2019), a sustainable buying attitude is a consumer's assessment of a fair and environmentally friendly purchase by minimizing the use of natural resources and toxic materials and paying attention to the product or service life cycle so as not to endanger the needs of future generations. According to Bhattacharjee (2001) the intention to continue using the consumer is similar to the intention to repurchase the consumer for the following reasons: following an initial decision (buying or using the product), being influenced by the initial use (of the product), and potentially repeat the first decision. The repurchase intention (Repurchase Intention) changes its name to continuous use intention (Continuance Intention), when the product in question is in the form of Fintech or online financial services (M-Banking, e-Games, or e-money).

environment, environmental knowledge, environmental beliefs, environmental awareness and subjective norms are employed as the basis of green buying attitudes that influence green buying.

Social Media Usage

According to Nasrullah (2015), social media is a medium on the internet that allows users to present themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. Social media has a myriad of benefits if users use it correctly, for example in everyday life social media is used for business, meeting old friends, socializing with other people, sharing information, getting information and much more. Social media has a myriad of benefits if users use it correctly, for example in everyday life social media is used for business, meeting old friends, socializing with other people, sharing information, getting information and much more.

Social Media Browsing

Browsing or surfing is an activity to surf the internet. This activity can be analogous to walking in a mall while looking at shops without buying anything (Taslim and Septianna, 2011). Iyer 1989 (in Gültekin and zer 2012) argues that consumers allocate more of their time to browsing so as to increase the number of their purchases. In addition, the time spent browsing also increases the amount of exposure. If the exposure period increases, it can increase shopping stimulation and consumers may feel how much they need a particular product (Jarboe and McDaniel, 1987). By doing browsing on social media can encourage users to know the activities of users' social ties. Doing high social media browsing can represent a wider range of communicative activity as conventional timeline searches lead to multiple environmental posts. Browsing also provides an opportunity to search for organizational, celebrity, or community pages (Junsheng et al, 2019).

Trust in Social Media

In the online environment, trust plays an important role in transactions or other activities because it can facilitate and overcome the uncertainty of risk (Ventre et al, 2020). Social media users have different levels of trust in information found online depending on the source, besides that trust behavior varies due to generational differentiation which can change shopping attitudes and interests. Therefore, trust is the belief that the transaction will meet the expectations of the transaction that convinces the buyer because of the competence, integrity, and benevolence of the seller. In the online environment, trust plays an important role in transactions or other activities because it can facilitate and conquer the uncertainty of risk (Ventre et al. 2020). Social media users have different levels of trust in information found online depending on the source, besides that trust behavior varies due to generational differentiation which can change shopping attitudes and interests. Therefore, trust is the belief that the transaction will meet the expectations of the transaction that convinces the buyer because of the competence, integrity and benevolence of the seller. Social media browsing and use depends on trust and will be of more substance for someone who has higher trust in social media than someone with weak trust.

From some of the relationships between the variables above, it can be seen the conceptual framework in Figure 1 below:

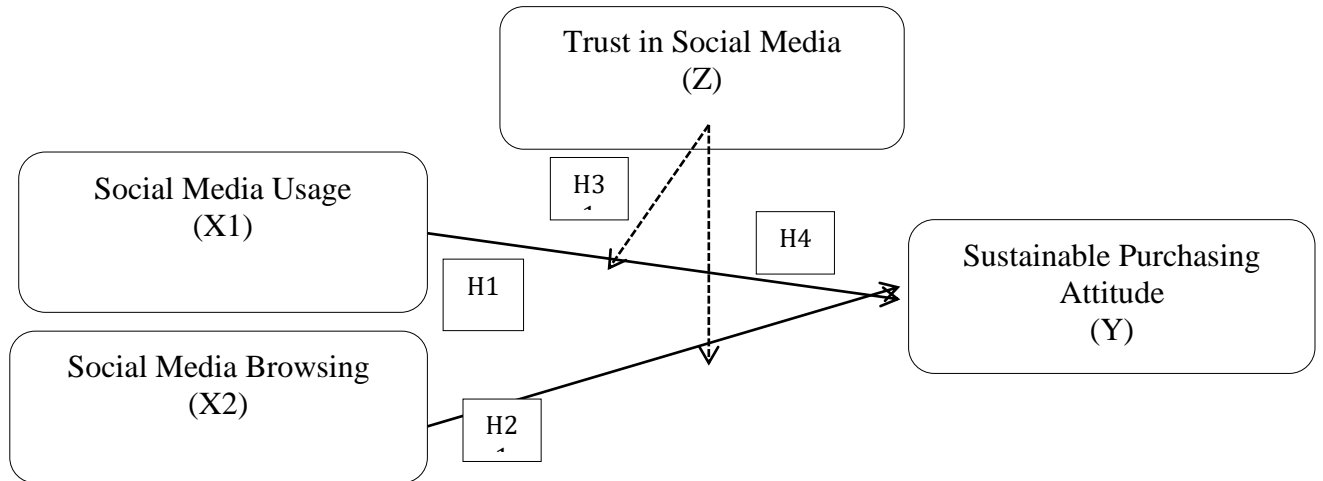


Figure 1. Conceptual framework

Hypotesis

H1: Social Media Usage has a positive and significant effect on Sustainable Purchasing Attitude

H2 : Social Media Browsing has an effect on Sustainable Purchasing Attitude

H3: Trust in Social Media as a moderating variable strengthens the influence between Social Media Usage and Sustainable Purchasing Attitude

H4 : Trust in Social Media as a moderating variable strengthens the influence between Social Media Browsing and Sustainable Purchasing Attitude

METHODS

The type of research conducted in this study is classified as causative research, according to Husein (2011) "Causative research (causal) is useful for analyzing the relationship between one variable that affects other variables". This study explains the relationship between independent variables and dependent variables of its relationship, namely the influence of social media usage and social media browsing on sustainable purchasing attitudes of McDonald's consumers in Padang City with trust in social media as a moderating variable.

According to Sugiyono (2017), the population is a generalization area consisting of objects or subjects with specific qualities and characteristics chosen by researchers to be studied and conclusions drawn. This study's population consisted of mcdonald's consumers in the city of Padang, West Sumatra. The sample is part of the number and characteristics possessed by the population. The sample of this research is digital payment users. The sampling technique used in this study is non probability sampling with a purposive sampling approach. According to Riduwan (2003) purposive sampling is where this technique of sampling uses a special technique. Given the importance and consideration of several things in this study, the number of samples used was 277 research samples.

In this study, the authors gathered information by distributing questionnaires directly to respondents, especially McDoonald's consumers in the city of Padang, and data sourced from books, journals, the internet, and data that were felt to have a relationship with the research. This study uses a Likert scale, namely the answer strongly disagrees with a weight of 1, disagrees with a weight of 2, neutral with a weight of 3, agrees with a weight of 4, and strongly agrees with a weight of 5. The

analysis tool used is a component based Structural Equation Model (SEM). or a variant called Partial Least Square (PLS). The statistical tests were divided into two: testing on the outer model and testing on the inner model. Outer model testing is carried out using three types of tests, namely Construct Reliability, Average Variance Extracted (AVE) and Discriminant Validity tests, while the inner model testing is carried out using three types of tests, namely Path Value, R-Square, and T Test.

This study, the authors used the independent variables, namely performance expectancy (X1), social media usage (X2), social media browsing (Y), sustainable purchasing attitude (Z), trust in social media.

Table 1. Operational Definition

No	Variable	Indicator	Sourch	Measurement Scale
1	Sosial media usage (X1)	a. amount of time b. Media content type c. Media relations with individuals	Lometti, Reeves dan Bybee (1977)	Likert
2	Sosia media browsing (X2)	a. The percentage of time I spend just looking around for trips is quite high b. I would say that the main thing for me is just looking around on this trip c. I devote most of my attention to the items I plan to buy on this trip	Beatty dan Elizabeth Ferrell (1998)	Likert
3	Sustainable purchasing attitude (Y)	a. While shopping I accidentally check products for ingredients that are harmful to the environment b. When shopping, I deliberately choose products with environmentally friendly packaging c. I would prefer to buy sustainable products even though they are expensive over others	Lee (2010)	Likert
4	Trust in sosial media (Z)	a. social media performance always meet my expectations b. social media can be relied on as a good social networking site c. social media is a reliable social networking site d. reliable social networking site	M. Nick Hajli (2014)	Likert

RESULTS AND DISCUSSION

The following is a description of the discussion that begins with the respondent's profile. An online questionnaire (google form) was used to collect data, which was then distributed to respondents, resulting in a total of 277 responses. The time of data collection was from March 2022 to April 2022. The most respondents were female respondents, namely 182 people or 65%, while male respondents were 95 people or 35%. Based on age, respondents aged 21-30 years were more dominant with a total of 203 people or 73% and the age range of the least respondents was 41--50 years with a total of 1 person or 0.3%. Respondents based on the dominant occupation were students as many as 247 people or 89%%, and the least respondents were with civil servant jobs as many as 5 people or 2%.

Outer Model

Table 2. Output Outer Loading

Variabel	Indikator	Outer Loading
Social Media Usage (X1)	X1 1	0,808
	X1 2	0,824
	X1 3	0,839
Social Media Browsing (X2)	X2 1	0,766
	X2 2	0,703
	X2 3	0,826
	X2 4	0,690
Sustainable Purchhasing Attitude (Y)	Y1	0,726
	Y2	0,816
	Y3	0,815
	Y4	0,842
Trust in Social Media (Z)	Z1	0,700
	Z2	0,744
	Z3	0,770
	Z4	0,727

Based on the data shown in table 2 above, the external stress score for each indicator of the research variable was found to be above 0.6 . Chin argues that the external load value of 0.5-0.6 is said to be sufficient to meet the validity requirements of Ghozali's (2016) convergence . The data above proves that there is no indicator variable with an external load value of less than 0.5. Therefore, each indicator has been declared useful or useful for research purposes and can be used to carry out in - depth analysis.

Another method is to compare the Average Variance Extracted (AVE) for each construct with the correlation between the construct and the other constructs in the model. A construct can be said to be valid if it has an AVE value > 0.5 . Based on table 3, it can be seen that the AVE values of all variables have met the required rule of thumb (AVE > 0.50). It is possible to conclude that the construct has a good level of validity.

The results of the Average Variance Distracted (AVE) analysis as shown in the following table:

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Social Media Usage (X1)	0,529
Social Media Browsing (X2)	0,560
Sustainable Purchasing Attitude (Y)	0,643
Moderating Effect 1	1,000
Moderating Effect 2	1,000

Discriminant validity is used to ensure that each indicator of each construct or variable is greater than the other variables, discriminant validity testing uses a cross loading value. An indicator is declared to meet discriminant validity if the value of the cross loading indicator on the variable is the largest compared to other variables. It can be seen the value of cross loading in table 4.

Table 4. Discriminant Validity

	EM 1	EM 2	X2	X1	Y	Z
EM 1	1,000					
EM 2	0,586	1,000				
X2	0,041	0,070	0,748			
X1	-0,013	0,038	0,582	0,852		
Y	-0,058	0,102	0,387	0,275	0,739	
Z	-0,018	0,035	0,510	0,410	0,332	0,801

For reliability testing, there are two tables that must be seen and considered. Namely the Composite Reliability and Cronbach's Alpha tables as shown in the following table:

Table 5. Composite Reliability dan Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Moderating Effect 1	1,000	1,000
Moderating Effect 2	1,000	1,000
Social Media Broowsing (X2)	0,835	0,736
Social Media Usage (X1)	0,888	0,814
Sustainable Purchasing Attitude (Y)	0,827	0,721
Trust in Social Media (Z)	0,877	0,813

Table 5 above shows that the value of composite reliability and Cronbach's alpha is above 0.7, then the data is considered reliable.

Inner model

Then the structural model test (inner model) is carried out by looking at the R-Square value which is a feasibility test model

Table 6. R-square

Variabel	R-Square
Sustainable Purchasing Attitude	0,199

Based on table above, it can be seen, the R-square value of Behavioral Intention (Y1) variable shows the number 0.199. This shows that social media usage, social media broowsing and trust in soocial media as a moderating variable contribute to behavioral intention by 19,9%.

Hypothesis Testing

The path coefficient table, which will be explained below can be used to test hypothesis:

Table 7. Path Coefficient

Variable	Original Sample	Sample Mean (M)	Standar Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
SMU > SPA	0,038	0,041	0,071	0,539	0,590	Positive and not significant

SMB > SPA	0,275	0,290	0,066	4,142	0,000	Positive and significant
SMU > SPA > TSM	-0,161	-0,159	0,068	2,356	0,019	Not Positive and significant
SMB > SPA > TSM	0,154	0,137	0,069	2,226	0,026	Positive and significant

Hypothesis 1 : Social Media Usage has a positive and not significant effect on Sustainable Purchasing Attitude.

Social media usage has a positive effect on sustainable purchasing attitude but there is no significant effect. This can happen because everyone's activities when accessing social media are different, some use social media just to communicate, some look for information, and some use social media for entertainment. So that's what makes social media usage does not affect sustainable purchasing attitude.

Hypothesis 2: Social Media Browsing has a positive and significant effect on Sustainable Purchasing Attitude

Social media browsing has a positive and significant effect on sustainable purchasing attitudes. The higher the level of social media browsing, the higher the sustainable purchasing attitude that will occur to McDonald's customers in Padang City. Likewise, the lower the level of social media browsing among consumers, the lower the sustainable purchasing attitude that will occur.

Hypothesis 3 : Trust in Social Media as a moderating variable does not strengthens the influence between Social Media Usage and Sustainable Purchasing Attitude

Trust in social media has no positive but significant effect in explaining the relationship between social media usage and social media browsing on McDonald's consumers in Padang City. This means that trust in social media has not had an impact on the relationship between social media usage and trust in social media.

Hypothesis 4 : Trust in Social Media as a moderating variable strengthens the influence between Social Media Browsing and Sustainable Purchasing Attitude

Trust in social media has a positive and significant effect in explaining the relationship between social media usage and sustainable purchasing attitude. This means that the higher the level of trust in social media of McDonald's consumers in Padang City, the higher the impact of the relationship between social media browsing and their sustainable purchasing attitude.

CONCLUSION

Based on the results of research and discussion conducted on The Effect of Social Media Usage, Social Media Browsing, and Trust in Social Media as a Moderating Variable toward Sustainable Purchasing Attitude on The Mcdonald's Consumers in Padang, with 277 respondents with a gender dominated by women, and the age range is dominated by 21 years to 30 years with a job as a student, so the authors draw the conclusion: Social media usage has a positive effect on sustainable purchasing attitude but there is no significant effect. This can happen because everyone's activities when accessing social media are different, some use social media just to communicate, some look for information, and some use social media for entertainment. So that's what makes social media usage does not affect sustainable purchasing attitude. Social media browsing has a positive and significant effect on sustainable purchasing attitudes. The higher the level of social media browsing, the higher the sustainable purchasing attitude that will occur to McDonald's customers in Padang City. Vice versa, the lower the level of social media browsing for consumers, the lower the sustainable purchasing attitude that will occur. Trust in social media has no positive but significant effect in explaining the relationship between social media usage and social media browsing on McDonald's consumers in Padang City. This means that trust in social media has not had an impact on the

relationship between social media usage and trust in social media. Trust in social media has a positive and significant effect in explaining the relationship between social media usage and sustainable purchasing attitude. This means that the higher the level of trust in social media of McDonald's consumers in Padang City, the higher the impact of the relationship between social media browsing and their sustainable purchasing attitude.

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