

The Effect of Information Quality on Social Networking Site (SNS)-Based Commerce: From the Perspective of Malaysian SNS Users

ABSTRACT

This study aimed to examine how information quality (IQ) attributes affect perceived usefulness and customer satisfaction of SNS-based commerce from the perspective of Malaysian SNS users. Although many studies have been conducted to identify possible IQ attributes in the context of e-commerce, only a limited number of studies have tested and examined the direct effects of the IQ attributes on perceived usefulness and customer satisfaction, particularly in the s-commerce context (i.e., SNS-based commerce). The data from Malaysia respondents were collected through an online survey, using a snowball sampling technique. The hypotheses were analysed using multiple linear regression. The results indicated the perceived usefulness was significantly affected by completeness, ease of understanding, and personalization. Customer satisfaction was significantly affected by the completeness and perceived usefulness. However, neither the accuracy nor timeliness had an effect on perceived usefulness or customer satisfaction. The findings suggest that completeness is the strongest attribute of IQ.