Chapter 2
Effects of Perceived Information Quality, Perceived System Quality, and Perceived Flow on Mobile Social Networking Sites (SNS) Users’ Trust

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ABSTRACT
This chapter examines the effects of perceived information quality, perceived system quality, and perceived flow on mobile Social Networking Sites (SNS) users’ trust. Pearson correlations via SPSS 21.0 computer program was used for data analysis as it has the ability to ensure the consistency of the model with the data, to provide information necessary to scrutinize the study hypotheses, and to estimate associations among constructs. Each correlation coefficient was assessed as significant at the 0.01 level, and the overall model was determined to fit the data well as multicollinearity was absent. In terms of the associations with perceived user trust, perceived flow had highest significant positive correlation coefficients, followed by perceived information quality and perceived system quality. Next, further investigation of the study encountered that perceived flow is significantly associated by both perceived system quality and perceived information quality of mobile SNS, respectively. The chapter concludes with directions for future research.

INTRODUCTION
Social networking sites, such as Facebook, MySpace, Twitter and LinkedIn, which accessed via mobile phones is known as mobile social networking sites (SNS) incorporates the social connections of users by social networking services, and communication channel. Users could enjoy the portability of the mobile device for SNS in terms of create a profile and connect their profile
to others, sharing text, images, and photos (Boyd & Ellison, 2008). The advent of SNS is rapidly altering human interaction (Counts & Fisher, 2010; Zhong, Hardin & Sun, 2011). For instance, Facebook has 167,431,700 active users in United States and 13,577,760 active users in Malaysia in 2013 (Socialbakers, 2013). This number continues increasing globally due to millions of people worldwide are living much of their lives on SNS and is quickly becoming one of the most popular tools for social communication and entertainment.

What at people do with SNS? People shared 30 billion pieces of content (i.e. web links, news stories, blog posts, notes, photo albums, pokes, status, photos, news feed, tag, market place, instant messaging and video etc.) via SNS each month and more than 900 million objects that they interact with (i.e. pages, groups, events and community pages). This study is helpful to mobile SNS providers as it discusses the effect of perceived information quality, perceived system quality, and perceived flow on mobile social networking sites (SNS) users’ trust. If the mobile SNS provider wishes to retain and increase their customers, special attention will need to be paid towards the information and system quality provided. Apart from that, the variety of SNS management team such as Facebook and Twitter will benefit from this study as well because they are capable of altering and providing the perceived enjoyment to their users. Hence, this study intent to examine the effects of perceived information quality, perceived system quality, and perceived flow on mobile Social Networking Sites (SNS) users’ trust.

This chapter is structured as follows. The next section review literature on perceived information quality, perceived system quality, perceived flow, and perceived user trust with deriving testable hypotheses. The ensuing section describes the research methodology used in conducting the research. Section 4 reports the results of the study while section 5 discusses the research findings. The chapter rounds off with conclusions and direction for future research.

**PERCEIVED INFORMATION QUALITY**

Perceived information quality is related to the amount of information, variety of information, content richness and navigation (Ilsever, Cyr, & Parent, 2007). It is a prevalent social concept and a key antecedent of overall user satisfaction (Aggelidis & Chatzoglou, 2012; Chang, Li, Wu, & Yen, 2012; Zhou, 2013), which impacted the perceived value of the e-commerce system, and information systems success (DeLone & McLean, 1992). It is essential in the creation of a trust building relationship (Fung & Lee, 1999; Keen, Balance, Chan & Schrump, 2000; Kim & Park, 2013; Wong & Hsu, 2008) via the reliable, relevant and personalisation of information exchanges (Yvette & Karine, 2001). Moreover, information quality presented on the Internet has a significant impact on the user flow experience (Chau, Au & Tam, 2000) in terms of the pleasure in using mobile SNS when conduct multiple tasks while surfing the Internet to acquire information or entertaining themselves. For instance, users will most likely form negative perceptions about the information quality of mobile SNS platform if the mobile service provider cannot provide accurate, comprehensive and timely information to its users. Thus, it is posited that:

**H1:** Perceived information quality of mobile SNS is positively correlated with perceived user trust.

**H2:** Perceived information quality of mobile SNS is positively correlated with perceived flow.

**PERCEIVED SYSTEM QUALITY**

Perceived system quality is related to the existence of a fast, reliable links for navigation in processing a request which influences the user’s intention to re-enter a website (Chiou, 2005; Garrett, 2003; Hsu & Lu, 2004; Nelson & Todd, 2005). System quality impacts user trust in mobile commerce
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