PERSEPSI: Communication Journal e-ISSN 2623-2669
Vol .7 No. 1, 2024, 01-10
DOI: https://doi.org/10.30596/persepsi.v7i1.17930

The Influence of Information Sharing Behaviour on the Spread of Fake News about the 2024 Election on Social Media X

Yumna Nahdah Arum[1*], Kunta Adi Ibav[2]
[1]Universitas Padjadjaran, Jl. Raya Jatinangor, Sumedang, Indonesia
*[*1]koresponden:Kunto.a.wibowo@unpad.ac.id*

Abstract

The influence of information dissemination behavior on the spread of fake news regarding the 2024 Election on Social Media X is a crucial focal point in the context of political and social dynamics. A comprehensive analysis reveals the complexity of the impacts of this behavior. Firstly, the dissemination of information on social media accelerates and broadens the spread of fake news, threatening the integrity of the electoral process. Secondly, the formation of filter bubbles and echo chambers can reinforce opinion polarization and limit the diversity of perspectives within society. Thirdly, this behavior can affect voter participation and create social instability. The importance of collective efforts to mitigate these negative impacts is evident through recommendations for enhancing digital literacy, enforcing strict regulations on fake news dissemination, and promoting transparency on social media. In conclusion, information dissemination behavior has profound implications for society, demanding serious attention to safeguard democracy and maintain social harmony.

Keywords: 2024 Election, fake news, social media, information dissemination behavior.

INTRODUCTION

Entering the political year ahead of the 2024 General Election, the Minister of Communication and Information explained that there was a lot of fake news or hoaxes about the 2024 General Election. It is said that as of October 2023, the increase in fake news will reach 10 times compared to last year. The increase in hoaxes is most commonly found on the Facebook platform according to Kominfo records (Menkominfo, 2023). The increase in hoaxes or fake news about the 2024 election mostly targets presidential and vice presidential candidates with all issues and disinformation that can cause public distrust. So to overcome this, Kominfo collects all findings of the 2024 election hoax issue through the official website.

Fake news in politics can affect the life of the nation and society in Indonesia, especially when entering the era of the 2024 elections, disinformation and fake news will involve many things such as ethnic, religious, racial, and inter-group (SARA) issues that spread hate speech. Not only does it affect presidential candidates and vice presidents, but also destroys national resilience to the disintegration of the nation (Amilin, 2019). So through this opinion, the spread of hoax or fake news can affect the destruction of harmony between communities.

caution. That is why if a non-profit organization is mentioned about fund transparency, this can trigger public attention. If a non-profit organization is unable to answer public questions, suspicion will arise. If a trust issue arises in the public, the non-profit organization could be threatened or even unable to survive, as was the case experienced by Aksi Cepat Tunjung in July 2022.

Fake news ahead of the 2024 elections that are increasing has made the government even more vigilant. So the government and all political parties are on standby to try to secure the spread of fake news ahead of the elections. This effort is like preparing a special cyber

division to deal with hoax news about the 2024 election. The other efforts are such as preventive efforts such as following up legally and persuasively by providing education to the public (Pusiknas Bareskrim Polri, 2023).

Especially on social media, where social media is the easiest and fastest place to exchange information, fake news can spread more quickly. This is because sharing news on social media becomes easier because people can take part in the creation and dissemination of information (Apuke, 2021).

The increase in hoax news is also influenced by the behavior of disseminating information or information sharing behavior, where this behavior is an activity carried out by users by utilizing the function of information technology such as social media in disseminating information, be it information made by themselves or information redistributed by others (Koohikamali et al., 2017). This behavior of disseminating information is considered as an act of giving information, where users feel the information must be known by others, not only for themselves (Evangelopoulos et al., 2012). The behavior of disseminating information described by Apuke et al. (2021) revealed that the circulation of misinformation is positively related to the gratification of information dissemination.

However, this behavior can increase the spread of fake news or hoaxes in society. Based on a study conducted by Talwar et al. (2019), the spread of fake news is supported by the behavior of spreading information supported by several attitudes such as online trust, self-openness, FOMO / fear of missing out, and social media fatigue. Reviewing another research study conducted by Arisanty et al. (2020) explained that there are two types of behavior of sharing hoax information on social media, namely behavior with full awareness and behavior without awareness. This mindful behavior means that users consciously know that the information shared is a hoax or fake, but due to certain interests or needs, the user still spreads fake news for several motives such as political motives to social motives. Then, unconscious behavior means that users do not know consciously that the information they spread is hoax information, so the information is widespread and viral on social media.

Another research study conducted by Rahadi (2017) on User Behavior and Hoax Information on Social Media seems to be about the motives and behaviors of users in receiving hoax information and spreading hoax information. In research conducted by Rahadi (2017), it shows that a person's motive for spreading false information and news is dominated by deliberate intent to persuade the public, then other motives are social media users who want to go viral or famous, personal reasons such as deliberately judging or reproaching someone, the existence of socio-political or racial issues, and also includes certain elements of society such as business competition so that hoax information is intentional spread.

Based on the above conditions, researchers are interested in exploring more about the influence carried out by information dissemination behavior on the spread of fake news about the 2024 election, especially on social media X. Because the 2024 election day is getting more near, increasingly heated conditions can also increase fake news that is increasingly circulating on social media. In this discussion, researchers want to see how information dissemination behavior can affect the existence of fake news on social media X in a more comprehensive level. The literature review mentioned earlier can help researchers to determine the indicators and motives of information dissemination behavior carried out by the public towards the spread of fake news.

Hipotesis

H0: There is no relationship between the satisfaction of sharing information and the spread of fake news in the 2024 elections

H1: The satisfaction of sharing information will be positively related to the spread of fake

news in the 2024 elections

The first hypothesis (H1) in this study implies that the level of satisfaction felt by individuals when they share information will have a positive correlation with the spread of fake news related to the 2024 election. In this context, the satisfaction of sharing information includes the positive feelings or satisfaction that arise when a person participates in disseminating news or information through various media, such as social media, text messaging, or online news-sharing platforms.

There are several possible explanations for the relationship assumed by H1. First, individuals who feel satisfied when sharing information may have a greater motivation to participate in the spread of news, including fake news, as a way to reinforce their positive feelings. This satisfaction can come from a positive response from others or a feeling of having an active role in the process of sharing information.

In addition, H1 can also reflect that satisfaction in sharing information can be rooted in a desire to influence the views of others or strengthen social identity. In a political context, the spread of fake news can be considered as a tool to reinforce certain political beliefs or positions, which can then increase individual satisfaction in actively participating in the dissemination of information.

RESEARCH METHODOLOGY

The research method explains technically what methods are practiced in research (Basuki in Shofyan, 2015). Certain steps are needed in order to obtain data for research that can be tested. Method, population, and sample are 3 components that determine the success of research (Shofyan, 2015). In this chapter, we will describe everything related to what methods are used, what populations are chosen, and how sampling techniques are taken by researchers. There are poupulations that are prospective members of the community or texts that researchers want to observe called populations (Scharrer &; Ramasubramanian, 2021, 74). According to Sugiyono, population is defined as a generalized area of subjects or objects with certain characteristics and qualities according to the determination of researchers to be studied and conclusions drawn (Runtunuwu et al., 2014, 1806). The population determined by the researcher is Indonesian students using social media X (Twitter) aged 18-24 years who are university students in West Java with a population of 859,997 (Central Statistics Agency, 2022). Based on a survey report conducted by APJII's Indonesia Internet Survey in 2023, West Java is the third province with the highest internet user penetration rate in Indonesia. Ages 13-18 years and 19-34 years are the second highest positions as internet users. It is concluded that students and university students occupy the highest position in internet penetration.

Next, the sample size is calculated using the G*Power application. This calculation is done with the Statistical Test option, namely Linear Multiple Regression. The effect size used is 0.057. The probability of error is 5% and power is 80% and there are 4 numbers of predictors.

This calculation resulted in a total sample of 215 samples. The number 215 is the minimum number of samples. Over time, the number of samples that exceed the minimum sample number will be sought. In this study, the sample calculation method applied is a non-probability method, namely convenience sampling. According to Sugiyono (2015), convenience sampling is a method of determining samples by choosing samples freely as the researcher wishes.

The data collection process in this study will be carried out online and offline. The online method is carried out by distributing questionnaires using Google Form online through WhatsApp and Line communication media. The offline method is carried out by distributing

PERSEPSI: Communication Journal e-ISSN 2623-2669
Vol .7 No. 1, 2024, 01-10
DOI: https://doi.org/10.30596/persepsi.v7i1.17930

questionnaires on Google Form directly to respondents. Researchers used online and offline methods to ensure that questionnaire filling went smoothly. In addition, this type of research is quantitative so that the technique of collecting questionnaire data with the Google Form instrument is an effective and efficient collection technique.

RESULTS AND DISCUSSION

Hypothesis Test

Hypothesis testing is carried out to test the proposed hypothesis. The hypothesis proposed in this study is related to the variable of fake news sharing behavior towards the 2024 election. Multiple regression analysis was chosen to analyze the hypothesis submission in this study. The following are the results of multiple regression analysis performed using the SPSS 21.00 for Windows program. In multiple linear regression testing, there are four types of tests, namely:

1. Multiple Correlation Analysis (R)

According to Sugiyono, the guidelines for providing the interpretation of the correlation coefficient are as follows:

Sumber: Sugiyono (2014:250)

The results of the double correlation test (R) can be seen in the following table:

Model Summary - share

Model	R	R^2	Adjusted R^2	RMSE
H_0	0.000	0.000	0.000	7.878
H_1	0.578	0.334	0.331	6.443

Based on the table above, the R number is 0.578. This shows that there is a moderate relationship between the mix (Fake News Spreading Behavior and the 2024 Election).

2. F-Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
H_1	Regression	4705.295	1	4705.295	113.333	< .001
	Residual	9382.929	226	41.517		
	Total	14088.224	227			

Note. The intercept model is omitted, as no meaningful information can be shown.

Based on the table above, it can be seen that the calculated F value is 113,333 > from the Ftable value which is 3.89 and the significant value is 0.001 < from alpha 0.05. Therefore, the decision taken by H0 rejected H1 is accepted, thus simultaneously the behavior of spreading fake news has an effect and is significant for the 2024 elections.

3. T-Test

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p
H_0	(Intercept)	23.645	0.522		45.320	< .001
H_1	(Intercept)	15.053	0.913		16.488	< .001
	hoax	0.887	0.083	0.578	10.646	< .001

Based on the table above it can be seen that:

a. The calculated t value for the variable H0 45,320 > t table 2.007 and a significant value of 000 > of alpha 0.05 (5%), then H0 is rejected and H1 is accepted, thus partially the Fake News Spreading Behavior has an effect and is significant to the 2024 election.

PERSEPSI: Communication Journal e-ISSN 2623-2669
Vol .7 No. 1, 2024, 01-10
DOI: https://doi.org/10.30596/persepsi.v7i1.17930

4. Coefficient of Determination

Model Summary - share

Model	R	R^2	Adjusted R^2	RMSE
H_0	0.000	0.000	0.000	7.878
H_1	0.578	0.334	0.331	6.443

The value of the coefficient of determination obtained at 0.334 or 33.4% shows that the Hoax News Spreading Behavior is able to explain the variations that occur in the 2024 election, while the remaining 66.6% is explained by other variables that were not studied in this study.

5. Bootstrap Coefficient

Bootstrap Coefficients

Model		Unstandardized	Bias	Standard Error	p*
H_0	(Intercept)	23.649	0.005	0.515	< .001
H_1	(Intercept)	15.038	-0.005	0.943	< .001
	hoax	0.888	2.808×10^{-4}	0.073	< .001

Note. Bootstrapping based on 5000 replicates.
Note. Coefficient estimate is based on the median of the bootstrap distribution.
* Bias corrected accelerated.

The value of Bootstrap coefficients ranges from -1 to +1. The closer the value of +1, the stronger the relationship between the two constructs. A relationship that is closer to -1 indicates that the relationship is negative (Sarstedt et al., 2017). Based on calculations using bootstrapping or resampling, where the test result of the estimation coefficient X1 against Y bootstrap results is 23,649 with a calculated t value of 2.635 and a standard deviation of 0.005. Then the p value is 0.001<0.05 thus accept H1 or which means the direct effect of X1 on Y is meaningful or statistically significant.

Correlation Test

Pearson's Correlations

Variable		share	hoax
1. share	Pearson's r	—	
	p-value	—	
2. hoax	Pearson's r	0.578***	—
	p-value	< .001	—

* p < .05, ** p < .01, *** p < .001

Based on the significance value of Sig. (2-tailed): From the output table above it is known the value of sig. (2-tailed) between Hoax News Spreading Behavior (X1) and the 2024 Election (Y) is 0.578, which means there is a significant correlation between the Hoax News Spreading Behavior variable and the 2024 Election variable.

Share Reliability

Frequentist Scale Reliability Statistics

Estimate	Cronbach's α	mean	sd
Point estimate	0.917	23.645	7.878
95% CI lower bound	0.899	22.622	7.215
95% CI upper bound	0.932	24.667	8.676

Frequentist Individual Item Reliability Statistics

	If item dropped	
Item	Cronbach's α	Item-rest correlation
share1	0.906	0.726
share2	0.903	0.760
share3	0.902	0.771
share4	0.905	0.740
share5	0.903	0.757
share6	0.903	0.756
share7	0.914	0.629
share8	0.911	0.660

From the output above, the value of Cronbach's Alpha in the Reliability Statistics test is 0.906. When compared with the r value of *the Table*, the results obtained are also reliable

Hoax Reliability

hoax Reliability

Frequentist Scale Reliability Statistics

Estimate	Cronbach's α	mean	sd
Point estimate	0.899	9.689	5.134
95% CI lower bound	0.876	9.022	4.702
95% CI upper bound	0.919	10.355	5.654

Frequentist Individual Item Reliability Statistics

	If item dropped	
Item	Cronbach's α	Item-rest correlation
hoax1	0.876	0.758
hoax2	0.864	0.808
hoax3	0.868	0.789
hoax4	0.888	0.699
hoax5	0.887	0.704

From the output above, the value of Cronbach's Alpha in the Reliability Statistics test is 0.876. When compared with the r value of *the table*, the results obtained are also reliable.

6. Bootstrap Coefficient

Bootstrap Coefficients

Model		Unstandardized	Bias	Standard Error	p*
H_0	(Intercept)	23.649	0.005	0.515	< .001
H_1	(Intercept)	15.038	-0.005	0.943	< .001
	hoax	0.888	2.808×10^{-4}	0.073	< .001

Note. Bootstrapping based on 5000 replicates.
Note. Coefficient estimate is based on the median of the bootstrap distribution.
* Bias corrected accelerated.

The value of Bootstrap coefficients ranges from -1 to +1. The closer the value of +1, the stronger the relationship between the two constructs. A relationship that is closer to -1 indicates that the relationship is negative (Sarstedt et al., 2017). Based on calculations using bootstrapping or resampling, where the test result of the estimation coefficient X1 against Y bootstrap results is 23,649 with a calculated t value of 2.635 and a standard deviation of

0.005. Then the p value is 0.001<0.05 so accept H1 or which means the direct effect of X1 on Y is meaningful or statistically significant.

7. Demographics Table

Characteristic	Frequency	Percentage (%)
Social Media User X (Twitter)	124	98.5%
Not a Social Media User X (Twitter)	4	1.5%
West Java Students	127	99.6%
Student Besides West Java	1	0.4%

Data on user characteristics related to Twitter social media and the geographic location of students, as described in the table, provide a fairly clear picture of the sample that is the focus of the study. Of the total respondents as many as 128 students, the vast majority, namely as many as 124 people (98.5%), are users of Social Media X, especially Twitter. This reflects the high prevalence of such platform usage among respondents. With only four people (1.5%) who are not users of Social Media X (Twitter), it can be concluded that the majority of students in this sample have significant exposure to the social media platform.

In addition, there was a marked difference in the geographical location of respondents. A total of 127 students (99.6%) came from West Java, while only one person (0.4%) came from outside West Java. This shows that the sample of this study predominantly came from one geographical region, namely West Java. These geographical factors can play an important role in shaping students' views and behavior regarding certain issues, including political or electoral issues.

It is important to note that these results may limit the generalization of research findings to the student population as a whole, especially if there are significant variations in sociodemographic and geographic characteristics between the study sample and the wider population. Therefore, in analyzing the findings later, it is necessary to take into account that this sample represents a certain group of the student population that has special characteristics, such as the intensity of social media use and limited geographic location.

Discussion Analysis

Based on the results of an in-depth analysis of the influence of information dissemination behavior on the spread of fake news about the 2024 election on social media, a number of interesting findings can be revealed. First, the double correlation shows a moderate relationship between fake news dissemination behavior and the 2024 election, with an R value of 0.578. This means that the higher the behavior of spreading fake news, the greater the influence on the 2024 elections.

Furthermore, the F test confirms that simultaneously the behavior of spreading fake news contributes significantly to the dynamics of the 2024 elections on social media, with an F count value reaching 113,333. Meanwhile, the T test highlights that partially, the behavior of spreading fake news has an influence and significance on the 2024 election, indicated by a high t-count value, which is 45,320.

Then, the value of the coefficient of determination of 33.4% illustrates that the behavior of spreading fake news can explain some of the variations that occur in the 2024 election. However, about 66.6% of the other variation could be explained by other variables not studied in the study.

The bootstrapping method adds strength to these findings by showing that the coefficient of estimation of fake news dissemination behavior significantly affects the 2024

election directly, with a p-value of 0.001. This corroborates statistical evidence related to the direct influence of these variables.

Overall, these findings contribute significantly to understanding the dynamics of the spread of fake news on social media during the 2024 election period. Policy implications could include efforts to strengthen people's digital literacy and tighter regulations to mitigate the negative impact of the spread of fake news.

The influence of information dissemination behavior on the spread of fake news regarding the 2024 election on Social Media X has quite complex and significant implications. First of all, the behavior of spreading information on social media platforms can accelerate and expand the reach of fake news. In an instantly connected atmosphere, fake news can spread quickly without going through an adequate verification process. As a result, incorrect information can reach a large amount in a short period of time, having a major impact on public perception of the 2024 elections.

Second, the influence of this behavior can form filter bubbles and echo chambers among social media users. Along with the tendency to disseminate information that In accordance with personal views or beliefs, filter bubbles can restrict users' access to multiple viewpoints, reinforce polarizing opinions, and increase disagreement with information that does not align with their beliefs.

Furthermore, this behavior can affect voter participation. By spreading false or tendentious information, this behavior can manipulate public perception of candidates or the electoral process, leading to voter decisions that may not reflect accurate and objective information.

It is also important to note that the influence of these behaviors is not only individual, but also creates an impact on a broader social and political level. False perceptions or false beliefs formed can create instability in society, threaten the integrity of elections, and undermine the fundamentals of democracy.

Finally, to overcome this negative influence, it is necessary to make a joint effort from various parties, including the government, social media platforms, and society. Improving digital literacy, tightening regulations against the spread of fake news, and promoting transparency policies on social media platforms are steps that can be taken to mitigate the adverse effects of information dissemination behavior in the 2024 election era on Social Media X.

CONCLUSION

In the context of political and social dynamics ahead of the 2024 General Election, the behavior of spreading information on Social Media X has a significant influence on the spread of fake news. A thorough analysis shows the complexity of the impact of these behaviors on electoral process integrity, polarization of opinion, voter participation, and social stability.

First, the behavior of spreading information on social media significantly accelerates and expands the spread of fake news related to the 2024 elections. The speed and breadth of this dissemination can threaten the integrity of the electoral process, affect public perception, and create uncertainty in understanding the true facts.

Second, the formation of filter bubbles and echo chambers through this behavior can strengthen polarization of opinions and limit the diversity of people's perspectives. Social media users tend to be exposed to information that matches their own views, leading to limited understanding of different viewpoints and increasing disagreement with information that does not align.

Third, information dissemination behavior can influence voter participation by presenting information that can manipulate public perception of candidates or the electoral process. This could potentially lead to voter decisions that do not reflect accurate and

objective information.

The importance of tackling these negative impacts is illustrated through recommendations for strengthening digital literacy, strict regulations against the spread of fake news, and promoting transparency on social media. Enhanced digital literacy can help people understand how to filter information and detect fake news. Tighter regulations can reduce the spread of fake news by imposing strict sanctions. Promotion of transparency on social media can give users a better understanding of the source and accuracy of information.

In conclusion, the behavior of disseminating information has profound implications on society, demanding serious attention in protecting democracy and maintaining social harmony. In the face of the 2024 elections, preventive and corrective measures need to be taken to minimize the adverse impact of the spread of fake news on Social Media X.

REFERENCES

Amilin. (2019). The Influence of Political Hoaxes in the Post-Truth Era on National Resilience and Its Impact on the Continuity of National Development. Journal of Lemhamnas RI Studies, 39, 5-11.

Apuke, O. D., & Omar, B. (2021). Fake news and COVID-19: modelling the predictors of fake news sharing among social media users. *Telematics and Informatics, 56*. https://doi.org/10.1016/j.tele.2020.101475

Arisanty, M., Wiradharma, G., Riady, Y., Permatasari, S. M., &; Sediyaningsih, S. (2021). Construct Testing: Motives, Attitudes, Acceptance, and Behavior, Resharing Hoax Information on Social Media. Journal of Communication and Media Studies, 25 (2), 171- 190. 10.31445/jskm.2021.4366

Evangelopoulos, N., Magro, M. J., & Sidorova, A. (2012). The dual micro/macro informing role of social network sites: Can twitter macro messages help predict stock prices?. Informing Science: the International Journal of an Emerging Transformation, 15, 247-267.

Koohikamali, M., & Sidorova, A. (2017). Information Re-Sharing on Social Network Sites in the Age of Fake News. Informing Science: the International Journal of an Emerging Transdiscipline, 20, 215-235.

Minister of Communication and Information. (2023, October 23). Minister of Communication and Information: The issue of election hoaxes has increased almost 10 times. Kominfo Press Release. d/content/detail/52570/siaran-pers-no-422hmkominfo102023-tentang-menkominfo-isu-hoaks-pemilu-meningkat-hampir-10-kali-lipat/0/siaran_pers" https://www.kominfo.go.id/content/detail/52570/siaran-pers-no-422hmkominfo102023-about-menkominfo-isu-hoaks-election-increase-almost-10-times-fold /0/siaran_pers

Pusiknas Bareskrim Polri. (2023). Anticipation of Hoaxes Ahead of the Election Is Intensified. Pusiknas Polie. https://pusiknas.polri.go.id/detail_artikel/antisipasi_hoaks_jelang_pemilu_makin_digencarkan

Sarstedt, M., Hair, J. F., Cheah, J. H., Becker, J. M., dan Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. Australasian Marketing Journal, 27(3), 197–211.

Rahadi, D. R. (2017). User Behavior and Hoax Information on Social Media. Journal of Management & Entrepreneurship, 5 (1), 58-70.

Talwar, S., Dhir, A., Kaur, P., Zafar, N., & Alrasheedy, M. (2019). Why do people share fake news? Associations between the dark side of social media use and fake news sharing behavior. Journal of Retailing and Consumer Services, 51, 72-82. https://doi.org/10.1016/j.jretconser.2019.05.026

Stathopoulou,A., Siamagka, N.T., & Christodoulides, G. (2019). A Multistakeholder View of Social Media as a Supporting Tool in Higher Education: An Educator-Student Perspective. European Management Journal.

Sugiyono. (2017). Educational research methods quantitative, qualitative and R&D approaches, Bandung: CV. Alpha Beta.

Sullivan dan Koh. (2019). Social media enablers and inhibitors: Understanding their relationships in a social networking site context. International Journal of Information Management 49 (2019) 170–189.

Tallman S., Jenkish M.,Henry N., Pinch S. (2004). Knowledge, Cluster and Competitive Advantage. The Academy of Management Review, 29(2):258-271 Texas at Dallas.

Van den Hooff, B. and De Leeuw van Weenen, F. (2004). Committed to share: commitment and CMC use as antecedents of knowledge sharing. Knowledge and Process Management, Vol. 11 No. 1, pp. 13-24.

Wijk R., Justin J.P, Jansen & Marjoriea. (2008). Inter- and Intra Organizational Knowledge Transfer: A Meta-Analytic Review and Assessment of Its Antecedents and Consequences. Journal of Management Studies, 45(4):830-853 ·

Yamin Sofyan, Kurniawan Heri. (2009). SPSS COMPLETE: The Most Complete Statistical Analysis Technique with SPSS software. Jakarta: Salemba Infotek

Yuan E. and , Woodman R.W. (2010). Innovative behavior in the workplace: the role of performance and image outcome expectations.

Apuke, O. D., & Omar, B. (2021). Fake news and COVID-19: modelling the predictors of fakenews sharing among social media users. *Elsevier: Telematics and Informatics*, *56*, 1-16.https://doi.org/10.1016/j.tele.2020.101475

Number of Universities, Lecturers, and Students (Public and Private) Under the Ministry of Education, Culture, Research, and Technology by Province, 2022. (2022). Central Bureau of Statistics. Retrieved November 15, 2023, from https://www.bps.go.id/indikator/indikator/view_data_pub/0000/api_pub/cmdTdG5vU0Iw KzBFR20rQnpuZEYzdz09/da_04/1

Runtunuwu, J. G., Oroh, S., &; Taroreh, R. (2014). THE INFLUENCE OF PRODUCT

QUALITY, PRICE, AND SERVICE QUALITY ON USER SATISFACTION OF CAFÉ AND RESTO CABANA MANADO. *EMBA Journal : Journal Economic Research, Management, Business and Accounting*, *2*(3), 1803-1813. https://doi.org/10.35794/emba.2.3.2014.5973

Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative Research Methods in Communication: The Power of Numbers for Social Justice*. Taylor & Francis Group.

Shofyan, N. H. (2015). THE PROBLEM OF THE LEARNING PROCESS OF INTEGRATED SOLIDEMATIC ATTITUDES CLASS I AT SDN JATIMULYO I MALANG.

Sugiyono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Alphabeta.

APJII Survey of Internet Users in Indonesia Reaches 215 Million People. (2023, March 10).

Indonesian Internet Service Providers Association. Retrieved November 15, 2023, from https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus- 215-juta-or ang

Zhou, et al. (2007). Online shopping acceptance model - A critical survey of consumer factors in online shopping. Journal of Electronic Commerce Research, 8(1)

Zhou, K. Z. (2006). Innovation, Imitation, and New Product Performance: The Case of China.

Industrial Marketing Management, Vol. 35, pp.394–402.