

Does Perceived of Risks and Benefits Drive Customers' Intention to Share Information in Social Media? Moderating Role of Customer Satisfaction

Muhammad M. Hakim

Independent Researcher

Corresponding e-mail: muhammad.mhakim3@gmail.com

Article Information

Received: 05-10-2023

Revised: 09-01-2024

Accepted: 16-01-2024

Abstract - Competition between companies is becoming more focused on the use of digital technology, including in marketing. Therefore, all companies need to understand all the things that can support the success of their marketing strategies, for example, encouraging free-advertising behavior by consumers in various digital media. In particular, this needs to be concerned by BRI (Bank Rakyat Indonesia), which until now is still considered slow in handling cases and customer complaints both offline and online. This study aimed to examine the influence of BRI customers' perceived of risks and benefits on their intention to share information on social media, as well as the role of their satisfaction in this relationship. This study used a quantitative approach with a positivism paradigm. The data used was 262 data collected from BRI customers from May to August 2023 through an online survey mechanism. The data that has been collected was then analyzed using a moderation model path analysis involving control variables (age group, gender and educational level). Data analysis carried out using the SmartPLS program showed that: a) perceived of risks had a significant and negative effect towards intention to share information, both in the first and second models; b) perceived of benefits had a significant and positive effect towards intention to share information, both in the first and second models, and; c) customer satisfaction was not proven to play a moderating role in the relationship between perceived of risks and benefits toward intention to share information, both in the first and second models.

Keywords: Intention to share information, Perceived of risks, Perceived of benefits

1. Introduction

Information and communication technology developed through a long process and history, accompanied by many changes that also occurred in the social conditions of society (Isachenko, 2018). Especially in the era of digitalization of the 21st century, the convenience offered by the internet and the development of new platforms such as social media not only have significant implications of the way a person communicates and interacts (Linke, 2013), but also for the way they share information, consume media (Bylieva et al., 2019; Stasi, 2019), express themselves (Bailey et al., 2020) and position their status in the community (Gwaka et al., 2022). People today have more freedom and ability to share their thoughts, opinions and experiences with a wider audience through just a few simple steps that can be done on a device (Sanders and Scanlon, 2021). As a result, currently social media platforms have even become an integral part of people's daily lives and are often considered by people as a reference for their lifestyle (Bengtsson and Johansson, 2022). It cannot be denied that currently social media is widely used as an instrument for personal branding and self-presentation (Bailey et al., 2020; Cocq and Ljuslinder, 2020). Social media platforms such as Instagram, Facebook, Twitter, and so on have given rise to a trend of carefully curated profiles, where

individuals show the best aspects of their lives through photos, videos, stories, and certain captions that are often exaggerated so can attract the attention of more people (Cruz and Thornham, 2015). This then led to the development of the idea of an "ideal life" and the phenomenon of constantly comparing oneself with others (Verduyn et al., 2020; Han, 2022). These explanations also indirectly explains that due to the development of social media platforms, individuals today are increasingly connected to the desire and need for validation in social relationships (Bengtsson and Johansson, 2022).

The emergence of social media is not only related to individuals' efforts to obtain social validation and emotional support. One important phenomenon in the use of social media is also related to the role of individuals as marketers of company products without them realizing it. This assumption arises because the widespread use of social media is also accompanied by an increasing tendency for individuals to share information or reviews of the products they consume on various social media platforms, or what is often referred to as free-advertising or word-of-mouth (Hendrayati and Pamungkas, 2020; Bugshan and Ahmed, 2021). In many literature, it is explained that one of the main reasons why someone shares information related to the products they have consumed and various other



things on social media is because of the ease of use and accessibility provided by social media platforms (Özkent, 2022). Unlike traditional methods, such as writing letters to companies or providing feedback via telephone calls, social media offers an instant means of conveying one's opinion on a particular product, and provide insights to a wide audience in a short time (Al-Abed et al., 2022). This ease of sharing encourages people to convey their experiences, both positive and negative, without significant obstacles.

Moreover, basically social media is also a means for self-expression (Bailey et al., 2020), which allows individuals to exercise their freedom of speech. In this case, individuals have the opportunity to voice their opinions regarding certain products, express the satisfaction and dissatisfaction they feel, fight for things that they should receive as consumers, discuss aspects that do not match their thoughts on the company, and various other forms of involvement (Bao and Chang, 2014; Keizers, 2015). In other words, social media platforms empower individuals by giving them a voice and a means in pushing for certain changes or other goals. Also, social media platforms act as virtual communities where individuals can connect with others who share the same interests (Gafni and Golan, 2016). Sharing product reviews allows users to connect with like-minded individuals, and potentially create communities centered around a particular product or market niche (Jamil et al., 2022). The existence of this community often triggers the exchange of opinions, experiences, recommendations, or even leads to joint efforts to criticize product providers (Bao and Chang, 2014).

The next important reason underlying consumer behavior in sharing product-related information on social media is to build trust and authenticity with other people. Social media platforms allow individuals to express their unfiltered opinions about products, which is generally contrasts with testimonials provided by companies which are often structured to appear positive and flattering (Gafni and Golan, 2016). By sharing genuine personal experiences, a consumer seeks to help others make decisions, perhaps saving them from a negative experience, or actually helping them discover a hidden good product. Consequently, honest and unbiased reviews generate trust and credibility among consumers, especially since social media often acts as a reliable source of authentic opinions (Keizers, 2015; Al-Abed et al., 2022).

However, using social media to share product information cannot be separated from the fact that this practice has its own benefits and risks that need to be considered. One of the benefits, sharing product-related information on social media offers individuals the opportunity for personal growth. By critically evaluating products and experiences, individuals improve their analytical and communication skills, since articulating thoughts and expressing opinions

concisely fosters effective communication skills (Olowo et al., 2020). This is also similar to the statement of Torrijos-Fincias et al. (2021) that the use of social media can help improve a person's communication skills and self-development. Additionally, as individuals explore new products, they develop a deeper understanding of market trends, technology, and innovation (Di Pietro and Pantano, 2012). Also, sharing product reviews can pave the way and provide an opportunity for individuals to become influencers. Because individuals who consistently share insightful and valuable product reviews can attract attention from companies looking for authentic endorsements. These potential partnerships pave the way for individuals to gain recognition, receive exclusive product access, earn certain payments, and even monetize their influence in the long term (Jarrar et al., 2020; Kim and Kim, 2022).

Meanwhile, the common risks are related to legal implications, where even though social media is a forum for people to express their opinions freely, this still has certain limitations. For example, ethical limits, prohibitions against defamation, or copyright violations (Stasi, 2019). Mistakes or false claims in product reviews can result in legal consequences for the reviewer, impacting their personal reputation (Muhammed and Mathew, 2022; Aïmeur et al., 2023). Also, posting reviews of certain products may expose individuals to privacy and security risks, especially if they include personal photos or videos. Openly sharing content on social media platforms can make individuals vulnerable to identity theft, cyberbullying, or unwanted attention from third-party entities (Irshad and Soomro, 2018; Craig et al., 2020; Kane, 2020). In other words, these benefits and risks will become considerations (pushers and pulls) for someone to ultimately lead to their actual decision to upload or not upload product reviews on social media. And from these statements, the next question that arises is "*under what conditions will consumers be more likely to share information with companies on social media?*" and "*can perceived of risks and benefits have significant implications for their decision to share information on social media?*". This study was then conducted to answer the research questions posed by examining the general tendency of consumers to share their thoughts of a certain product and services on social media by focusing on the perceived of risks and expected benefits behind this behavior. The importance of answering these questions also needs to be carried out considering the assumption that globalization and digital media are crucial factors in economic and business progress (Raharjo and Rofiuddin, 2022).

In general, individuals tend to consider the comparison between perceived of risks and benefits in their decisions to share information on social media. Someone will decide to disclose if the perceived of risk is considered lower than the

perceived of benefits from using social media (Al-Laymoun and Aljaafreh, 2020). Because the higher the perceived of risk of using social media, the more strict it will be for someone to maintain their security (Schyff and Flowerday, 2023), which in turn leads to a lower desire to share information on social media (Millham and Atkin, 2018). Moreover, privacy protection in the risk of using social media is still widely considered a challenge today, which causes people to tend to limit themselves in sharing any information on social media (Nyblom et al., 2020).

Discussing topics related to a person's behavior in using social media can basically be explained within the framework of the theory of planned behavior (TPB) (Li et al., 2023; Mehrabioun, 2024). This theory assumes that there are certain reasons underlying someone's behavior or actions, such as their attitude towards the behavior, perceived of social norms, and perceived of behavioral control (Ying et al., 2021). Considering this definition, this theory then is used to explain the influence of personal beliefs and evaluations in shaping a person's behavior in sharing information and product reviews on social media (Li et al., 2023). This assumption is also based on the statement in Mehrabioun (2024) that TPB is a close theory for comprehensively studying customers' attitudes and behavior, including their behavior in social media. In short, researcher assume that some individuals may have positive attitudes toward information sharing behavior, such as viewing it as an opportunity to help others make the right decisions, gain public support, or gain the attention of companies or marketers. However, on the other hand, other individuals may actually have a negative attitude, because they are worried about consequences such as privacy issues, reputation damage, cyberbullying, and other inconveniences that hinder the individual's intention to engage in this behavior. So individuals will be faced with the process of weighing decisions to share information on social media based on the proportion of perceived of benefits and risks. And in being confused about making these kinds of considerations, individuals also often involve factors beyond the perceived of risks and benefits of using social media in determining their behavior in sharing or not sharing information on social media, such as their satisfaction with the product they want to reviewed.

As explained in Khan et al. (2019) a person's emotional response in the form of satisfaction can bridge the perception of risks and benefits of using social media to an individual's decision to share information. Satisfaction can be referred as an individual's subjective evaluation of the experience of using a particular product or service based on their expectations (Kotler and Keller, 2016). When this satisfaction arises because the individual has benefited from using a particular product, the individual tends to be more interested in sharing positive information on social media (Bugshan and

Ahmed, 2021). In other words, individuals tend to forget or ignore the risks involved and focus more on the satisfaction and benefits they get from using the product or service. For example, a satisfied individual who expresses a positive review may think they gain more benefits from sharing that information, such as attention from marketers or companies or public approval of their review. Therefore, this satisfaction will bridge the increasing influence of perceived of benefits in using social media on their intention to share information. Conversely, if consumer satisfaction is low, perceived of benefits will tend to be overlooked and perceived of risk may be a determining factor in individuals' interest in sharing information on social media (Ying et al., 2021). For example, individuals are concerned that negative assessments and expressions of dissatisfaction on social media regarding a product will result in the risk of legal defamation, cyberbullying problems, or privacy and security issues. Various studies have also been conducted to discuss the contribution of a person's satisfaction in the relationship between perceived of risks and benefits to a person's interest in using social media or sharing information on the internet, such as in study by Khan et al. (2019) and Ying et al. (2021).

The construct that researcher wants to produce is how a person's perceived of risks and benefits influence them to continue sharing information on social media, as well as how consumer satisfaction is involved in influencing this relationship. This research also considers demographic factors such as age group, gender, and educational level as control variables. And referring to the theory and research objectives that have been mentioned, the proposed research hypothesis is as follows (picture 1).

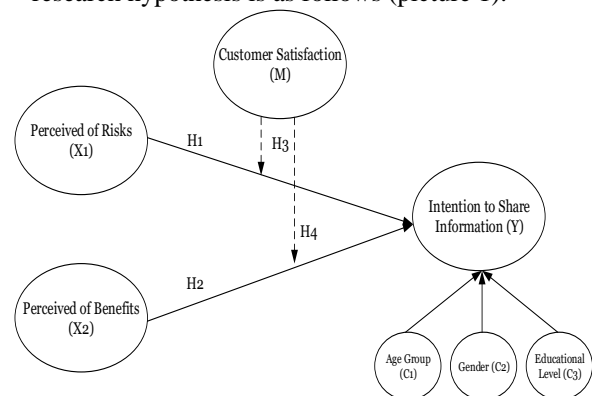


Figure 1. Research Hypothesis Model

This study is important to carry out considering that analyzing individual behavior can help companies and businesses gather invaluable insights about what drives consumer decision-making processes, especially post-consumption behavior and emerging information sharing intentions. The significance of this study is also related to the fact that the current trend of sharing product-related information on social media presents new challenges

and opportunities for businesses or companies. Companies need to realize the importance of monitoring and managing their online reputation, as negative reviews can spread quickly and damage their brand image. Conversely, positive reviews can increase sales and customer loyalty. Therefore, businesses need to actively engage with consumers, respond to feedback, and provide a great customer experience to encourage positive reviews and address any issues. Also, through the results of this study, companies can consider what factors determine increased consumer involvement in sharing positive reviews of company products on social media.

Furthermore, the importance of this study is also related to scientific development in marketing management, business, communication, and else. There has been a lot of research on intention to share information and the act of sharing reviews. However, researcher have not found much research that specifically identifies how perceived of risks and perceived of benefits influence a person's decision to share product reviews on social media and the role of customer satisfaction in moderating this relationship. Apart from that, several studies even showed results that are not similar to expert and theoretical statements, including research which stated that there is no significant influence of perceived of risk and perceived of benefits on intention to share information on social media (Olajide and Olayiwola, 2021; Al-Laymoun and Aljaafreh, 2020). This discrepancy in turn indicates a research gap that can be filled by the findings of this study. Therefore, it is also hoped that this study can become a reference in measuring perceived of risks and benefits, as well as their influence on consumers' intention to share information with companies on social media.

Specifically, this study discussed within the scope of the banking industry, especially on the behavior of Bank Rakyat Indonesia (BRI) customers. BRI was chosen as a research object related to a problem that has not been resolved for several years. Until now, BRI is still often considered as a bank that is slow in resolving customer cases or complaints, whether submitted to the bank directly or via social media (Febrianti et al., 2022). This is very unfortunate, considering that answering complaints and serving customers are actions that must be carried out well because they relate to the quality of service and the image perceived by customers in banking company (Margasiwi and Purnomo, 2022). Therefore, this problem may cause customer behavior that is detrimental to BRI's image and performance due to concerns about increasing negative reviews on social media. Another reason related to choosing the focus of this research is because of problems occurring in the banking industry, including the shift in the increasingly passive role of banks for society due to digitalization and the easier it is for people to carry out self-service to obtain bank products (Osei et al., 2023; Zhu and Jin, 2023). Apart from that, digital

transformation also means increasingly tight competition between companies. Today's technology-based businesses are increasingly finding it easier to capture certain parts of the value chain of banks that dominate the market. In other words, this will also have implications for increasing switching costs and the possibility of customers switching to other companies because they can freely choose services from various companies to maximize their value (Zakiy and Haryanto, 2021; Ganaie and Bhat, 2023). In short, customers will have strong bargaining power over their bank because there is a wide choice of companies, products and services available to customers. And for this reason, it is important for banks to explore how perceived of risks and benefits influence customers' decisions to share bank product reviews on social media. Thus, this information can be useful for the banking industry, especially BRI, to maximize their strategy in encouraging increased customer involvement in sharing positive reviews of bank products on social media.

2. Research Methods

To answer the study objectives, the study approach used was a quantitative approach based on the positivism paradigm. In the positivism paradigm, researcher assumed that reality and social phenomena can be understood and explained using systematic and objective scientific methods, with the help of certain research instruments and appropriate measurement techniques, and with minimized finding bias (Patel and Patel, 2019). The mechanism used for data collection was through survey with the help of online questionnaire. Questionnaires were distributed to obtain data on respondents' answers related to the variables in this research, namely perceived of risks, perceived of benefits, customer satisfaction, and intention to share information.

The questionnaire items related to perceived of risks adapt the dimensions in the research of Khan et al. (2019) and Aramo-Immonen et al. (2016), which is divided into 4 forms consisting of time risk, psychological risk, social risk, privacy risk; perceived of benefits adapted from research by Khan et al. (2019), which is divided into social connectivity, social involvement, information attainment, and entertainment; customer satisfaction adapted from research by Ganguli and Roy (2011) about the bank consumer satisfaction index; and intention to share information adapted from research by Zhao et al. (2018) about knowledge-sharing in social networks and Yuan et al. (2021) about intention to use social media. Apart from that, through the research questionnaire, demographic information of respondents was also collected which was then used as a control variable, consisting of Age Group, Gender and Educational Level. Research variables in the form of perceived of risks, perceived of benefits, customer satisfaction, and intention to share information were measured using a Likert scale of 1

to 4 indicating the answers "Strongly Disagree" to "Strongly Agree". Meanwhile, the control variable Age Group was set with the criteria 17-22 years old = 1, 23-28 years old = 2, 29-34 years old = 3, 35-40 years old = 4, and more than 40 years old = 5; control variable Gender was determined with the criteria Male = 1 and Female = 2, and; control variable Educational Level was set with the criteria Elementary-High School = 1, Diploma-Bachelor = 2, Masters = 3, and Doctoral = 4.

In this study, the population determined is Bank Rakyat Indonesia (BRI) customers in Indonesia who use social media (twitter, Facebook, Instagram, or TikTok). Due to the fact that the exact population size is not known, the sample size determined referred to the statement by Hair et al. in Memon et al. (2020) who proposed the minimum sample size for PLS analysis is at least 250 samples. The sample was determined using a purposive sampling technique, or by establishing certain criteria (Sugiyono, 2019). During the data collection period carried out from May to August 2023, the number of respondents was 280 respondents. A total of 4 data did not contain all the required information and 14 data did not meet the specified criteria. So the data used is 262 data and is considered to have met the minimum sample required. The data that has been collected was then tested using moderation model path analysis involving control variables, using the help of the SmartPLS program.

3. Results and Discussion

3.1. Results

Respondent Characteristics

The recapitulation of the characteristics of research respondents can be seen in the following table.

Table 1. Respondent Characteristics

Respondent Characteristics		f	%
Age Group	17-22 years old	45	17,18
	23-28 years old	103	39,31
	29-34 years old	76	29,01
	35-40 years old	25	9,54
	More than 40 years old	13	4,96
	Total	262	100,00
Gender	Male	139	53,05
	Female	123	46,95
	Total	262	100,00
Educational Level	Elementary-High School	48	18,32
	Diploma-Bachelor	168	64,12
	Masters	40	15,27
	Doctoral	6	2,29
	Total	262	100,00

Source: Primary Data Processing

Based on table 1, it is known that the largest number of respondents in the age group were respondents with an age range of 23-28 years old (103 respondents or 39.31%). Meanwhile, in the gender group, there were 139 male respondents (53.05%) or more than female respondents in this

study. Finally, in the educational level group, the largest number of respondents were those who had a Diploma-Bachelor degree (168 respondents or 64.12%).

Measurement Test (Outer Model)

Path analysis is a part of Partial Least Squares (PLS) analysis, or an analysis technique used to test causal relationships between variables. Thus, one of the important steps that must be taken is a measurement test, which refers to the assessment of an individual measurement model or often referred to as an outer model. The outer model test involved control variables, and the results of the analysis using SmartPLS are presented in table 2.

Based on table 2, it can be seen that all the prerequisites in the outer model have been fulfilled. First, convergent validity, which refers to outer loadings, can be said to be good if it have a value above 0.7. However, items with outer loadings above 0.5 have been said to be acceptable by many experts. In table 2, all items had outer loadings of more than 0.5, and therefore all items are said to be valid and considered capable of measuring the construct or variable to be measured. Second, discriminant validity, which refers to the Average Variance Extractor (AVE) value, is said to be fulfilled if it has a value above 0.5. From the measurement results presented in the table 2, it can be seen that all variables met the AVE criterion above 0.5. Thus, this showed that the entire construct is valid and complete.

Third, composite reliability (CR) has the requirement that the reliability coefficient ranges from 0 to 1, with a score of 0.7 or higher indicating good reliability. Based on the table 2, it can be seen that all variables in this study had a composite reliability value of more than 0.7. This indicates that the construct has shown good reliability. Lastly, just like CR, Cronbach's alpha also has the requirement that a score of 0.7 or higher indicates good reliability using Cronbach Alpha. Based on the table 2, it can be seen that all variables in this study had a Cronbach Alpha value of more than 0.7. This indicates that the construct has shown good reliability.

Apart from that, researcher also carried out the Heterotrait-Monotrait test (HTMT test) in table 3, which refers to the ratio between the estimated coefficient of the mutual relationship between two different constructs (heterotrait) and the estimated coefficient of the mutual relationship of two similar indicators (monotrait) in the PLS model. Its function is to complete testing of construct discriminant and convergent validity. If the HTMT ratio between two constructs is below the specified critical value (i.e. 1), this indicates that the constructs have good discriminants, meaning they differ from each other significantly.

Table 2. Outer Model Test Results

Construct	Items	Mean	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha
Age Group	-	-	1.000	1.000	1.000	1.000
Gender	-	-	1.000	1.000	1.000	1.000
Educational Level	-	-	1.000	1.000	1.000	1.000
Perceived of Risks	PR1	2.100	0.688	0.571	0.849	0.851
	PR2		0.573			
	PR3		0.742			
	PR4		0.576			
	PR5		0.550			
	PR6		0.714			
	PR7		0.600			
	PR8		0.546			
	PR9		0.592			
	PR10		0.770			
Perceived of Benefits	PB1	3.067	0.733	0.591	0.910	0.885
	PB2		0.735			
	PB3		0.766			
	PB4		0.816			
	PB5		0.741			
	PB6		0.776			
	PB7		0.812			
Consumer Satisfaction	CS1	3.252	0.720	0.507	0.732	0.536
	CS2		0.579			
	CS3		0.641			
	CS4		0.603			
Intention to Share Information	ISI1	3.400	0.800	0.568	0.806	0.707
	ISI2		0.547			
	ISI3		0.508			
	ISI4		0.767			
	IS5		0.805			

Source: Primary Data Processing

Table 3. HTMT Test Results

	AG	CS	EL	G	ISI	PB	PR
AG							
CS	0.088						
EL	0.641	0.090					
G	0.049	0.124	0.022				
ISI	0.083	0.347	0.095	0.081			
PB	0.051	0.610	0.059	0.063	0.462		
PR	0.113	0.266	0.071	0.070	0.286	0.156	

Note. AG = Age Group; G = Gender; EL = Educational Level; ISI = Intention to Share Information; CS = Customer Satisfaction; PR = Perceived of Risks; PB = Perceived of Benefits

Source: Primary Data Processing

Based on table 3, it is known that there are

no variables that had an association construct correlation value higher than 1. Therefore, the model is said to meet the assessment of discriminant validity using the HTMT test.

Structural Model (Inner Model) and Hypothesis Test

As part of PLS, the path analysis in this study was also evaluated by looking at the R square (R^2) value which is useful in measuring the level of variance of changes in the independent variable to changes or to affect in the dependent variable. The overall results of the inner model and hypothesis tests can be seen in the following table.

Table 4. Inner Model and Hypothesis Test Results

Relationship	With Control Variables			Decision	Without Control Variables			Decision
	Original Sample (O)	T-Stat	P Values		Original Sample (O)	T-Stat	P Values	
Direct Effect								
AG -> ISI	0.013	0.191	0.849	Rejected				
G -> ISI	0.063	1.270	0.205	Rejected				
EL -> ISI	0.011	0.152	0.879	Rejected				
PR -> ISI	-0.308	3.698	0.000	Accepted	-0.307	4.445	0.000	Accepted
PB -> ISI	0.234	4.042	0.000	Accepted	0.240	3.966	0.000	Accepted
Moderating Effect								
CS Moderating PR -> ISI	0.335	1.169	0.243	Rejected	0.334	1.315	0.189	Rejected

Relationship	With Control Variables			Decision	Without Control Variables			Decision
	Original Sample (O)	T-Stat	P Values		Original Sample (O)	T-Stat	P Values	
CS Moderating PB -> ISI	0.124	0.856	0.393	Rejected	0.121	0.876	0.382	Rejected
R ²		0.386				0.382		
R ² Adjusted		0.367				0.370		
Df		6				3		
t-table		2.446911				3.182446		

Source: Primary Data Processing

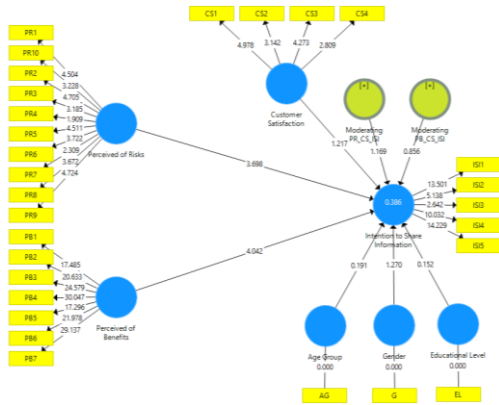


Figure 2. Inner Model Test Results – Model 1

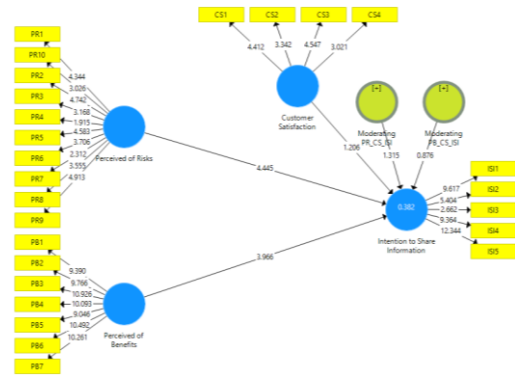


Figure 3. Inner Model Test Results – Model 2

This study used a moderation model path analysis involving control variables consisting of age group, gender, and educational level. Through the data analysis carried out, two models were obtained, namely a model 1 that involved control variables (Figure 2) and a model 2 that did not involve control variables (Figure 3). In the first model, the R-square value obtained was 0.386, or in other words the influence given by the overall independent variables perceived of risks, perceived of benefits, and customer satisfaction and at the same time the control variables age group, gender, and educational level was 38.60%. Meanwhile, in the second model, the R-square value obtained was 0.382, which indicates that the influence given by the overall independent variables perceived of risks, perceived of benefits, and customer satisfaction without the involvement of control variables was 38.20%.

In the first model, it is known that age group, gender, and educational level were not proven to have a significant effect on respondents' intention to share information in this study. This was because the t-statistic value of the three control variables is below the specified t-table, namely 2.446911. Also, the p-values of each control variable age group, gender, and educational level are 0.849, 0.205, and 0.879 which are more than 0.5. And thus, neither age group, gender nor educational level significantly influence the intention to share information. Meanwhile, the variable perceived of risks in the first model has a t-statistic of 3.689 and a p-value of 0.000. The t-statistic value is higher than the t-table, and the p-value is lower than 0.05, indicating that there is a

significant influence that perceived of risks have on the intention to share information. Similar to perceived of risks, the perceived of benefits variable also has a t-statistic value that is higher than the t-table, namely 4.042 and a p-value that is lower than 0.05, namely 0.000. This showed that there is a significant influence that perceived of benefits have on the intention to share information. Meanwhile, it is known that customer satisfaction was not proven to play a moderating role in the relationship between the independent variables, namely perceived of risks and perceived of benefits, on the dependent variable, namely intention to share information. This is because the t-statistic obtained was 1.169 in moderation between perceived of risks and intention to share information, and 0.865 in moderation between perceived of benefits and intention to share information, or lower than the specified t-table.

In the second model or without the involvement of control variables, the variable perceived of risks had a t-statistic of 4.445 and a p-value of 0.000. The t-statistic value is higher than the t-table, and the p-value is lower than 0.05, indicating that there is a significant influence that perceived of risks have on the intention to share information. Similar to perceived of risks, the perceived of benefits variable also had a t-statistic value that is higher than the t-table, namely 3.966 and a p-value that is lower than 0.05, namely 0.000. This showed that there is a significant influence that perceived of benefits have on the intention to share information. Meanwhile, in the second model it is also known that customer satisfaction is not proven to play a moderating role in

the relationship between the independent variables, namely perceived of risks and perceived of benefits, on the dependent variable, namely intention to share information. This is because the t-statistic obtained was 1.315 in moderation between perceived of risks and intention to share information, and 0.876 in moderation between perceived of benefits and intention to share information, or lower than the specified t-table.

Thus, it can be explained that in both the first model and the second model, **H1** which stated "Perceived of Risks significantly and negatively affect towards Intention to Share Information" and **H2** which stated "Perceived of Benefits significantly and positively affect towards Intention to Share Information" is stated **can be proven**. Meanwhile, **H3** which stated "Consumer Satisfaction plays a moderating role in the relationship between Perceived of Risks towards Intention to Share Information" and **H4** which stated "Consumer Satisfaction plays a moderating role in the relationship between Perceived of Benefits towards Intention to Share Information", **cannot be proven** both in the first model and the second model.

3.2. Discussions

Basically, there are various reasons underlying the behavior of sharing product reviews on social media as mentioned in the previous point, such as allowing individuals to inform other people, influencing other people's decisions about the product, and various other purposes. However, the process of generating interest in sharing product information on social media is often encouraged or inhibited by certain factors, for example the risk a person perceives from using social media or disclosing information on the internet. Perceived of risk refers to a person's subjective assessment of the potential negative consequences of sharing information on social media. This concern can give rise to skepticism which has an impact on reducing a person's interest in sharing information on social media. Individuals in this condition will tend to be more careful and limit the amount of information they share on social media. Or in short, a risk perceived by person has an effect on their intention to share information and product reviews on social media. As a person's perceived risk becomes stronger, this will trigger a decrease in their interest in sharing information with companies and audiences on social media. On the other hand, the lack of perceived of risk will lead to a person's stronger interest in sharing information or product reviews on social media. Likewise, this was also found in the majority of respondents in this study.

Based on the data analysis that has been carried out, it is known that perceived of risks had a significant influence on intention to share information, both in the first model involving control variables and the second model without the involvement of control variables. In the first model

the t-statistic value obtained was 3.689 with a p-value of 0.000, and in the second model the t-statistic value obtained was 4.445 with a p-value of 0.000. Apart from that, it is also known that in the relationship between perceived of risks and intention to share information, the original sample obtained had a negative sign. The negative sign in the original sample shows that the direction of the relationship between perceived of risks and intention to share information is inversely proportional. This means that the higher a person's perception of the risks that may arise in sharing information on social media, the more they will limit their desire to share information on social media, and vice versa. However, what is surprising is that the overall risk perception level of respondents tends to be low (with a mean of 2,100). Or in other words, the majority of respondents in this study felt that disclosing information or reviews of BRI products or services on social media did not pose many risks, both in terms of time risks, social risks, psychological risks and privacy risks. Due to the low risk perception of respondents regarding the use of social media, this has resulted in their high interest in sharing information on social media, especially regarding reviews of BRI products and services.

In contrast to perceived of risks, perceived of benefits actually plays an important role in encouraging individuals' intentions to share information on social media. The existence of certain benefits such as social value, entertainment value, and information attainment triggers individuals to be actively involved in sharing their opinions on social media regarding certain matters. This can also be viewed within the framework of the Theory of Planned Behavior (TPB), which assumed that individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control. When individuals associate information sharing behavior on social media as a positive evaluation, this in turn will function as an intrinsic motivator that can significantly influence the individual's intention to share information on social media.

Likewise, what was found in this study was that the majority of respondents who viewed the use of social media as having many positive sides, also tended to have a high interest in sharing information on social media. Based on the data analysis that has been carried out, it is known that perceived of benefits have a significant influence on intention to share information, both in the first model involving control variables and the second model without the involvement of control variables. In the first model, the t-statistic value obtained was 4.042 with a p-value of 0.000, and in the second model the t-statistic value obtained was 3.966 with a p-value of 0.000. Apart from that, it is also known that in the relationship between perceived of benefits and intention to share information, the original sample was obtained with a positive sign. The positive sign in the original sample shows that the direction of the relationship between

perceived of benefits and intention to share information is in the same direction. This means that the higher a person's perception of the benefits that may be obtained from sharing information on social media, the more it will encourage their desire to share information on social media, and vice versa.

Because there is a significant influence of perceived of risks and benefits on intention to share information on social media, a person often needs to evaluate both simultaneously. A consumer who is uncertain about determining the perceived of risks and benefits of sharing information with a company on social media will consider other factors that can help them decide whether to share information or not, including, for example, referring to their level of satisfaction with the products and services they used. When satisfied, consumers are generally more willing to ignore potential risks that may arise from their interactions on social media. When consumers feel satisfied and happy with their experience using products and services, they will tend to be confident in their decision to share information regarding the products and services they used to others. And therefore, consumers will ignore the risks that may arise after sharing information on social media. And for this reason, basically consumer satisfaction is a good moderating factor in the relationship between perceived of risks and benefits on intention to share information.

However, in this study, consumer satisfaction was not proven to have a moderating role in the relationship between perceived of risk and benefits on the intention to share information on social media by BRI customers. In the first model, it was found that the t-statistic obtained was 1.169 in moderation between perceived of risks and intention to share information, and 0.865 in moderation between perceived of benefits and intention to share information. And in the second model, it was found that the t-statistic obtained was 1.315 in moderation between perceived of risks and intention to share information, and 0.876 in moderation between perceived of benefits and intention to share information. And thus, this condition cannot prove the third and fourth hypothesis because the t-statistic value obtained is smaller than the specified t-table.

4. Conclusion

As found in this research, perceived of risks has been proven to have a negative effect on a person's intention to share information or reviews of BRI products or services on social media. In the sense that the higher the perceived of risks, the lower the willingness of people to share reviews of BRI products or services on social media, and vice versa. Meanwhile, perceived of benefits has actually been proven to have a positive or unidirectional effect on a person's intention to share information or reviews of BRI products or services on social media. Thus, the higher a person's perception that sharing information

on social media offers a number of benefits, the stronger their desire to share reviews of BRI products or services on social media. The consumer satisfaction variable in this study was found to be unable to play a moderating role in the relationship between perceived of risks and perceived of benefits toward intention to share information.

Overall, the phenomenon of sharing product reviews on social media is a valuable tool for businesses. In these conditions, businesses must adapt to trends and optimize their customer engagement effectively. Because as social media continues to evolve, sharing unbiased and authentic product reviews will have an increasingly significant impact in changing the way consumers and businesses interact in the marketplace. Also, with the study results showed that there is a significant influence of perceived of risks and benefits on a person's intention to share information on social media, it becomes clear that companies need to conduct research to identify consumer behavior on social media, as well as produce appropriate feedback with that information. Moreover, technological developments for sharing information on social media are expected to continue to develop in the future. Thus, companies need to focus their attention on efforts to influence consumer behavior on social media.

This study was also recognized to have many limitations. The first limitation related to the study data being cross-sectional. Future researchers are advised to use longitudinal data that compares respondent responses from different periods, so as to obtain a better understanding of the influence of predictor variables toward response variables. Even though the research sample has met the minimum sample size proposed by experts, future research can use a larger sample size to obtain research data that is closer to the actual conditions of the specified population. Also, future researchers can use this framework to conduct on different objects or subjects, so that research results can be compared. Moreover, several hypotheses were found to be unproven in this study and did not match the data obtained in various previous literature. Thus, further research is needed so that better insights are obtained regarding similar topics. Finally, researcher also understand that there are many other factors that might influence a person's intention to share information or reviews of products or services on social media. Thus, future researchers can consider using these factors to complement this research design, including for example subjective norms, type of social media, and so on.

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