IJESS
International Journal of Education and Social Science
ISSN : 2686-2239 (online) _____ VOL 7 NO 2 OCTOBER 2026

# The Influence of Source Credibility and Information Quality on Follower Trust in Komnas HAM's Instagram Content

**Muhammad Rafi Fadhillah Feirdy**
Universitas Gunadarma, Jakarta, Indonesia
rafipersonal1703@gmail.com

**Abstract**

This study aims to determine the influence of source credibility and information quality—both individually and simultaneously—on public trust in the Instagram content of Komnas HAM (@komnasham). In the digital era, social media has become a communication channel for state institutions, making message quality and sender credibility crucial factors. This study employs a quantitative explanatory approach, collecting data via questionnaires distributed to active Instagram users ranging from adolescents to young adults. A purposive sampling technique was used to select the sample, and data analysis was conducted using multiple linear regression with SPSS software. The results demonstrate that source credibility has a positive and significant effect on public trust. Information quality is also shown to have a positive and significant impact on public trust. Simultaneously, both variables significantly influence public trust. The coefficient of determination ($R^2$) of 61.9% indicates that the variation in public trust can be explained by the combined influence of source credibility and information quality, while the remainder is attributed to factors outside the scope of this study. Between the two variables, information quality makes a slightly more dominant contribution than source credibility, although both exert a nearly equal influence. Overall, these findings confirm the relevance of Source Credibility Theory and the Stimulus-Organism-Response (S-O-R) theory. Communicator attributes-expertise, trustworthiness, and attractiveness (source credibility)-combined with accurate and comprehensive message content, prove to be vital stimuli in shaping the public trust response on social media.

**Keywords:** Source Credibility, Information Quality, Public Trust, Instagram, Komnas HAM

https://creativecommons.org/licenses/by-sa/4.0/

Submission: August 30, 2026 Review: September 25, 2026 Publish: October 30, 2026

## INTRODUCTION

Technological advancements in communication during the digital era have brought about significant changes in how individuals communicate and access information. The emergence of "New Media" has transformed communication patterns, making them more interactive, rapid, and participatory; consequently, the public is no longer merely a recipient of information but also an active participant in its production and dissemination (Zhafirah, 2025). Social media has subsequently become a primary vehicle for interaction, information sharing, and the online building of communication networks (Boyd, 2015; Kietzmann et al., 2011).

The high level of social media usage in Indonesia further reinforces its role as a source of information. According to DataReportal (2026), the number of internet users in Indonesia reached approximately 230 million in 2025—representing a penetration rate of 80.5%—while active social media users totaled around 180 million, or 62.9% of the total population. Instagram stands out as a strategic platform, boasting approximately 108 million users in Indonesia by the end of 2025, thereby offering immense potential as a medium for public communication.

One institution utilizing Instagram for public communication is the National Commission on Human Rights (Komnas HAM). However, Komnas HAM faces challenges regarding public trust in the information conveyed via social media. This phenomenon was evident in the 2022 Brigadier J case and the publication of the fact-finding report regarding human rights violations during the protests and riots of August–September 2025. Critical public responses demonstrate that source credibility and the quality of information within social media content can significantly influence public perception and trust in the institution (Wiratama et al., 2025; Liputan6, 2026).

Source credibility relates to expertise, honesty, and the level of trust placed in a source (Marsanda et al., 2024), whereas information quality pertains to clarity, completeness, relevance, and ease of comprehension (Febrina et al., 2024). Information originating from credible, high-quality sources tends to be more readily accepted and trusted by the public (Apriandi et al., 2024; Zhafirah et al., 2023).

Previous research indicates that source credibility and information quality have a positive and significant impact on both trust and the fulfillment of audience information needs on social media (Sidiq, 2025; Dwiansyah, 2024; Khofifah, 2025). In the context of Komnas HAM's Instagram presence, this study focuses on Generation Z and Late Millennials—groups of "digital natives" who are active social media users and demonstrate a critical attitude toward social issues and the performance of government institutions (Dimock, 2019; Prensky, 2001; Parker & Igielnik, 2020; Boulianne, 2015). These groups tend to evaluate source credibility and information quality before placing their trust in social media content (Metzger & Flanagin, 2013; Porumbescu, 2016).

Therefore, this study aims to examine the influence of source credibility and information quality in Komnas HAM's Instagram content on public trust—specifically among Generation Z and Late Millennials—and to contribute to the field of Communication Studies regarding social media usage, information characteristics, and the formation of institutional trust in the new media era (Ledingham, 2003; Shirky, 2011).

## RESEARCH METHODS

This study employs a quantitative approach with an explanatory research design to explain the causal relationships between source credibility and information quality regarding public trust in the content of the @KomnasHAM Instagram account.

The research subjects are active followers of the @KomnasHAM Instagram account, while the research objects comprise source credibility (X1), information quality (X2), and public trust (Y). The study population consists of 71,500 followers, based on observations made on May 17, 2026 (@KomnasHAM Instagram, 2026). The sample was determined using

purposive sampling based on the following criteria: active Instagram users following @KomnasHAM, aged 20–30 years, and residing in the JABODETABEK area. Applying Slovin's formula with a 5% margin of error resulted in a minimum sample size of 398 respondents (Sugiyono, 2022; Kriyantono, 2014).

Primary data were collected via questionnaires using a 1–5 Likert scale, while secondary data were obtained through documentation, including online news articles, official Komnas HAM reports, social media usage statistics, scientific journals, and prior research (Sugiyono, 2019).

Three variables were utilized: source credibility (X1)—encompassing expertise, trustworthiness, and attractiveness—and information quality (X2)—encompassing accuracy, timeliness, relevance, and completeness. Source credibility and information quality serve as independent variables, while public trust (Y)—encompassing ability, benevolence, and integrity—serves as the dependent variable.

Data analysis included a validity test using Pearson's Product Moment correlation (with the criterion of r-calculated > r-table at a 5% significance level) and a reliability test using Cronbach's Alpha (with a criterion of >0.60) (Sugiyono, 2019). Subsequently, classical assumption tests—including tests for normality, heteroscedasticity, and autocorrelation—were conducted prior to multiple linear regression analysis (Ghozali, 2020). Multiple linear regression analysis is used to determine the influence of source credibility and information quality on public trust, both partially and simultaneously. Hypothesis testing is conducted using the t-test and F-test at a significance level of 0.05, while the coefficient of determination ($R^2$) is used to assess the ability of the independent variables to explain the variation in the dependent variable (Ghozali, 2020).

## RESULT AND DISCUSSION

### Research Results

The study was conducted on the official Instagram account of the National Commission on Human Rights (Komnas HAM)—@KomnasHAM—which actively disseminates content regarding human rights issues, public policy, and advocacy to the public. Data collection was carried out in two stages: an instrument test involving 30 respondents and a primary analysis involving 398 respondents.

The characteristics of the 398 respondents show that 227 (57%) were female and 171 (43%) were male. Regarding age, the largest group consisted of 20-year-olds (67 individuals or 16.8%), followed by 22-year-olds (59 individuals or 14.8%), 23-year-olds (57 individuals or 14.3%), and 24-year-olds (36 individuals or 9%). The remaining respondents fell within the 21–30 age range, with each age group representing no more than 8% of the total. In terms of domicile, the respondents came from Jakarta (177 individuals or 44.5%), Bekasi (68 individuals or 17.1%), Bogor (56 individuals or 14.1%), Depok (55 individuals or 13.8%), and Tangerang (42 individuals or 10.6%). All 398 respondents (100%) were active Instagram users and active followers of the Komnas HAM Instagram account.

Variable measurement utilized a 1–5 Likert scale, where 1 represented "Strongly Disagree," 2 "Disagree," 3 "Neutral," 4 "Agree," and 5 "Strongly Agree." Source Credibility (X1) comprised the dimensions of expertise, trustworthiness, and attractiveness. Regarding the expertise dimension, the percentages of respondents who expressed agreement or strong agreement were 74.4%, 71.2%, and 74.3%, respectively. Regarding trustworthiness, the percentages were 70.9%, 64.5%, and 69.1%, while for attractiveness, they were 70.1%, 67.3%, and 66.9%. The highest indicator was found in the statement that the @KomnasHAM account presents information based on in-depth knowledge of the field, at 74.4%.

Information Quality (X2) comprises accuracy, timeliness, relevance, and completeness. For the accuracy dimension, the combined percentages of "agree" and "strongly agree" responses were 64.6%, 69.1%, and 72.6%. The timeliness dimension recorded 69.6%, 69.6%, and 63.8%; relevance scored 73.2%, 69.3%, and 72.1%; while completeness scored 72.1%, 73.6%, and 64%. The highest-scoring indicator was the statement that the @KomnasHAM account provides sufficient detail for respondents to fully understand the information, at 73.6%.

Public Trust (Y) comprises competence, benevolence, and integrity. For the competence dimension, the combined percentages of "agree" and "strongly agree" responses were 72.8%, 73.1%, and 72.1%. The benevolence dimension scored 72.9% on both indicators, while the integrity dimension scored 71.6%, 73.1%, and 72.1%. The highest percentages were found in the account's ability to deliver informative and accountable content, and its strong principles regarding the ethical and responsible presentation of information, both at 73.1%.

**Instrument Test Results**

A validity test was conducted with 30 respondents, using an r-table value of 0.361 at a 5% significance level. The nine Source Credibility items had calculated r-values ranging from 0.827 to 0.938; the twelve Information Quality items ranged from 0.794 to 0.937; and the eight Public Trust items ranged from 0.825 to 0.934. All these values exceeded the r-table value; therefore, all items were deemed valid.

**Table 4.14 Summary of Reliability Test Results**

| Variable | Number of Items | Cronbach's Alpha | Note |
|---|---|---|---|
| Source Credibility (X1) | 9 | 0,971 | Highly Reliable |
| Information Quality (X2) | 12 | 0,969 | Highly Reliable |
| Public Trust (Y) | 8 | 0,961 | Highly Reliable |

Reliability testing yielded Cronbach's Alpha values of 0.971 for Source Credibility (9 items), 0.969 for Information Quality (12 items), and 0.961 for Public Trust (8 items). All values exceeded the 0.70 threshold, indicating that the three instruments were highly reliable.

**Classical Assumption Test Results**

Classical assumption tests showed that the residuals were normally distributed based on the histogram and Normal P-P Plot, with a mean of 2.19E-16, a standard deviation of 0.997, and 398 observations. Multicollinearity testing yielded a Tolerance value of 0.395 and a VIF of 2.529 for both independent variables, indicating no evidence of multicollinearity. The scatterplot showed no discernible pattern, indicating the absence of heteroscedasticity. Meanwhile, the Durbin-Watson value of 1.882 indicated no evidence of autocorrelation.

Multiple linear regression analysis yielded the following equation:

$$\mathbf{Y = 4.234 + 0.370X1 + 0.302X2 + e}$$

Source Credibility had a B coefficient of 0.370, a Standardized Beta of 0.415, a calculated t-value of 8.399, and a significance level of <0.001. Information Quality had a B coefficient of 0.302, a Standardized Beta of 0.420, a calculated t-value of 8.515, and a significance level of <0.001. This means that a one-unit increase in Source Credibility increases Public Trust by 0.370 units, while a one-unit increase in Information Quality increases Public Trust by 0.302 units, holding other variables constant.

An R-value of 0.787 indicates a strong relationship between Source Credibility and Information Quality and Public Trust. The R-square value of 0.619 and the Adjusted R-square value of 0.618 indicate that 61.9% of the variation in Public Trust can be jointly explained by the two independent variables, while 38.1% is explained by factors outside the model.

The F-test results yielded a calculated F-value of 321.461 with a significance level of <0.001. Since the significance value is less than 0.05, Source Credibility and Information Quality have a significant simultaneous effect on Public Trust.

**Table 4.20 T-test Results**

| Variable | Coefficient (B) | Calculated t | Sig. | Criteria | Decision |
|---|---|---|---|---|---|
| **Source Credibility (X1)** | 0,370 | 8.399 | < 0,001 | Sig. < 0,05 | $H_0$ is rejected, $H_1$ is accepted |
| **Information Quality (X2)** | 0,302 | 8,515 | < 0,001 | Sig. < 0,05 | $H_0$ is rejected, $H_2$ is accepted |

In the t-test with a t-table value of 1.960 and df = 395, the results indicate that Source Credibility (X1) yielded a calculated t-value of 8.399—significantly higher than the t-table value of 1.960—with a significance level of <0.001. Since the calculated t-value exceeds the t-table value and the significance level is below 0.05, H0 is rejected and H1 is accepted. Meanwhile, Information Quality (X2) yielded a calculated t-value of 8.515—also far exceeding the t-table value of 1.960—with a significance level of <0.001. As the calculated t-value exceeds the t-table value and the significance level is below 0.05, H0 is rejected and H2 is accepted. Thus, both variables exert a positive and significant influence on public trust. The coefficient for Source Credibility (0.370), being higher than that for Information Quality (0.302), indicates that Source Credibility exerts a slightly more dominant influence (per unit) on Public Trust; however, in terms of calculated t-values, Information Quality (8.515) is slightly higher than Source Credibility (8.399), implying that the statistical confidence regarding the influence of Information Quality is relatively stronger.

**Discussion**

This study is grounded in the Stimulus-Organism-Response (S-O-R) theory proposed by Hovland et al. (1953)—as cited in Ramdani et al. (2026:12–13)—and the Source Credibility Theory formulated by Hovland, Janis, and Kelley in their work *Communication and Persuasion* (1953)—as cited in Syahlaf et al. (2025:94). Within the S-O-R framework, Source Credibility (X1) and Information Quality (X2) serve as the stimulus (S) delivered via Komnas HAM's Instagram content; these are processed cognitively and affectively by the public (acting as the organism, O), thereby eliciting Public Trust (Y) as the response (R).

The interpretation of results is based on data that met instrument validity requirements and regression model assumptions. The study utilized 398 respondents, with no data excluded via listwise deletion. Multicollinearity test results showed a Tolerance value of 0.395 and a VIF of 2.529 for both Source Credibility and Information Quality, indicating the absence of multicollinearity. A Durbin-Watson value of 1.882 further indicated the absence of autocorrelation. The fulfillment of normality, the absence of multicollinearity, the presence of homoscedasticity, and the absence of autocorrelation validate the use of the multiple linear regression model as an instrument to analyze the S-O-R theory.

Source Credibility (X1) has a positive and significant effect on Public Trust (Y), with a B-value of 0.370, a Standardized Beta of 0.415, a calculated t-value of 8.399, and a significance level of < 0.001. These results demonstrate that the perceived credibility of Komnas HAM's Instagram account is directly proportional to the level of public trust. These findings confirm Source Credibility Theory, which asserts that persuasive effectiveness increases when a communicator possesses high credibility. The three primary dimensions underpinning this credibility are expertise, trustworthiness, and attractiveness. Source credibility acts as the Stimulus (S) that triggers psychological processes within the audience—the Organism (O)—resulting in a Response (R) in the form of public trust.

Information Quality (X2) was also found to have a positive and significant effect on Public Trust (Y), with a B-value of 0.302, a standardized beta of 0.420, a calculated t-value of 8.515, and a significance level of < 0.001. The acceptance of H2 validates McLeod's dimensions of information quality: accuracy, timeliness, relevance, and completeness. Information quality serves as an objective Stimulus (S) requiring intellectual processing by the Organism (O). In the digital era, audiences do not passively accept messages; instead, they scrutinize the completeness and accuracy of the information before converting it into a Response (R) manifested as institutional trust.

Source Credibility and Information Quality make significant contributions, indicated by Standardized Beta values of 0.415 and 0.420, respectively. Partial correlation tests yielded values of 0.389 for Source Credibility and 0.394 for Information Quality. These findings demonstrate that the audience demands a balance between "who is speaking" (credibility) and "what is being discussed" (content quality). Both stimuli operate in tandem to generate a response in the form of stable trust.

Simultaneously, Source Credibility and Information Quality exert a significant influence on Public Trust. The F-test yielded a value of 321.461 with a significance level of < 0.001. An R-value of 0.787 indicates a strong simultaneous relationship, while an R-Square of 0.619 shows that 61.9% of the variation in Public Trust can be explained by the combined effect of the two independent variables. The Adjusted R-Square value of 0.618 confirms the model's predictive accuracy. The resulting regression equation is Y = 4.234 + 0.370X1 + 0.302X2. The constant value of 4.234 represents the baseline level

of Public Trust when Source Credibility and Information Quality are zero; the X1 coefficient of 0.370 indicates that a one-unit increase in credibility raises public trust by 0.370 units, while the X2 coefficient of 0.302 indicates that a one-unit increase in information quality raises public trust by 0.302 units.

Public Trust (Y), acting as the response variable, reflects the three dimensions of trust identified by Mayer et al. (1995): Ability, Benevolence, and Integrity. From a theoretical standpoint, this study offers an empirical contribution to the S-O-R (Stimulus-Organism-Response) theory within the new media landscape; Instagram features—such as feeds, stories, and comment sections—serve as a platform where the "Organism" evaluates dimensions of information accuracy and communicator expertise before generating a "Response" of trust.

Practically, Komnas HAM needs to implement two communication strategies in parallel: maintaining a professional visual presence and interaction persona to uphold credibility, while ensuring that crisis communication management and investigative reporting meet the standards of accuracy (error-free), completeness, and immediacy. Expertise and trustworthiness can be bolstered by including legal bases, expert opinions, and official reference data in every post, while a professional, consistent, and interactive account appearance supports the dimension of attractiveness. Regarding information quality, accuracy and completeness must serve as the primary defense against disinformation, complemented by timely updates and content relevance tailored to audience needs.

Thus, public trust in the digital era represents an accumulation of perceptions regarding expertise, trustworthiness, and attractiveness (X1), combined with accuracy, timeliness, relevance, and completeness (X2). The combined contribution of 61.9% demonstrates that Instagram is a crucial arena for shaping public trust. Source credibility and information quality are inseparable; public trust cannot be optimized if Komnas HAM possesses good intentions (benevolence) but presents outdated information (timeliness), or provides instant updates while compromising integrity. Therefore, Komnas HAM's digital communication management must be holistic, preserving institutional integrity while ensuring the validity of data in every piece of content uploaded.

## CONCLUSIONS

The research results indicate that source credibility has a positive and significant effect on public trust in Komnas HAM's Instagram content; thus, H1 is accepted. Information quality is also proven to have a positive and significant effect on public trust—leading to the acceptance of H2—with a contribution that is relatively more dominant than that of source credibility. Simultaneously, source credibility and information quality significantly influence public trust, resulting in the acceptance of H3. The R-square value of 61.9% indicates that the variation in public trust can be explained by these two variables, while 38.1% is influenced by factors outside the research model.

These findings confirm the relevance of the Stimulus-Organism-Response (S-O-R) theory and Source Credibility Theory in explaining the formation of public trust in state institution content on social media. Source credibility and information quality act as complementary stimuli, with information quality serving as a slightly more dominant determinant in shaping public trust regarding Komnas HAM's Instagram content.

Future research is advised to expand the research model by incorporating mediating or moderating variables within the S-O-R framework—such as social media engagement, audience digital literacy, or institutional image—given that 38.1% of the variation in public trust remains unexplained by the current model. Subsequent studies could also employ a mixed-methods approach—utilizing text analysis, sentiment analysis of comment sections, or focus group discussions (FGDs)—to gain a deeper understanding of how audiences interpret human rights issues on social media. Additionally, research could broaden its scope by comparing Komnas HAM's presence across other digital platforms, such as X (Twitter), TikTok, and YouTube.

From a practical standpoint, Komnas HAM is advised to prioritize enhancing the accuracy, timeliness, relevance, and—above all—completeness of its content, without neglecting the strengthening of its expertise, trustworthiness, and appeal as a credible source of

human rights information. Information should also be presented more comprehensively, accompanied by a transparent verification process, so that the public does not need to seek additional confirmation from other sources. For the public, the results of this study are expected to foster a more critical and selective approach to evaluating source credibility and information quality before trusting social media content. For other public institutions, these findings serve as a reference indicating that the management of institutional social media must balance source credibility with consistent content quality to build sustainable public trust.

## ACKNOWLEDGMENT

If any, authors wishing to acknowledge assistance or encouragement from colleagues, special work by technical staff or financial support from organizations should do so in an unnumbered Acknowledgments section immediately following the last numbered section of the paper.

## REFERENCES

Apriandi, M. M., Maritasari, D. B., Maulida, B. Z. A. G., & Karmila, I. (2024). Kredibilitas sumber ilmiah di era digital. *NUSRA: Jurnal Penelitian dan Ilmu Pendidikan, 5*(3), 1197–1202.

Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society, 18*(5), 524–538.

Boyd, D. (2015). Social media: A phenomenon to be analyzed. *Social Media + Society, 1*(1). https://doi.org/10.1177/2056305115580148

DataReportal. (2026). *Digital 2026: Indonesia*. https://datareportal.com/reports/digital-2026-indonesia

Dimock, M. (2019). *Where Millennials end and Generation Z begins*. Pew Research Center.

Febrina, A., Putri, M., & Rahman, F. (2024). Pengaruh kualitas informasi terhadap kepercayaan pengguna media sosial. *Jurnal Komunikasi Digital, 5*(2), 120–130.

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! *Business Horizons, 54*(3), 241–251.

Ledingham, J. A. (2003). Explicating relationship management as a general theory of public relations. *Journal of Public Relations Research, 15*(2), 181–198.

Metzger, M. J., & Flanagin, A. J. (2013). Credibility and trust of information in online environments. *Journal of Pragmatics, 59*, 210–220.

Parker, K., & Igielnik, R. (2020). *On the cusp of adulthood and facing an uncertain future: What we know about Gen Z so far*. Pew Research Center.

Porumbescu, G. A. (2016). Linking public sector social media and e-government website use to trust in government. *Government Information Quarterly, 33*(2), 291–304.

Prensky, M. (2001). Digital natives, digital immigrants. *On the Horizon, 9*(5), 1–6.

Wiratama, R. A., Pamungkas, Y. B., & Saptiyono, A. (2025). Peran kredibilitas akun Instagram, persepsi manfaat, dan literasi digital dalam meningkatkan kesadaran gizi publik. *Jurnal Ilmiah Global Education, 6*(4), 2928–2940.

Zhafirah, Z., Samatan, N., & Syas, M. (2025). Kualitas informasi dan kredibilitas akun Instagram @abouttng terhadap pemenuhan kebutuhan informasi followers. *Komunikata57, 6*(1), 18–30.

Zhafirah, Z., Samatan, N., & Syas, M. (2025). Kualitas informasi dan kredibilitas akun Instagram @abouttng terhadap pemenuhan kebutuhan informasi followers. *Komunikata57, 6*(1), 18–30.