

ENHANCING USER ACCEPTANCE OF FEEDBACK IN REPUTATION  
SYSTEMS USING SOCIAL FACTORS

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To all my beloved family members;  
my adorable parents, my lovely husband and  
my kind brother

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## ABSTRACT

In e-commerce, reputation systems are created as decision making tools that work via gathering reputation information of online sellers, products or services meant for distribution to interested parties. One of the challenges of the current reputation systems is generating trustworthy feedback to overcome fake and inaccurate submitted feedback as this may mislead the feedback receiver in the process of decision making for shopping online. This research used a social approach to investigate the influence of social factors on acceptance of feedback in the reputation systems and how social relationship indicators can be utilized in these systems. A research model was developed based on three main factors comprising homophily, tie strength and source credibility. Seven hypotheses were developed to test the model. A survey was conducted to evaluate the effect of the proposed social factors to improve feedback acceptance in reputation systems. Data analysis and model testing were operated using Structural Equation Modelling (SEM) with Partial Least Squares (PLS) technique. Then, the proposed model was used to develop the design principles for a social reputation system based on Information Systems Design Theory (ISDT). The results indicated that acceptance of feedback was significantly affected by cognitive and demographic homophily. In addition, expertise and trustworthiness with reference to source credibility had positive influence on the acceptance of feedback. Besides that, based on the three dimensions of the tie strength, closeness of relationship was significant whereas the frequency of interaction and duration of relationship were not significant. In general, the findings of this study supported the proposed theoretical model by emphasizing the role of social relationship of source and recipient on acceptance of feedback to assist users to access trustworthy feedback in reputation systems.

## ABSTRAK

Pembangunan sistem reputasi dalam bidang e-dagang menghasilkan alat bantu yang berperanan mengumpul maklumat peniaga-peniaga atas talian, maklumat produk atau perkhidmatan serta menyebarkannya kepada pihak-pihak yang berminat. Salah satu cabaran terkini kepada sistem reputasi ialah menjana maklum balas yang boleh dipercayai untuk mengatasi maklum balas palsu dan tidak tepat yang dipaparkan kerana ini boleh mengelirukan penerima maklum balas dalam proses membuat keputusan untuk melakukan pembelian secara atas talian. Penyelidikan ini menerapkan pendekatan sosial untuk menyelidiki pengaruh faktor-faktor sosial terhadap penerimaan maklum balas tentang sistem reputasi dan cara petunjuk-petunjuk perhubungan sosial boleh diguna pakai dalam sistem-sistem tersebut. Penyelidikan ini membangunkan sebuah model berdasarkan kepada tiga faktor utama, iaitu homofili, keakraban perhubungan dan kebolehpercayaan sumber. Tujuh hipotesis telah dibentuk untuk menguji model yang dibangunkan. Soal selidik telah diedarkan untuk mengkaji keberkesanan faktor-faktor sosial yang dicadangkan kepada penambahbaikan penerimaan maklum balas sistem-sistem reputasi. Penganalisan data dan pengujian model menggunakan teknik "*Structural Equation Modelling*" (SEM) dan "*Partial Least Squares*" (PLS). Model yang dicadangkan telah digunakan untuk membangunkan prinsip-prinsip reka bentuk sebuah sistem reputasi yang berteraskan teori reka bentuk sistem maklumat. Hasil penyelidikan ini menunjukkan bahawa penerimaan maklum balas terjejas oleh homofili kognitif dan demografik secara signifikan. Di samping itu kepakaran dan kebolehpercayaan dengan rujukan kepada sumber yang berkredibiliti mempunyai pengaruh yang positif terhadap penerimaan maklum balas. Selain itu berdasarkan kekuatan sokongan tiga dimensi keakraban perhubungan mempunyai pengaruh yang signifikan sementara kekerapan dan tempoh masa dalam perhubungan tidak mempunyai pengaruh yang signifikan. Secara umumnya, dapatan daripada penyelidikan ini menyokong model teoretikal yang dicadangkan dengan menekankan peranan sumber perhubungan sosial untuk penerimaan maklum balas yang boleh dipercayai dalam sebuah sistem reputasi.