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Continuous usage intention of social media as an online information distribution channels

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Abstract

Purpose: This study aimed to explore the variables that may play a significant role in inducing Facebook users to use Facebook as online information distribution channels continuously. **Research design, data, and methodology**: The population of this study are all Facebook users who have actively used Facebook as a social media as online information distribution for at least one year. Purposive sampling technique was used in this study and 290 respondents were enrolled. The data was collected using a questionnaire and further analyzed with path analysis and SEM-PLS approach. **Result**: The results showed that perceived ease of use, perceived critical mass, perceived enjoyment, and perceived information intelligence have a positive and a significant effect towards perceived usefulness. Perceived usefulness also has a positive and significant effect on users' attitude, and users' attitude has a positive and significant effect on intentions to use Facebook continuously among its users. **Conclusions**: Hence, it is important for Facebook as an online information distribution channel to maintain its perceived usefulness in order to create a positive impact on its users' and induce Facebook users' to use social media continuously.

Keywords: Social Media**,** Online Information Distribution, Distribution Channels, Continuous Usage Intention, Online.

JEL Classification Code: D30, D39, M39

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1. Introduction

Social media nowadays has become very developed. Many platforms of social media have been used by the public, for instance, Facebook, Instagram, Line, WhatsApp, YouTube, Twitter, and LinkedIn. Social media has been developed as online information distribution. Among all the existing social media platforms, it is known that Facebook is the most widely used social platform among Indonesian. Facebook was first used in 2004 and has grown rapidly since that year (Ko, 2013). In addition, the use of Facebook is also adopted by businesses because it causes a positive impact, such as increasing sales, good relations with customers, and may foster the customers loyalty (Singhal, 2016; Gallant and Arcand, 2017; Amelia et al., 2019; Park and Park, 2017; Budi et al., 2021). Currently there are approximately 10 million businesses that use Facebook to promote and market their products (Facebook, 2021). Businesses chose Facebook to promote its product because Facebook can be used to share photos, videos and information easily (Raynes-Goldie, 2012). Furthermore,

according to Facebook data (2021), 2.8 billion monthly active users as the fourth quarter of 2020. However, in the last few years the use of Facebook has been switched to different social media and was replaced by another social media, namely Instagram. Avus and Wen-Lung (2020) have studied the shifts in the use of Facebook to Instagram social media, which shows that the attractiveness of the social media and the influence of friends may cause social media users to switch to other platforms. The decline in Facebook users indicates that the intention to use it continuously as social media as an online distribution channels is also decreasing. Research that examines the intention of using Facebook has been conducted by Carla et al. (2014); Hsin et al. (2014); Eftekhar et al. (2014); Tuten and Solomon (2014); Cho et al (2015); Bartsch and Dienlin (2016); Leung et al. (2017); Zahy et al. (2018); Linda et al. (2019); Lee and Dai (2015); Won and Kim (2020); Nguyen (2020); and Erik et al. (2020). The intention to use social media as an online information distribution continuously can be influenced by many factors, including the feelings that it is easy to use, the benefits and, the positive attitude from using social media as an online distribution channels. This is in accordance with the existing conceptual framework in Theory Accepted Model (TAM) (Dumpit and Fernandez, 2017; Wamba et al., 2017).

Attitudes towards social media may be manifested in the form of positive or negative attitude. The attitude depends on the perceived benefits of its users, if the perception of the perceived benefits is positive, it will be able to induce positive attitudes from the consumer, and vice versa. Attitudes on Facebook as a online information distribution channels was studied by Wiedermann and Li (2018), which showed that attitude had a positive and significant effect on intention to use Facebook continuously. In addition, several researchers also examined the effect of attitude on intention to use the social media as an online distribution channels continuously, among others: Kim (2017); Rupak et al. (2014); Basak and Calisir (2015); Chang et al. (2015); Tran (2020); Tham et al (2019); Yin and Zhang (2020); Ryu (2019)Yazdanparast et al. (2015), which findings are all identical. Hence, a positive attitude is very essential to be built by social media as an online distribution channels in order to maintain and increase the users' intention to use.

In building users' attitudes, it is necessary to pay attention to the perceived benefits (Hossain and Silva, 2009). The more useful social media as online information distribution channels is felt by its users, the more positive the attitude will be (Dhoha et al., 2019). Previous studies have already showed that Instagram advertisements create a positive impact on users (Rauniar et al., 2013). Likewise, the benefits felt by the Facebook users' have a positive influence on their attitudes (Althunibat, 2015). The perception of the perceived benefits of using social media as an online distribution channels is influenced by several variables, including perceived ease of use, perceived critical mass, and perceived enjoyment (Li-Barber, 2012; Litt and Hargittai, 2014; He, 2019; Cha and Seo, 2019). However, there is also research that stated that perceived usefulness is influenced by the users perceive informational benefits. This is in accordance with the existing reality in the field, that from the results of interviews with several Facebook users', they stated that by using Facebook as online information distribution, so they can get personal information about their friends, for instance, the position, activities, and also their friends' moods. Thus, in this study, the perceived benefit is influenced by four variables, namely: perceived ease of use, perceived critical mass, perceived enjoyment, and perceived intelligent information.

Based on the existing problems, this study aims to investigate and explore the effect of perceived ease of use, perceived critical mass, perceived enjoyment, and perceived intelligent information towards perceived usefulness and attitude, and also their impact on the continuous usage intention of Facebook as an online distribution channels.

2. Literature review

Online distribution channels is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. Distribution channels can include wholesalers, retailers, distributors, and even the Internet.

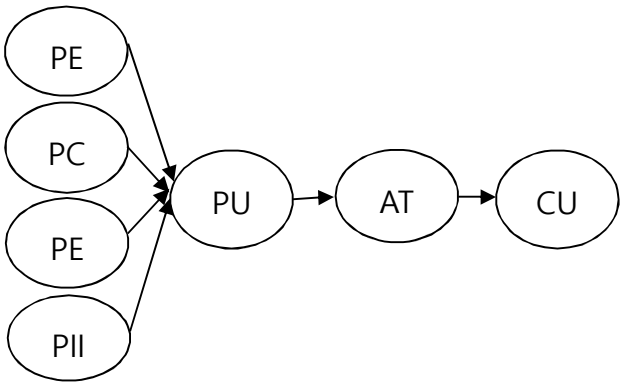

Figure 1: Conceptual Frameworks

Continuous usage intention is the goal of every social media platform, including Facebook. As an effort to maintain their existence among its users', social media platform tries to build a positive attitude on its users. Positive attitude can be built by providing as many benefits as possible to its users, thus they will continue to be loyal the social media as an online information distribution,

including Facebook. The benefits felt by Facebook users' can be enhanced by making the platforms easy to use, making Facebook a popular social media that people are interested in, making users comfortable while using Facebook, and getting the information from the use of Facebook as an online distribution channels. The relationship of each variable can be described as shown in Figure 1.

2.1. The effect of perceived easy of use on perceived usefulness

The perception of Facebook as online information distribution channels is easy to use because the flexibility that the users' get while interacting with other Facebook users'. Besides, Facebook is known to be easy to understand, easy to use to communicate with others, and easy to be familiar with the features that Facebook provide. Perceived easy of use has a positive impact on users' perceived usefulness (Zhao et al., 2013). Other study also showed similar results, that perceived easy to use may increase the perceived usefulness felt by Facebook users positively and in a statistically significant way (Rupak et al., 2014). Based on the existing empirical studies, the following hypothesis can be formulated:

H1: Perceived ease of use has a positive and significant effect on perceived usefulness

2.2. The effect of perceived critical mass on perceived usefulness

Perceived critical mass also has a positive influence on the perceived usefulness. Perceived critical mass, such as: Facebook which is popular among friends, a lot of people use Facebook, and a lot of co-workers use Facebook as a social media, which can increase the perception of perceived usefulness of Facebook users' (Hammedi & Bouqiaux, 2015). In addition, Water (2009) has conducted a study on the effect of perceived critical mass on Facebook as a social media online platform for information distribution, which found that perceived critical mass indeed increase the perceived usefulness on its users. Based on these existing empirical studies, the following hypothesis can be formulated:

H2: Perceived critical mass has a positive and significant effect on perceived usefulness

2.3. The effect of perceived enjoyment on perceived usefulness

Previous research conducted by Ana and Jose (2014), stated that the perceived enjoyment may increase perceived usefulness. Perceived enjoyment which manifested as the feelings of being attracted, entertained, happy, and comfortable can enhance the perceived usefulness. Identical results were also discovered from previous studies by Pinho and Soares (2011); Teo and Noyes (2011); Moqbel (2012); Chiang (2013); and Liao et al. (2013). Based on these empirical studies, the following hypothesis can be formulated:

H3: Perceived enjoyment has a positive and significant effect on perceived usefulness

2.4. The effect of perceived intelligent information on perceived usefulness

Perceived usefulness may be increased because of perceived intelligent information from the usage of Facebook. Perceived intelligent information can be shown in a certain condition, for instance, Facebook users will get information about other people (friends or families) regarding their whereabouts, activities, feelings, and social status. Study conducted by Cho et al. (2015) stated that perceived intelligent information able to enhance the perceived usefulness. The results of that study is in line with previous research result form Dong et al. (2014); Liu and Brown (2014); Dai and Lee (2018); Chang and Heo (2014). Based on the results of these empirical studies, the following hypothesis can be formulated:

H4: Perceived intelligent information has a positive and significant effect on perceived usefulness

2.5. The effect of perceived usefulness on attitude

Perceived usefulness of using Facebook can make the users' attitudes positive (Liao et al., 2013). The usefulness perceived by Facebook users, such as being more effective in communicating, able to easily contact and get information about relatives may affect Facebook users' attitude positively. Previous research conducted by Rupak et al. (2014), showed similar results that perceived usefulness from social media usage may induce a positive effect on the attitude of social media users'. This is supported with several previous studies conducted by Min and Kim (2015); Curras-Perez et al. (2013) which found that perceived usefulness may increase the positive attitude among Facebook users significantly. Based on the results of these empirical studies, the following hypothesis can be formulated:

H5: Perceived usefulness has a positive and significant effect on attitude

2.6. The effect of attitude on continuous usage intention

Positive, happy, trusting, and safe attitudes of social media users' is known to bring a positive and significant effect on the intention to use social media as an online distribution channels continuously. This is shown by research conducted by Schivinski et al. (2016) which shows the results that the positive attitude of social media users has a positive and significant impact on the continuous use of social media. Similar results also found by several other researchers, namely Chen et al. (2009); Chu (2011); Chang et al. (2015); Ang (2017); VanMeter et al. (2018); Ifinedo (2018); Kim et al (2014); Gu et al (2019); and Liu et al. (2018). Based on the results of these empirical studies, the following hypothesis can be formulated:

H6: Attitude has a positive and significant effect on continuous usage intention.

3. Method

The measurement of variable construct in this research was derived from previous research and further modified to suit the conditions in the field. Measurement of variable construct of perceived ease of use and perceived critical mass refers to the measurement used by Dhoha et al. (2019); and perceived enjoyment refers to research by Li et al. (2015), Gan (2017), Ozanne et al. (2017), Dhoha et al. (2019). Measurement of perceived intelligent information variable refers to research by (2019) and adjusted to the perceptions obtained from observation through opening a Facebook page. Measurement of perceived usefulness variable refers to research conducted by Dhoha et al. (2019). Furthermore, the measurement of attitude variable refers to research by Brandao (2019); Dhoha et al. (2019), meanwhile measurement of continuous usage intention refers to research by Al-Jabri et al. (2015) and Li et al. (2015); Dhoha et al. (2019). The measurements of variable constructs studied in this studied can be seen in Table 1. Scale used to measure the variable constructs in this study is in the five-level range, from strongly disagree (1) to strongly agree (5).

Data were collected through a survey using google form. The number of respondents enrolled in this study was 290 respondents with purposive sampling technique. Respondents were enrolled based on several criteria, namely domiciled in Indonesia, minimum age of 17 years old, minimum high school education, and active on Facebook for at least one year. Furthermore, the research instruments were tested for validity and reliability. The results of validity and reliability test can be seen from Table 2.

Table 1: Measurement of Variables and The References

Construct and indicator	Reference
Perceived ease of use (PEOU)	Dhoha et al. (2019)
Facebook is flexible to use to interact with other people	
Facebook can be freely used to do what the user's want	
Easy to be skilled on using Facebook	
Easy to operate Facebook	
Facebook is very easy to understand	
Perceived critical mass (PCM)	
Facebook is popular among friends	
Most of my friends use Facebook	
People from my work environment use Facebook	
Perceived enjoyment (PE)	Li et al. (2015), Gan (2017); Ozanne et al. (2017); Dhoha et al. (2019)
Using Facebook is interesting	
Using Facebook is entertaining	
Using Facebook is fun	
Using Facebook is comfortable	
Perceived intelligent information (PII)	Gan (2017); Ozanne et al. (2017)
Facebook provides information about friends position	
Facebook provides information about friends activities	
Facebook provides information about friends feelings and moods	
Facebook provides information about friends social status	
Perceived usefulness (PU)	Brandao (2019); Dhoaha et al. (2019)
Facebook allows me to reconnect with friends	
Facebook gets me benefit in personal life	
Facebook increases the effectiveness of connecting with friends	
Facebook makes it easier to contact friends	
Facebook makes it easier to get information about friends	
Attitude (ATT)	Brandao (2019); Dhoaha et al. (2019)
Positive on using Facebook	
Happy using Facebook	
Support in using Facebook	
Encouraging in using Facebook	
Continuous Usage Intention (CUI)	Al-Jabri et al. (2015); Li et al. (2015); Dhoha (2019)
I always increase the frequency of using Facebook	
I always recommend others to use Facebook	
I use Facebook continuously	
I spend more of my time on Facebook	

Table 2: The Results of Validity and Reliability Test of The Research Instruments

Variable	Item	r correlation	Cronbach's Alpha α
Perceived ease of use / PEOU (X1)	X1		0.795
	X1.1	0.747	
	X1.2	0.748	
	X1.3	0.732	
	X1.4	0.776	
	X1.5	0.713	
Perceived critical mass / PCM (X2)	X2		0.920
	X2.1	0.880	
	X2.1	0.948	
	X2.3	0.959	
Perceived enjoyment / PE (X3)	X3		0.964
	X3.1	0.938	
	X3.2	0.978	
	X3.3	0.960	
	X3.4	0.931	
Perceive intelligent information / PII (X4)	X4		0.913
	X4.1	0.890	
	X4.2	0.893	
	X4.3	0.909	
	X4.4	0.876	
Perceived usefulness / PE (Y1)	Y1		0.860
	Y1.1	0.662	
	Y1.2	0.745	
	Y1.3	0.897	
	Y1.4	0.873	
	Y1.5	0.847	
Attitude / ATT (Y2)	Y2		0.924
	Y2.1	0.850	
	Y2.2	0.909	
	Y2.3	0.922	
	Y2.4	0.936	
Continuous usage intention / CUI (Y3)	Y3		0.898
	Y3.1	0.833	
	Y3.2	0.865	
	Y3.3	0.902	
	Y3.4	0.917	

The results of validity and reliability test of the research instruments as seen in Table 2 show that all variables are valid because all of the correlation value for each variable is above 0.30 and reliable because the Cronbach's Alpha value for all variables is above 0.6. Furthermore, it was followed by data collection of 290 respondents, analyzed using Path Analysis and SEM-PLS.

Based on the results of this study, the characteristics of the respondents were identified in terms of gender, age, education level, length of time using Facebook as social media, and duration of Facebook usage in a day. Respondents were dominated by female gender (63.8 %) compared to male (36.2 %). In terms of age, respondents were predominantly in the age range of 17 to 27 years old (88.3 %), 28 to 37 years old (2.8 %); 38 to 47 years old (2.2 %); 48 to 57 years old (3.8 %); and above 57 years old (2.9 %). Respondents who have used Facebook for at least one year were found to be 15.5 %; using for over 1 year to 5 years 18.4 %; and over 5 years 66.1 % out of all respondents. The duration of Facebook usage in a day can be differentiated into five groups, namely respondents who use Facebook an average of 1 hour a day as much as 5.8 %; more than 1 hour to 2 hours 20.7 %; 2 to 3 hours 33.0 %; 3 to 4 hours 30.5 %; and more than 4 hours were found to be 10.0 %.

4. Results

4.1. Results of SEM PLS Analysis

This study used two-stage approach to measure the model before it is used to test the hypothesis, which aims to verify the validity and reliability of the research model. First by analyzing the convergent validity and continued by analyzing the discriminant validity.

4.2. Outer Model Test

Outer model test was carried out to ensure the feasibility of the research indicators in measuring the research variables. Thus, to see whether the model is valid as a basis for research, three criteria must be met, namely: (1) all loading indicators are above 0.65 (2) Composite Reliability (CR) must be above 0.8, and (3) Average Variance Extracted (AVE) for every construct must exceed 0.5.

Based on Table 3, it shows that all value for the outer loading indicators exceed 0.65 with a range between 0.803 to 0.958, which indicates that they are at the recommended limit. Composite Reliability (CR) value is in the range between 0.921 to 0.959, all of which are above 0.8 meaning that all constructs formed have good consistency as a research model. All values for Average Variance Extracted (AVE) were found to be above 0.5 with a range from 0.724 to 0.949, hence can be concluded that the research model in this study has a good validity.

To evaluate the discriminant validity, a research model is suggested to ensure that the root value of the Average Variance Extracted (√AVE) of a latent variable must be greater.

Discriminant validity is considered good if the root value of AVE (√AVE) in Table 5 is greater than 0.5. The research model proposed in this study can be considered good, where the smallest √ AVE value is 0.851

Table 3: model size results

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Perceived ease of use (X1)	X1.1 X1.2 X1.3 X1.4 X1.5	0.816 0.862 0.836 0.872 0.866	0.929	0.724
Perceived critical mass (X2)	X2.1 X2.2 X2.3	0.920 0.958 0.936	0.957	0.881
Perceived enjoyment (X3)	X3.1 X3.2 X3.3 X3.4	0.897 0.945 0.946 0.897	0.958	0.949
Perceived intelligent information (X4)	X4.1 X4.2 X4.3 X4.4	0.818 0.887 0.881 0.866	0.921	0.746
Perceived usefulness (Y1)	Y1.1 Y1.2 Y1.3 Y1.4 Y1.5	0.819 0.803 0.884 0.905 0.901	0.936	0.746
Attitude (Y2)	Y2.1 Y2.2 Y2.3 Y2.4	0.925 0.914 0.939 0.916	0.959	0.853
Continuous Usage Intention (Y3)	Y3.1 Y3.2 Y3.3 Y3.4	0.911 0.897 0.903 0.877	0.943	0.805

Table 4: Correlation between Latent Variables

Construct	PEOU	PCM	PE	PII	PU	ATT	CUI
PEOU	1.00						
PCM	0.65	1.00					
PE	0.75	0.72	1.00				
PII	0.66	0.70	0.76	1.00			
PU	0.75	0.74	0.09	0.80	1.00		
ATT	0.57	0.51	0.60	0.58	0.63	1.00	
CUI	0.59	0.56	0.66	0.63	0.67	0.69	1.00

Table 5: Root Value of AVE

Construct	Average Variance Extracted (AVE)	√ AVE
Perceived ease of use / PEOU	0.724	0.851
Perceived critical mass / PCC	0.881	0.939
Perceived enjoyment / PE	0.949	0.974
Perceived intelligent information / PII	0.746	0.864
Perceived usefulness / PU	0.746	0.864
Attitude / ATT	0.853	0.924
Continuous Usage Intention / CUI	0.805	0.897

4.3. Inner Model Test

Structural model focuses on the hypothesized relationship or path between latent variables. The results of the inner model test can be seen in Figure 2.

Structural model was evaluated using the R-square for construct dependent and t test, also the significance of the coefficient parameters.

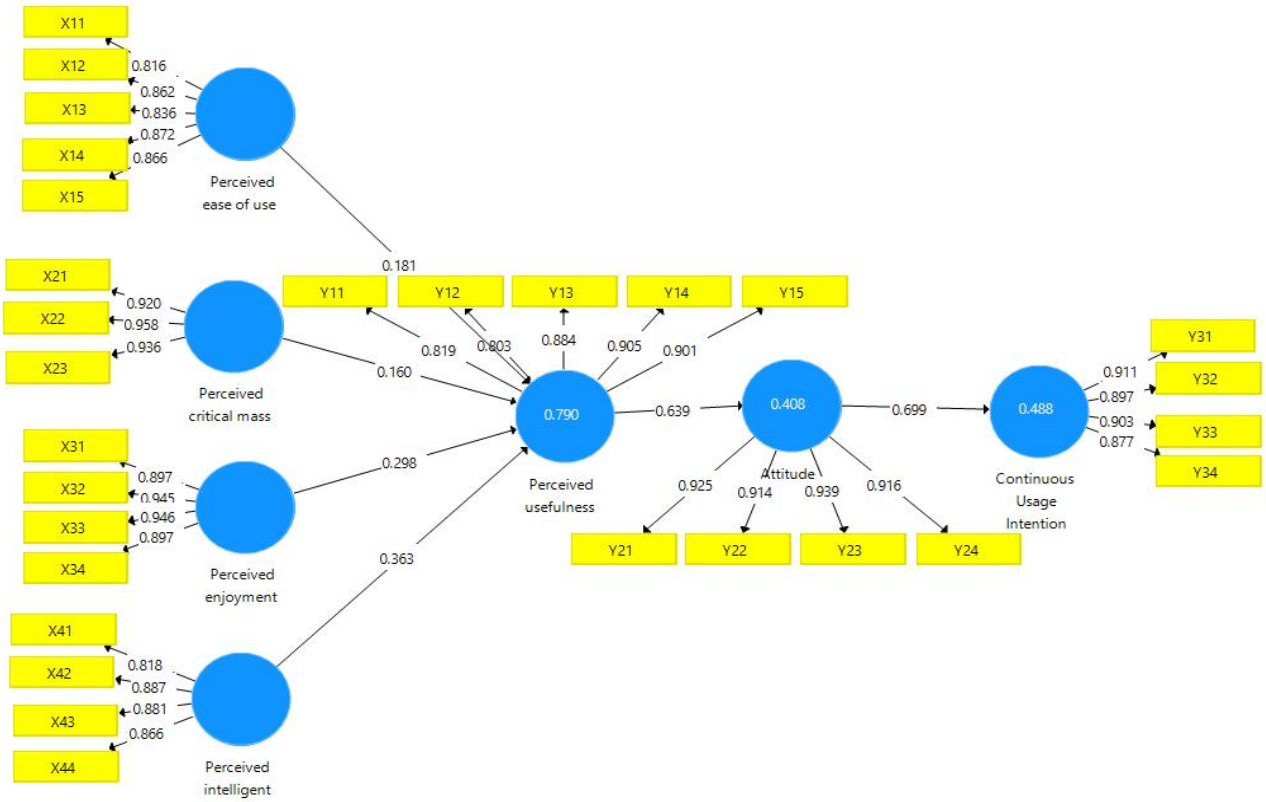

Figure 2: Structural Model

4.4. Coefficient Determination

In this research, a bootstrap was carried out which resulted in two structural model measurements, namely: t value (*t-test*) and R^2 which would be interpreted the same way as multiple regression analysis in general. The predictive strength of a research model can be seen from the R^2 value generated by the bootstraps. R^2 value for each endogenous variable in the research model can be seen in Table 6.

Table 6: Coefficient Determinations

Construct	R^2
Perceived usefulness	0.790
Attitude	0.408
Continuous usage intention	0.488
Note: only the endogenous (dependent) variable has the R^2 value	

Based on Table 6 it can be explained that the highest R2 value is in the perceived usefulness variable that is 0.790 which indicates that 79 % of the perceived usefulness variable can be explained by the construct contained in the model, namely: perceived ease of use, perceived critical mass, perceived enjoyment, and perceived intelligent information. Meanwhile, the lowest is in the attitude variable with R2 value of 0.408 which shows that 48 % of the attitude variable can be explained by the construct that affects the variable, namely the perceived usefulness. From the examination of the R2 value, it can be concluded that the predictive strength of this research model in general is good, as seen from the R2 value of all variables which is that are close to or above 0.50.

4.5. Hypotheses Test

Significance of the estimated parameters provides useful information about the relationship between the research variables.

Table 7: Hypothesis Test Result

Correlation between variables	Path coeff.	*t-statistic*	*P values*	Hypothesis
Perceived ease of use → Perceived usefulness	0.181	3.372	0.001	Accepted
Perceived critical mass → Perceived usefulness	0.160	3.105	0.002	Accepted
Perceived enjoyment →Perceived usefulness	0.298	4.760	0.000	Accepted
Perceived intelligent → Perceived usefulness	0.363	5.793	0.000	Accepted
Perceived usefulness → Attitude	0.639	14.317	0.000	Accepted
Attitude → Continuous usage intention	0.699	21.817	0.000	Accepted

The basis used in testing the hypothesis is the value contained in the output path coefficients presented in Table 7.

Hypothesis testing was conducted using the t-statistics and looking at the p-value. If the p-value < 0.05, the hypothesis is accepted. From Table 7, it can be seen that perceived ease of use for perceived usefulness has a t-statistics value of 3.372 and p-value of 0.001 which is under 0.05, and therefore the hypothesis is accepted. This means that the higher the perceived ease of use, the higher the perceived usefulness felt by the Facebook users. Perceived critical mass for perceived usefulness has a t-statistics value of 3.105 and p-value 0.002 which is under 0.05 and the hypothesis is accepted. This indicates that the higher the perceived critical mass, the higher the perceived usefulness felt by the Facebook users. Perceived enjoyment for perceived usefulness has t-statistics value of 4.760 and p-value 0.000 which is under 0.05 and therefore the hypothesis is accepted. This means that the higher perceived enjoyment will induce higher perceived usefulness. Furthermore, perceived intelligent information affects perceived usefulness with a t-statistics value of 5.793 and p-value of 0.000 which is under 0.05 and the hypothesis is accepted. Perceived usefulness affects attitude with a t-statistics value of 14.317 and p-value of 0.000 which is under 0.05, therefore the hypothesis is accepted; and attitude for continuous usage intention was found with a t-statistics value of 21.817 and p-value of 0.000 which is under 0.05, thus the hypothesis is accepted. All hypotheses from H1 to H6 are accepted.

5. Discussion

5.1. Effect of perceived ease of use on perceived usefulness

Based on the results of the analysis, the effect of perceived ease of use on perceived usefulness obtained a beta coefficient value of 0.181 with a significance level of $0.001 \leq 0.05$, which means that Ho is rejected and H1 is accepted. The result indicates the perceived ease of use variable has a positive and significant effect on perceived usefulness. Consequently, the higher the level of ease on Facebook (which is shown by the flexibility to use the social media in interacting with others, easy to use according to the need of the users, easy to be skilled at

using the social media as an online distribution channels, and easy to understand), the higher perceived usefulness felt by the Facebook users.

The result of this study strengthens the results of previous studies conducted by Litt and Hargittai, 2014); Rupak et al. (2014); Basak and Calisir (2015), which found that perceived ease of use has a positive and significant effect on perceived usefulness. This research finding is also in line with Chang et al. (2015) that found the perceived ease of use variable has a positive and significant effect on perceived usefulness. Hence, it can be inferred that the higher perceived ease of use, the higher perceived usefulness will be felt.

5.2. Effect of perceived critical mass on perceived usefulness

Based on the results of the analysis of the perceived critical mass on perceived usefulness, the beta coefficient value obtained was 0.160 with a significance level of 0.002 ≤ 0.05 which means that Ho is rejected and H1 is accepted. That result indicates that the perceived critical mass variable has a positive and significant effect on perceived usefulness. Thus, the higher the level of Facebook as an online distribution channels, the popularity which is indicated by the number of Facebook uses among friends, family, and/or coworkers, the higher the perceived usefulness of using Facebook.

A similar result can be found from a previous study conducted by Hammedi and Bouqiaux (2015), which stated that the perceived critical mass variable has a positive and significant effect on perceived usefulness. This result is enforced by a research that Dhoha et al. (2019) carried out, which noted that perceived critical mass has a positive and significant effect on perceived usefulness.

5.3. Effect of perceived enjoyment on perceived usefulness

Based on the results of the analysis of the perceived enjoyment on perceived usefulness, it was found that the beta coefficient value is 0.298 with a significance level of 0.000 ≤ 0.05, thus the Ho is rejected and the H1 is accepted. That result indicates the perceived enjoyment variable has a positive and significant effect on perceived usefulness. Therefore, the higher the perceived enjoyment which is shown by the use of Facebook that generates interest, happiness, enjoyment, comfort, and entertainment, will induce the perceived usefulness of using Facebook to be higher.

The results of this study strengthen the results of a previous study conducted by Ana and Jose (2014), which found that the perceived enjoyment variable has a positive and significant effect on perceived usefulness. The results of this study are also confirmed by Moqbel (2012); Chiang (2013); and Liao et al. (2013), which findings also stated that perceived enjoyment has a positive and significant effect on perceived usefulness. Thus, it can be concluded that the higher the feeling of pleasure and comfort generated by using Facebook, the more perceived usefulness will be felt.

5.4. Effect of perceived intelligent information on perceived usefulness

Based on the results of the analysis of the perceived intelligent information on perceived usefulness, the beta coefficient value obtained was 0.363 with a significance level of 0.000 ≤ 0.05, thus the Ho is rejected and H1 is accepted. That result means the perceived intelligent information variable has a positive and significant effect on perceived usefulness. Therefore, the higher the perceived intelligent information which is shown by the engagement to get information about friends' whereabouts, information about friends' activities, moods, and social status, may increase the perceived usefulness that will be felt by the users.

This results are in line with Liu and Brown (2014), which found that perceived intelligent information variable has a positive and significant effect on perceived usefulness. Chang and Heo (2014), and Cho et al. (2015), also found similar results that perceived intelligent information variable has a positive and significant effect on perceived usefulness. Therefore, if the information taken either comes from friend's homepage or the user's homepage is of a good quality, then the perceived usefulness may increase.

5.5. Effect of perceived usefulness on attitude

Based on the results, the effect of the perceived usefulness on attitude obtained a beta coefficient value of 0.639 with a significance level of 0.000 ≤ 0.05, thus the Ho is rejected and H1 is accepted. That result indicates that perceived usefulness has a positive and significant effect on attitude. Therefore, the higher the perceived usefulness, which is shown by being able to reconnect with friends, get personal benefits, be more effective in communicating with friends, and easy to get in contact with friends, may impact the attitude of Facebook users positively.

The results of this study strengthened by previous study conducted Curras-Perez et al. (2013), which stated that perceived usefulness variable has a positive and significant effect on attitude. This result is in line with studies by Rupak et al. (2014); Min and Kim (2015), which found that perceived usefulness variable has a positive and significant effect on Facebook users' attitude.

5.6. Effect of attitude on continuous usage intention

Based on the results of the analysis of attitude on continuous usage intention, the beta coefficient value obtained was 0.699 with a significance level of 0.000 ≤ 0.05, which implies that Ho is rejected and H1 is accepted. That result portends that the attitude variable has a positive and significant effect on continuous usage intention. Therefore, the more positive attitude of the Facebook users' which is presented by a positive, supportive, and happy attitude, may cause the continuous usage intention of Facebook users to become higher.

The result of this study at the same time strengthens the result by previous studies conducted by Chen et al. (2009); Chu (2011); and Chang et al. (2015), which stated that attitude has a positive and significant effect on continuous usage intention. This research result is also in line with VanMeter et al. (2018); Ifinedo (2018); and Liu et al. (2018), who found that attitude variable has a positive and significant effect on the continuous usage intention of Facebook social media as an online distribution channels.

6. Conclusion

Perceived ease of use, perceived critical mass, perceived enjoyment, and perceived intelligent information may increase the perceived usefulness of Facebook usage. Furthermore, the perceived usefulness felt by Facebook users is able to create a positive attitude towards its users' and has an impact in increasing the continuous usage intention of using Facebook as an online distribution channel.

This study may enrich the Theory of Accepted Model by adding variables of perceived critical mass, perceived enjoyment, and perceived intelligent information as an antecedent from perceived usefulness. In addition, the results of this study can be used as a basis for Facebook as a social media as an online distribution channels, to add perceptions that are perceived by its users, therefore can increase the use of Facebook and its users' usage intention continuously.

7. Limitations and future research direction

This research was conducted among predominantly unmarried respondents and of a certain age range, hence the results of this research could not be generalized and identified to different groups of respondents. Likewise, this research is conducted in a cross-sectional design, thus it is necessary to carry out more research in different years, and the determining variables for continuous usage intention can be further developed with other variables, such as trust, satisfaction, and respondent's demographic variables.

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