INSTRUMENT UNIDIMENSIONALITY, VALIDITY AND RELIABILITY TO MEASURE USER INTENTION TO USE OF FACEBOOK CUTI-CUTI 1MALAYSIA

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ABSTRACT

Facebook users' motive encourages them to choose the preferred Facebook page. A motive embedded in an individual can be stimulated to become an action. A motive could also turn into motivation during a particular process. This paper's ultimate purpose is to validate the adequacy of the generated items representing the construct involved in this research. The CFA validation included attitude, subjective norms, behavioural control response, Facebook user's experience, response, and engagement. This research collected 237 valid responses from active Facebook users. Upon finding, the attitude is considered invalid as a construct in this research due to the model fit issue. It can be concluded that in general, the remaining items and constructs are considered valid and reliable to be applied in this research and suitable for the second level (measurement model) analysis for validity and reliability.

Key terms: Attitude, subjective norms, behaviour control response, experience, engagement

INTRODUCTION

Tourism is an information-intensive industry (Cox et al. 2009) where the organisations rely on communication with tourists by building customer relationships and all channels to market their products (Poon, 1993). Indeed, social media have grown to be the top, most effective medium for tourists to seek information and share their travelling experiences (Cox et al. 2009; Yoo & Gretzel 2008; Gretzel 2006). Given the prevalence of social media use among tourists, social media has become an indispensable platform for tourism marketers (Chan & Denizci, 2011; Huang, 2011; Munar, 2010). Social media is trending. For businesses, it represents a marketing opportunity that transcends the traditional middleman and connects organisations directly to consumers. Social media offer different values to organizations, which is enhanced brand existence (de Vries, Genslers & Lee Flang, 2012), word-of-mouth communication (Chen *et al*, 2011b), improve sales (Agnihotri *et al*, 2012), sharing information with others (Lu & Hsiao, 2010) and generating public support towards products (Ali, 2011; Ballantine & Stephenson, 2011)

LITERATURE REVIEW

Buhalis and Law (2008) discussed the technology of communication and information that affects the travelling aspect. Internet evolution and social networking are the factors that change the travel and tourism industry, how to buy the travel package and the aspect of traveller experience. Factor that determinant intention for technology user based on last research such as usefulness response, performance expectation, and interest in use (Davis,1989; Davis et al, 1989; Venkatesh &Davis, 2000; Croteau & Vieru,2002; Schaper & Pervan 2006; Rogers 1995; Mohd Sobhi et al, 2011). Social media is a media that can share, interaction, and social as getting attention from the user every time. Speed and development that through media social that showed organisation facing persuasion and force them who are interested in online service, especially researcher that open opportunity more extent and new (Safko & Brake, 2010). The Planned Behavioural Theory (Ajzen, 1991) is a popular social psychology theoretical model and often applied in describing various behavioural or behavioural situations. The Technology Acceptance Model has tried to predict and explain the systems that place the usability impression (PU) and easy-to-use (PEOU) responses are two essential components of information systems acceptance and are the main theories of use (Ryu et al., 2009). Perkowitz and Etzioni (1999), said that the quality information network is useful if the user can evaluate the information provided at a website that is accurate, complete, and up to date. Sanchez-Franco et al. (2015) mentioned when customers believe a product, their involvement, commitment and loyalty are also high, thus raising their intention to buy based on trust and confidence in the products. According to Schegg et al. (2008) and Wang et al. (2002), it is a significant loss of not using social media and understand the importance of social media.

Constructs	Items	Scholars
Attitude	1. I want to use Facebook Cuti-Cuti 1Malaysia for holidays in the future. 2. I earn interest when viewing Facebook Cuti-Cuti 1Malaysia. 3. It is easy and good for me to use Facebook Cuti-Cuti 1 Malaysia compared to other tourism social media. 4. Cuti-Cuti 1Malaysia Facebook good to use for further details on booking travel. 5. I would suggest Facebook Cuti-Cuti 1Malaysia for other partners.	Julian et al. (2013).
Subjective norm	1. Overall I am satisfied with the Facebook Cuti- Cuti 1Malaysia. 2. I feel the need to share information with Facebook friends of Cuti-Cuti 1Malaysia. 3. Urge my friends to use Facebook Cuti-Cuti 1Malaysia. 4. Friends expect me to use Facebook Cuti-Cuti 1Malaysia to get tourist information. 5. Use Facebook Cuti-Cuti 1Malaysia is a wise	Sudheer et al. (2012)
	1. It is easy for me to use Facebook Cuti-Cuti 1Malaysia for holidays	Julian et al. (2013)

Behaviour Control Response	2. I was easy to control the use of Facebook Cuti-Cuti 1Malaysia in granting leave information. 3. Participate in social media Facebook Cuti-Cuti 1Malaysia is easy 4. I am efficient use all functionality available on Facebook Cuti-Cuti 1Malaysia. 5. I rarely run into the problem that makes it difficult for me to use Facebook Cuti-Cuti 1Malaysia. 6. Know how to use Facebook Cuti-Cuti 1Malaysia	
Facebook user experience	1. Update the latest vacation profile 2. Put a holiday for all 3. Submit a story/comment on past vacations. 4. See vacations booked on social media. 5. Evaluate the vacation story of yourself. 6. Share holiday information to other users. 7. Find new contacts that have the same interests. 8. Buy vacation packages online. 9. Invite a friend online Share holiday information with other users who interest in travel. 10. Connect with friends who are interested in tourism.	Vasalou et al. (2010),
Facebook user response	1. Information in the Facebook Cuti-Cuti 1Malaysia is understandable and clear. 2. Facebook on Cuti-Cuti 1Malaysia does not require much thinking effort. * 3. Facebook is to use Cuti- Cuti 1Malaysia. 4. Facebook Cuti-Cuti to make skilled 1Malaysia I to get tourist information. 5. Facebook Cuti-Cuti 1Malaysia is extremely easy to use. 6. Facebook Cuti-Cuti 1Malaysia in the quest for tourist information could speed up my mission. 7. Facebook Cuti-Cuti to increase my productivity 1Malaysia in search of information 8. Facebook Cuti-Cuti 1Malaysia facilitate I decided. 9. Facebook Cuti-Cuti 1Malaysia enabled me to finish quests with ease. 10. Facebook Cuti-Cuti vacation planning help 1Malaysia efficiently. 11. The information contained within Facebook on 1Malaysia leave is valid. 12. Users ' comments on Facebook Cuti-Cuti 1Malaysia is reliable. 13. Facebook Cuti-Cuti 1Malaysia unbiased. * 14. I feel I can trust the information on social media. 15. Facebook Cuti-Cuti 1Malaysia has quality information. 16. There is much information on the Facebook Cuti-Cuti 1Malaysia. 17. Save time using Facebook Cuti-Cuti 1Malaysia. 18. Easily share information on Facebook Cuti-Cuti 1Malaysia.	Julian et al. (2013).

	19. Many benefits using Facebook Cuti-Cuti 1Malaysia. 20. The invaluable benefits of using Facebook Cuti-Cuti 1Malaysia 21. I am happy using Facebook Cuti-Cuti 1Malaysia. 22. Experience using Facebook Cuti-Cuti 1Malaysia is very excited. 23. Facebook Cuti –Cuti 1Malaysia give me satisfaction. 24. I'm based on Facebook Cuti-Cuti 1Malaysia a heartening. 25. Facebook Cuti-Cuti 1Malaysia is entertaining activities. 26. The Facebook Cuti-Cuti 1 Malaysia to supply accurate information to users 27. Facebook Cuti-Cuti 1Malaysia provides information relating to it. 28. Information on Facebook Cuti-Cuti 1Malaysia is up to date. 29. Information Facebook Cuti-Cuti 1Malaysia uploaded as an appropriate time. 30. Information Facebook Cuti-Cuti 1Malaysia is an extra value.	
Facebook user engagement	1. Guide other users in obtaining information on Facebook Cuti-Cuti 1Malaysia. 2. Profitable use Facebook Cuti-Cuti 1Malaysia. 3. Highly relevant in finding travel information. 4. Useful will benefit both. 5. Meaningful to me when using it. 6. Item negative questions	Zhou et al. (2010).

Table 1: Constructs and items

METHODOLOGY

Data Collection

The adopted items in the instrument were pre-tested on 35 officers from the Tourism Malaysia Headquarters in Putrajaya with a purpose to test aspects in terms of understanding the survey question. The instrument reliability was measured using Cronbach's Alpha. Table 1 showed the Cronbach's Alpha value for the pre-test was between 0.81 to 0.89 (refer table 2). Generally, the acceptance of social media relations instruments used Alpha's alpha value is high. Pallant (2011) is based on the view that the value of alpha's alpha (α) that exceeds 0.70 is consistent for each dimension that is used. This implies that the reliability of these items can be received as more than 0.70. The value of alpha's alpha (α) of more than 0.8 value reliability is high. Therefore, no adjustment is required to make in the survey questions.

Variables	No. of Items	Cronbach Alpha
Attitude	5	0.81
Subjective Norms	5	0.87

Behaviour control response	6	0.89
Facebook user experience	10	0.91
Facebook user response	30	0.90
Facebook user engagement	5	0.91

Table 2: Reliability Coefficient of the Research Instrument (Pre-Test)

For the actual data collection, 237 valid responses were collected. They were **114** percent male respondents and **123** percent females between the ages of 18 to 60 years old have responded to this research. The response only collected from the local users of social media '*Cuti-Cuti 1 Malaysia'* Facebook.

FINDINGS

The research conducted confirmatory factor analysis (CFA) and the measurement model for each construct with a purpose to check the adequacy of the generated items representing their construct. CFA is the first level of analysis to assist the researcher in defining the critical structure of variables in the analysis (Díaz, José Blázquez, Molina, & Martín-Consuegra, 2013). CFA indicates interrelated items for a specific construct and could represent the construct. The research also applied the second-level analysis (measurement model) of specifying and validating the constructs in SEM analysis to test for the model fit, the constructs discriminant validity and reliability.

CFA for Attitude

The study tested model fit for attitude to ensure the items consist of the Facebook user attitude are not weak and able to meet the items convergence validity and reliability requirement. The finding showed that the fit indices value to measure model fit for attitude failed to meet the model fit level of acceptance (refer table A). The analysis indicated that the model for attitude failed to meet two of the three criteria. Based on the recommendation by Holmes-Smith, Coote and Cunningham (2006) and Hair et al. (2010), model is considered fit if the fit indices value are met the level of acceptance for all model fit categories. During CFA, any item that does not fit the measurement model due to low factor loading value should be discarded from the model. Discarding items that failed to meet factor loading characteristics will increase the model validity and reliability (Gregg & Walczak, 2010; Green & Pearson, 2011; Barrera & Carrión, 2014). Díaz, Blázquez, Molina, and Consuegra (2013) mentioned that an acceptable factor loading value should exceed 0.5 and less than 1.0. However, the factor loading analysis on the items consists of attitude indicated that all the present items are met the characteristics of factor loading (refer table B). Therefore, due to the fitness indices value issue, the study concluded that the Facebook user attitude is deemed invalid since it failed the confirmatory itself. In addition, the Facebook user attitude also will be discarded from the second level (measurement model) construct validation and reliability test.

Category	Model Fit Indices	Indicator Value Received	Fit Indices Value
Absolute Fit	**RMSEA**	<=.08>	**.15**
	GFI	>=.9	.94

Parsimonious Fit	**X^2/df**	<5.0	**6.97**
Incremental Fit	AGFI	>=.9	.83
	CFI	>=.9	.91
	NFI	>=.9	.908
	TLI	>=.9	.838

Table A: Table Fitness for attitude

Item	Load Factor
Attitude 1	.717
Attitude 2	.754
Attitude 3	.725
Attitude 4	.623
Attitude 5	.561

Table B: Factor loading value for attitude

CFA for Subjective Norm

The study checked model fit for the subjective norm to ensure the items consist of the particular construct are not weak and able to meet the items convergence validity and reliability provision. In the beginning, the subjective norm contains five items. However, one item was deleted due to it failed to meet the factor loading characteristics (refer to table D). Díaz, Blázquez, Molina, and Consuegra (2013) mentioned that an acceptable factor loading value should exceed 0.5 and less than 1.0. By deleting an unqualified item, subjective norm fitness indices value will be affected and increase the validity and reliability of the items (Gregg & Walczak, 2010; Green & Pearson, 2011; Barrera & Carrión, 2014). The fitness indices value for subjective norm indicated that the construct met all the model fit categories (refer to table C). Therefore, the construct is considered valid and ready for convergence validity and reliability analysis.

Convergent validity analysis was used to measure the remaining items interrelated of subjective norms. The items are considered to converge if the Average Variance Extracted (AVE) value exceeds 0.5. Table D indicated AVE value for items in subjective norms is 0.58. Therefore, subjective norms comprise only four items. Another researcher such as Yu and Zhao (2013) and Xu, Benbasat, and Cenfetelli, (2013) also used a similar principle to determine their construct validity in their study.

The study also determined it construct reliability based on the reliability value as suggested by Kang and Norton (2004) that reliability values must between 0.70 to 0.9 to be considered as satisfactory. Table D indicated that construct reliability for subjective norms is 0.846. Therefore, subjective norms are met the reliability value and considered reliable as a construct and accepted for the second stage modelling analysis process for reliability and validity measurement (Measurement Model).

Category	Model Fit Indices	Indicator Value Received	Fit Indices Value
Absolute Fit	**RMSEA**	<=.08	**.00**
	GFI	>=.9	.99
Parsimonious Fit	**X^2/df**	<5.0	**.22**

Incremental Fit	AGFI	>=.9	.99
	CFI	>=.9	1.0
	NFI	>=.9	.99
	TLI	>=.9	1.01

Table C**:** Table Fitness for subjective norm

Items	Load Factor	AVE	CR
Norm 2	.703	0.58	0.846
Norm 3	.813		
Norm 4	.695		
Norm 5	.826		

Table D: Factor loading value for subjective norm

CFA for Behavior Control Response

Initially, the behaviour control response contains six items. However, one item was deleted to meet the behaviour control response model fitness indices value. Table E indicated the fitness indices value in each category for behaviour control response**.** Díaz, Blázquez, Molina, and Consuegra (2013) mentioned that an acceptable factor loading value should exceed 0.5 and less than 1.0. Two out of three categories were met the compatibility index as suggested by Hair, Anderson, Tatham, and Black (2010). The study decided to keep behaviour control response as a construct and considered it fit as a model due to only one category of model fit exceeded the suggested value. Additionally, the remaining items also met an acceptable value for factor loading provision.

To measure the remaining items interrelated consists of behaviour control response, it was determined through convergent validity analysis. The items are considered to converge for the construct if the Average Variance Extracted (AVE) value exceeds 0.5. Table F indicated AVE value for items in behaviour control response is 0.592. Therefore, the behaviour control response comprises only five items. Another researcher such as Yu and Zhao (2013) and Xu, Benbasat, and Cenfetelli, (2013) also used a similar principle to determine the construct validity in their study.

The study also determined it construct reliability based on the reliability value as suggested by Kang and Norton (2004) that reliability values must between 0.70 to 0.9 to be considered as satisfactory. Table F indicated that construct reliability for behaviour control response is 0.879. Therefore, the behaviour control response is considered reliable as a construct and adequate for the second stage modelling analysis process for reliability and validity measurement (Measurement Model).

Name of Category	Model Fit Indices	Indicator Value Received	Fit Indices Value
Absolute Fit	**RMSEA**	<=.08	**.09**
	GFI	>=.9	.97
Parsimonious Fit	**X^2/df**	<5.0	**3.01**
Incremental Fit	AGFI	>=.9	.92
	CFI	>=.9	.98

	NFI	>=.9	.97
	TLI	>=.9	.96

Table E: Table Fitness for Behavior Control Response

Items	Load Factor	AVE	CR
Control 2	.741	0.592	0.879
Control 3	.763		
Control 4	.845		
Control 5	.758		
Control 6	.735		

Table F: Load Factor Value for Behaviour Control Response

CFA for Facebook User Experience

The study tested model fit for facebook user experience to ensure the items consist of the particular construct are not weak and able to meet the items convergence validity and reliability criteria. Initially, the Facebook user experience contains ten items. Five items were removed to increase construct validity and reliability. Díaz, Blázquez, Molina, and Consuegra (2013) mentioned that acceptable factor loading value should exceed 0.5 and less than 1.0 (refer to table H). By deleting an unqualified item, the Facebook user experience model fit will be affected and increase the validity and reliability of the item (Gregg & Walczak, 2010; Green & Pearson, 2011; Barrera & Carrión, 2014). The fitness indices value for facebook user experience indicated that the construct met all the model fit categories as suggested by ted by Hair, Anderson, Tatham, and Black in 2010 (refer table G). Thus, the Facebook user experience is considered fit and valid as a construct. In addition, Facebook user experience also ready for convergence validity and reliability analysis.

The items interrelated in facebook user experience were determined through convergent validity analysis. The items are considered related if the Average Variance Extracted (AVE) value exceededs 0.5. Table H indicated AVE value for items in the Facebook user experience is 0.530. Therefore, facebook user experience comprises only five items. Another researcher such as Yu and Zhao (2013) and Xu, Benbasat, and Cenfetelli, (2013) also used a similar principle to determine their construct validity in their study.

The study also determined facebook user experience reliability as a construct based on the reliability analysis. Kang and Norton (2004) suggested that the reliability values must be between 0.70 to 0.9 to be considered as satisfactory. Table H indicated that construct reliability for Facebook User Experience is 0.847. Therefore, Facebook User Experience meets the reliability value. Thus, the Facebook user experience is considered reliable as a construct and suitable for the second stage modelling analysis process for reliability and validity measurement (Measurement Model).

Name of Category	Model Fit Indices	Indicator Value Received	Fit Indices Value
Absolute Fit	**RMSEA**	<=.08	**.01**
	GFI	>=.9	.99
Parsimonious Fit	**X^2/df**	<5.0	**1.02**
Incremental Fit	AGFI	>=.9	.97
	CFI	>=.9	1.000

	NFI	>=.9	.98
	TLI	>=.9	.99

Table G: Table Fitness for Facebook User Experience

Items	Load Factor	AVE	CR
Nature 3	.700	0.530	0.847
Nature 4	.544		
Nature 5	.803		
Nature 6	.805		
Nature 8	.755		

Table H: Load Factor Value for Facebook User Experience

CFA for Facebook User Response

The study analysed model fit for a Facebook user response to ensure the items in the particular construct are not weak and able to meet the items convergence validity and reliability criteria. Initially, the facebook user response consists of thirty items. Thus far, fifteen items were omitted to meet the Facebook User response model fit indices value. By omitting the unqualified item, the Facebook user response model fit will be affected and increase the validity and reliability of the items (Gregg & Walczak, 2010; Green & Pearson, 2011; Barrera & Carrión, 2014). Díaz, Blázquez, Molina, and Consuegra (2013) mentioned that acceptable factor loading value should exceed 0.5 and less than 1.0 (refer to table J). The model fit indices value for Facebook user response indicated that the construct met all the model fit categories as suggested by Hair, Anderson, Tatham, and Black in 2010 (refer table I). Thus, Facebook user response is considered fit and valid as a construct. Additionally, the Facebook user response also set for convergence validity and reliability analysis.

Average Variance Extracted (AVE) value is used to measure convergence validity of the items consists of Facebook user response. The items are considered related if the AVE value exceeded 0.5. Table J indicated AVE value for the items in the Facebook user response is 0.601. Thus, the Facebook user response consists of fifteen items only. Another researcher such as Yu and Zhao (2013) and Xu, Benbasat, and Cenfetelli, (2013) also used a similar principle to determine their construct validity in their study.

The Facebook user response reliability as a construct is determined based on the reliability value. Kang and Norton (2004) suggested that reliability values must from 0.70 to 0.9 to be considered as satisfactory. Table J indicated construct reliability for Facebook User response is 0.957. Therefore, the Facebook user response is considered reliable as a construct and suitable for the second stage modelling analysis process for reliability and validity measurement (Measurement Model).

Category	Model Fit Indices	Instructions Value Received	Fit Indices Value
Absolute Fit	**RMSEA**	<=.08	**.08**
	GFI	>=.9	.88
Parsimonious Fit	**X^2/df**	<5.0	**2.79**
Incremental Fit	AGFI	>=.9	.84
	CFI	>=.9	.94
	NFI	>=.9	.91
	TLI	>=.9	.93

Table I: Table Fitness for Facebook User Response

Items	Load Factor	AVE	CR
Believe5	.773	0.601	0.957
Believe5	.781		
Benefit1	.776		
Benefit2	.831		
Benefit3	.855		
Benefit4	.837		
Benefit5	.844		
Fun1	.812		
Fun2	.798		
Fun3	.808		
Quality2	.714		
Quality5	.767		
Useful4	.745		
Easy5	.631		
Easy2	.605		

Table J: Load Factor Value for Facebook Response

CFA for Facebook User engagement

Initially, Facebook user engagement contains five items. However, one item was deleted to meet the Facebook user engagement model fit indices value. Table K indicated the fitness indices value in each category for behaviour control response**.** Díaz, Blázquez, Molina, and Consuegra (2013) mentioned that an acceptable factor loading value should exceed 0.5 and less than 1.0. Two out of three categories were met the compatibility index as suggested by Hair, Anderson, Tatham, and Black (2010). The study decided to remain Facebook user engagement as a construct and considered it fit as a model due to only one category of model fit slightly exceeded the suggested value. In addition, the remaining items also met an acceptable value for the factor requirement.

The items interrelated consists of Facebook user engagement is measured via convergent validity analysis. The items interrelated is determined based on the Average Variance Extracted (AVE) value > 0.5. Table L indicated AVE value for the items in Facebook user engagement is 0.711. Hence, the finding showed that only four items are considered interrelated in Facebook user engagement. Another researcher such as Yu and Zhao (2013) and Xu, Benbasat, and Cenfetelli, (2013) also used a similar principle to determine the construct validity in their study.

The study also determined Facebook user engagement reliability as a construct based on the reliability value. Kang and Norton (2004) suggested that reliability values must between 0.70 to 0.9 to be considered satisfactory. Table L indicated that construct reliability for Facebook user engagement is 0.908. Therefore, Facebook user engagement is considered reliable as a construct and adequate for the second stage modelling analysis process for reliability and validity measurement (Measurement Model).

Name of Category	Model Fit Indices	Instructions Value Received	Fit Indices Value
Absolute Fit	RMSEA	<=.08	.118
	GFI	>=.9	.983
Parsimonious Fit	X^2/df	<5.0	4.285

Incremental Fit	AGFI	>=.9	.917
	CFI	>=.9	.989
	NFI	>=.9	.986
	TLI	>=.9	.968

Table K: Table Fitness for Facebook User Engagement

Items	load factor	AVE	CR
Involvement2	.852	0.711	0.908
Involvement3	.873		
Involvement4	.837		
Involvement5	.810		

Table L: Load Factor Value for Facebook User Engagement

CONCLUSION

To measure the Facebook user intention to use Cuti – Cuti 1 Malaysia Facebook, the researcher performed CFA analysis for all constructs involved in this study before testing the construct relationship using the structural equation model (SEM). Thus, using CFA, this study was to verify that the adopted items consist of the construct of this study. After the unidimensionality assessment, validity, and reliability test, some of the items were discarded. As a result of the CFA, attitude is found invalid as a construct due to it failed to meet the model fit provision. For subjective norms and behaviour control response, one item is deleted for each construct to meet the model fit requirement and valid as constructs. Additionally, for Facebook user experience, five items were removed from the presence list of items to increase the construct validity and reliability.

Similarly, Facebook user response also deleted fifteen items from the presence list of items to increase the validity and reliability. Similar to subjective norms and behaviour response, the Facebook user engagement removed one item to meet the model fit indices value, validity, and reliability. The items consist of the Facebook user response and user engagement are highly converged compared to the subjective norm, behaviour control response, and Facebook user experience based on the AVE value for each construct. Moreover, all the construct except attitude is considered reliable in this research. Overall, the remaining items and constructs in this study are deemed to be valid and reliable to measure user intention to use Facebook Cuti-Cuti 1Malaysia.

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