

The Influence of Public Information Disclosure and the use of Social Media by the Probolinggo City Government on Public Trust in Probolinggo City

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ABSTRACT

Good governance emphasizes transparency and accountability, which are increasingly facilitated through digital media, particularly social media platforms that provide rapid, interactive, and borderless communication. In Indonesia, Law Number 14 of 2008 on Public Information Disclosure mandates openness as a democratic right, yet challenges remain in ensuring accessibility, accuracy, and the prevention of misinformation. Against this background, this study aims to examine the influence of public information disclosure and the use of social media by the Probolinggo City Government on public trust. Using a descriptive quantitative approach, data were collected through questionnaires, observation, and documentation involving 100 respondents who actively follow and engage with the official Instagram account @probolinggoimpressive. Data analysis employed Partial Least Squares (PLS) to test convergent validity, discriminant validity, reliability, and structural model relationships. The findings indicate that both information transparency and social media utilization significantly influence public trust, with information transparency contributing 40.8% and social media utilization contributing 39.1% to variations in trust. Hypothesis testing confirmed that the effects of both independent variables on public trust are statistically significant ($p < 0.05$). The study concludes that consistent and transparent information delivery, coupled with active use of social media, strengthens government credibility and enhances public trust. These results provide practical implications for local governments to adopt more modern, flexible, and two-way communication strategies while addressing the risks of misinformation.

Keyword: Information Transparency, Social Media, Public Trust



INTRODUCTION

Good governance is the primary goal of government bureaucracy. The concept of good governance orients toward a collective model of behavior that promotes direction, control, and influences the public interest effectively (Nurhidayat, 2023). One of the government's actions towards good governance is

government transparency (Alvioni et al., 2022). This transparency is manifested through the disclosure of information. The information transparency model is a form of leveraging developments in information and communication technology. The goal is to improve public areas to be more effective and open, oriented toward open access for the public.

The public information disclosure system is clearly regulated in Law Number 14 of 2008 concerning Public Information Disclosure. This regulation emphasizes that the priority in information disclosure is entirely in the interests of society as a form of democracy related to citizens' rights. Information disclosure can run well and correctly with the role of all related parties and harmonious accountability (Ricky & Rahimallah, 2022; Jafar et al., 2023). All government sectors have begun to implement public information disclosure through websites, social media and other media (Syeh et al., 2022; Fitria & Nawangsih, 2023).

Transparency of information requires appropriate media and easy public access to information. The goal is for the public to receive complete information, anytime, anywhere. However, some media outlets still lack optimal access. People still seek information by visiting government offices or institutions (Sukmadewi & Utama, 2022). This indicates the need for appropriate media to disseminate information to the public.

One of the new media that is appropriate for information disclosure today is social media (Kusuma et al., 2024). Social media forms a communication pattern that is fast, interactive, without limits of space and time (Lisdawati, 2022) (Damayanti et al., 2023). Social media, as a communication tool, is considered influential and present in society. Therefore, it is a perfect support for information transparency, even two-way communication.

Central and regional governments, acting as policymakers and implementers, have begun utilizing social media to convey information, work programs, and public policies to the public. Social media plays a crucial role in creating two-way communication between the government and the public. (Pratiwi, 2021; Hidayat & Wenggi, 2022). Social media in the political and government sphere uses the Facebook, Twitter and Instagram platforms (Putri & Astini, 2024). This forms a pattern of information dissemination and the communication model between the government and the public is changing.

The concept of information transparency through social media not only provides ease of access, but its use also creates new challenges (Azzahra et al., 2025; Hastrida, 2021; Marpaung et al., 2024). Such as the level of trust and accuracy of information. Social media, which is considered to be fast and widespread, carries with it the impact of spreading inaccurate information or fake news. The rapid spread of inaccurate information on social media constitutes an infodemic phenomenon (Rodrigues et al., 2024; Yusaputra et al., 2022). Misinformation and disinformation in the distribution of news via social media can create polarization and reduce public trust in government institutions (Suhaeri & Aditya, 2023). While public trust is important for the government's image and the quality of government performance. Public trust is created from a model of delivering accurate information as well as consistency and openness in communication between public or government institutions and the community (Azhary et al., 2024).

In previous research, there was an analysis of the influence of social media by the government on society. Research by (Anggiawan, 2023) the study explained that government social media has increased sensitivity and awareness regarding information transparency. The public can even express suggestions and

criticisms openly through social media. This demonstrates that social media has a positive impact on the information disseminated by the Sukoharjo Regency Government.

Further research from (Seftianita et al., 2023) The results showed that the Facebook social media used by the government for public relations significantly influenced the positive image of Sungai Sirih Village, Singingi District. This means that the better the Facebook social media used by the government for public relations in conveying information and communicating, the better the positive image of the Sungai Sirih Village Government will be. The variable of using Facebook social media for public relations influenced the positive image of Sungai Sirih Village, Singingi District, by 60.2%.

Other research by (Ningsih, 2023) The results show that information transparency and website quality influence the image of the Ministry of Communication and Informatics. Information transparency has a positive and significant effect on the image of the Ministry of Communication and Informatics, with a regression coefficient of 26.7%. Furthermore, website quality has a positive and significant effect on the image of the Ministry of Communication and Informatics, with a regression coefficient of 46.5%.

The above research shows that government transparency through public information disclosure can project a government image that presents information accurately and truthfully, and avoids misinformation. This demonstrates that no public institutions disclose information to the public. Furthermore, opening access to information and communication demonstrates that the government is open to the public to communicate and learn about all government activities, thereby improving the government's image.

However, it has not yet addressed or measured the level of public trust that arises from public information disclosure. Furthermore, the government utilizes social media as a means of disseminating public information. Social media is known not only for entertainment but also for disseminating information, strengthening branding, promoting, and even communicating. Social media, particularly Instagram, is widely used by the public. This is evidenced by the faster spread of viral news through social media.

The Probolinggo City Government, for example, actively uses Instagram. It maintains an account called @probolinggoimpressive, marked with a blue checkmark, the authentic Instagram verification mark. The Probolinggo City Government delivers information through photos, videos, narratives, and audio. All content is posted on feeds, stories, and live broadcasts. There are 5,544 posts consistently posted daily. Furthermore, the public can comment on each post and send direct messages. The Probolinggo City Government Instagram account has 26,200 followers.

The Probolinggo City Government is known for its presence on social media. Even its social media posts are designed with attractive designs. News stories are designed in a newspaper style. Furthermore, the posts use engaging illustrations. All information is posted daily on the Probolinggo City Government's Instagram account. This includes not only entertainment but also information related to policies, programs, and urgent matters.

The above explanation explains that government information disclosure is related to its image in the public. Furthermore, the use of social media supports the government in influencing public opinion. However, no one has yet discussed whether the form of public information disclosure, coupled with the government's use of social media, influences public trust in the government. Public trust is built

and maintained through appropriate strategies, one of which is ensuring the use of technology for information transparency. Public perception is enhanced by information systems that support honest reporting and easy access to information.

This is an interesting topic to study, particularly in local governments that are active and present in broadcasting information, organizing communication, and providing direct services through social media. The formulation of the research problem is how does the openness of public information and the use of social media influence the level of public trust in Probolinggo City? This study aims to determine the level of public information transparency, a way for the government to increase public trust through social media as a form of service to the people of Probolinggo City. This research is crucial for testing and measurement, given the current era of reform, and the numerous case findings from both central and regional governments being shared and published on social media.

RESEARCH METHOD

This research adopts a descriptive quantitative approach, as quantitative research processes and analyzes data in numerical form (Sugiyono, 2019). Such an approach is appropriate because this study aims to measure the level of influence of public information disclosure and social media utilization on public trust in Probolinggo City. The focus of this study lies in analyzing the independent variables public information disclosure and social media utilization and their effect on the dependent variable, namely public trust in Probolinggo City. The research subjects consisted of all residents of Probolinggo City who follow the official Instagram account of the Probolinggo City Government, namely @probolinggoimpressive. Meanwhile, the research object is defined as residents with original Instagram accounts who actively engage with this official government account. The research was conducted in March, May, and June 2025, located in Probolinggo City with the specific research field being the city government's official Instagram account.

The data sources of this study consist of primary and secondary data (Sugiyono, 2019). Primary data was collected directly from respondents' answers to questionnaires distributed to followers of @probolinggoimpressive, while secondary data was obtained from previous studies, literature, and relevant documents. Data collection techniques included questionnaires, observation, and documentation. The questionnaire, in the form of a closed-ended structured list of questions, was selected to facilitate the data tabulation process (Priyono, 2008). Observation was used to directly observe the research object and collect data that is less prone to manipulation. Meanwhile, documentation was conducted to obtain supporting data such as laws, regulations, and archives relevant to the study.

The research variables were divided into independent and dependent variables. The independent variables are public information disclosure and social media utilization, while the dependent variable is public trust. These variables were operationalized using indicators from relevant literature, measured on a Likert scale ranging from strongly disagree (1) to strongly agree (5). The operational definitions of the variables are presented in the following table:

Table 1. Operational Definition

Variable	Indicator	Measurement
Transparency of Information (X1)	1. Leadership commitment 2. Formalized processes 3. Training programs 4. Communication with stakeholders	Likert Scale

Variable	Indicator	Measurement
	(Oliver, 2004 in Alvioni et al., 2022)	
Utilization of Social Media (X2)	1. Social Presence 2. Media Richness 3. Self Disclosure (Nasrullah, 2017 in Fitri & Madiawati, 2020)	Likert Scale
Public Trust (Y)	1. Dissemination of norms and values 2. Willingness to provide support 3. Real, Tangible evidence (Lijebblad et al., 2009 in Zanuar, 2023)	Likert Scale

Source: processed by the researcher (2025)

The population of this study was the residents of Probolinggo City. From this population, the sample was determined as residents of Probolinggo City who own active Instagram accounts and follow the government's official account. The sample size was calculated using the formula

$$n = \frac{z^2}{4(moe)^2}$$

$$n = \frac{1.96^2}{4(0,1)^2}$$

$$n = 96,04$$

Respondents were selected based on two criteria: first, they were residents of Probolinggo City who follow @probolinggoimpressive, and second, they were actively engaged with the account through likes, comments, or participation in live streams. The measurement scale applied in this study was the Likert scale, which allowed researchers to assess the degree of respondents' agreement with statements derived from the variable indicators. Data analysis employed descriptive statistical analysis to summarize the questionnaire results in tabular form for easier interpretation. Furthermore, Partial Least Squares (PLS) was used as a multivariate statistical technique to examine the relationship between independent and dependent variables (Pering, 2020).

To ensure data accuracy, instrument testing was carried out through validity and reliability tests. Validity tests assessed whether the instruments measured what they were intended to measure, while reliability tests determined the consistency of the instruments. Based on the research design, the following hypotheses were formulated: (Ha1) public information disclosure influences public trust, (Ho1) public information disclosure does not influence public trust, (Ha2) social media utilization influences public trust, and (Ho2) social media utilization does not influence public trust.

RESULT AND DISCUSSION

1. Model Evaluation
 - a. Outer Model

The outer model in this study serves as an essential stage to evaluate the validity and reliability of each indicator that forms the latent construct. In other words, the outer model ensures that the measurement indicators used in the research are truly capable of reflecting the constructs they are intended to

measure. Within the reflective measurement model framework, the evaluation process involves several key stages.

First, convergent validity testing is carried out to determine the degree to which indicators of the same construct are positively correlated with each other, thereby confirming that they measure the same underlying concept. Second, discriminant validity testing is conducted to verify that each construct is distinct and not redundant by ensuring that the indicators of one construct do not excessively overlap with those of another. This step is crucial to maintaining the conceptual clarity of the research variables. Third, composite reliability testing is employed to assess the internal consistency of the indicators, with the goal of ensuring that the measurement instruments used consistently produce stable results

- **Convergent Validity**

is an important aspect of measurement testing that demonstrates the extent to which reflective items are correlated with their respective latent variables. This form of validity is used to confirm that the indicators within a construct are indeed capable of representing the same underlying concept. In practical terms, convergent validity ensures that the items designed to measure a latent variable are positively and significantly associated with one another. The assessment of convergent validity is typically conducted by examining the loading factor value of each indicator. An indicator is considered to fulfill the requirements of convergent validity if its loading factor exceeds the threshold of 0.5, which indicates a strong enough correlation between the indicator and the latent variable it represents.

The higher the loading factor value, the stronger the contribution of the indicator in explaining the construct. Therefore, convergent validity not only validates the alignment between indicators and their constructs but also strengthens the overall credibility of the measurement model by ensuring that the reflective items are accurate and reliable representations of the latent variable.

Table 2. Convergent Validity

Variable	Indicator	Loading Factor	Description
Transparency of Information (X1)	X1-1	0.781	Valid
	X1-2	0.778	Valid
	X1-3	0.829	Valid
	X1-4	0.821	Valid
Utilization of Social Media (X2)	X2-1	0.816	Valid
	X2-2	0.828	Valid
	X2-3	0.789	Valid
Public Trust (Y)	Y1	0.860	Valid
	Y2	0.847	Valid

Source: processed by the researcher (2025)

Validity testing for reflective indicators can be conducted using correlations between indicator scores and construct scores. Measurements using reflective indicators demonstrate changes in an indicator within a construct when other indicators within the same construct change. The table shows the loading factor value on each indicator of Transparency of Information (X1), Utilization of Social Media (X2), and Public Trust (Y) above the value of 0.5. The conclusion is that each indicator is considered valid as a measuring instrument on latent variables and Indicator.

- **Discriminant Validity**

Discriminant validity in this research is tested to ensure that each latent variable is truly unique and distinct from other constructs in the model. The main purpose of this testing is to confirm that the indicators of a particular construct are not excessively correlated with indicators of different constructs, thereby preventing conceptual overlap. In practice, discriminant validity is evaluated using two key approaches: cross loading and the square root of the Average Variance Extracted (AVE). The cross loading test compares the loading value of each indicator on its intended construct with its loading values on other constructs; an indicator is considered valid if its loading factor is higher on its associated latent variable than on any other variable.

Meanwhile, the square root of AVE provides another benchmark, where the square root value of each construct's AVE should be greater than its correlation with other constructs in the model. By applying these methods, discriminant validity testing guarantees that the reflective model not only measures constructs accurately but also preserves the conceptual independence of each latent variable, thereby reinforcing the robustness and clarity of the research model.

Table 3. Discriminant Validity

Variable	Transparency of Information (X1)	Utilization of Social Media (X2)	Public Trust (Y)	Description
X1-1	0.781	0.572	0.452	Valid
X1-2	0.778	0.637	0.512	Valid
X1-3	0.829	0.521	0.660	Valid
X1-4	0.821	0.567	0.538	Valid
X2-1	0.575	0.816	0.626	Valid
X2-2	0.597	0.828	0.519	Valid
X2-3	0.552	0.789	0.493	Valid
Y1	0.620	0.593	0.860	Valid
Y2	0.571	0.564	0.847	Valid
Y3	0.520	0.546	0.797	Valid

Source: processed by the researcher (2025)

For reflective indicators, discriminant validity testing is necessary by comparing the values in the cross-loading table. An indicator is considered valid if it has the highest factor loading value for the intended construct compared to the factor loading values for other constructs. The table above shows the results of cross loading on Transparency of Information (X1), Utilization of Social Media (X2), and Public Trust (Y) have cross loading values from other latent variables. Each indicator is more than the value of 0.5, so each indicator is discriminantly valid.

- **Composite Reliability**

Composite reliability is an essential stage in evaluating the consistency and stability of measurement instruments used in research. This test focuses on examining the reliability of indicators that form latent constructs by calculating two main values: composite reliability and Cronbach's alpha. Composite reliability emphasizes the overall internal consistency of the indicators within a construct, showing how well the indicators collectively measure the latent variable. A construct is deemed reliable if the composite reliability value is greater than 0.7, which indicates that the indicators consistently reflect the intended construct.

Meanwhile, Cronbach's alpha serves as a complementary measure to assess the reliability of the items individually and collectively, with a threshold value of 0.6 or higher considered acceptable. The use of both composite reliability and Cronbach's alpha provides a more comprehensive reliability assessment, ensuring that the measurement model is not only statistically sound but also dependable for repeated testing. When both criteria are met, it can be concluded that the constructs in the model possess high internal consistency, thereby strengthening the validity and credibility of the research findings.

Table 4. Composite Reliability

Variable	Composite Reliability	Cronbach alpha	Description
Transparency of Information (X1)	0.817	0.809	Reliable
Utilization of Social Media (X2)	0.824	0.855	Reliable
Public Trust (Y)	0.831	0.874	Reliable

Source: processed by the researcher (2025)

Based on the test results above, the value of the three variables analyzed is classified as good in composite reliability. Three variables exceed 0.70 in composite reliability and more than 0.6 in Cronbach's alpha. So that it can be followed up on the goodness of fit model through the evaluation of the inner model.

b. Inner Model

The inner model aims to predict the relationship between latent variables by looking at the significance value and R-square of the research model.

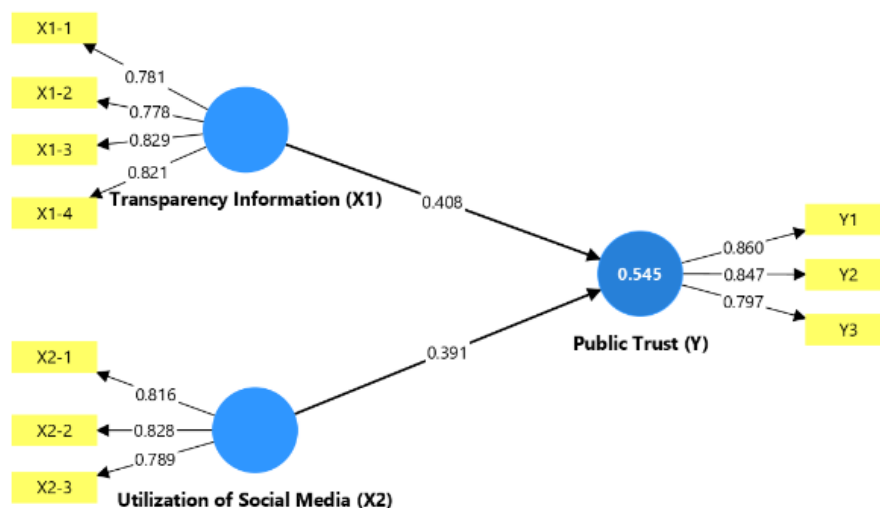


Figure 1. Inner Model

Source: processed by the researcher (2025)

The figure above presents the inner model, which illustrates the predictive relationships between latent variables by examining their significance values and R-square. The model shows that Transparency Information (X1) has a path coefficient of 0.408, while Utilization of Social Media (X2) has a path coefficient of 0.391, both influencing the endogenous variable Public Trust (Y). The indicators of X1 and X2 all have loading factors above 0.7, indicating strong validity in

reflecting their constructs. Meanwhile, the R-square value of 0.545 for Public Trust (Y) demonstrates that 54.5% of the variance in public trust can be explained by transparency of information and social media utilization, with the remaining 45.5% influenced by other factors not included in the model.

Evaluation of the PLS structural model begins with looking at the R-square of each dependent latent variable. The R-Squares value can be used to explain the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect.

Table 5. R-square

Variable	R-Square	R-Square Adjusted
Transparency of Information (X1)	0.408	0,398
Utilization of Social Media (X2)	0.391	0.387

Source: processed by the researcher (2025)

Based on the table above, the R-Square value of the Transparency of Information variable is 0.408. This value means that Transparency of Information variable can be explained by the Public Trust variable by 40.8%. The R-Square value of Utilization of Social Media variable is 0.391. This value means that Utilization of Social Media variable can be explained by the Public Trust variable by 39.1%. While the rest can be explained by other variables not included in this study.

c. Hypothesis Testing

The structural relationship model test is a model in describing the relationship between variables in research. Structural model testing is done through tests using PLS software and mediation tests using the Sobel Test. The basis used in testing the hypothesis directly is the image output and the value contained in the path coefficients output. The basis used to test the hypothesis directly is if the p value < 0.05 (significance level = 5%), then it is stated that there is a significant effect of exogenous variables on endogenous variables. The following is a complete explanation of hypothesis testing.

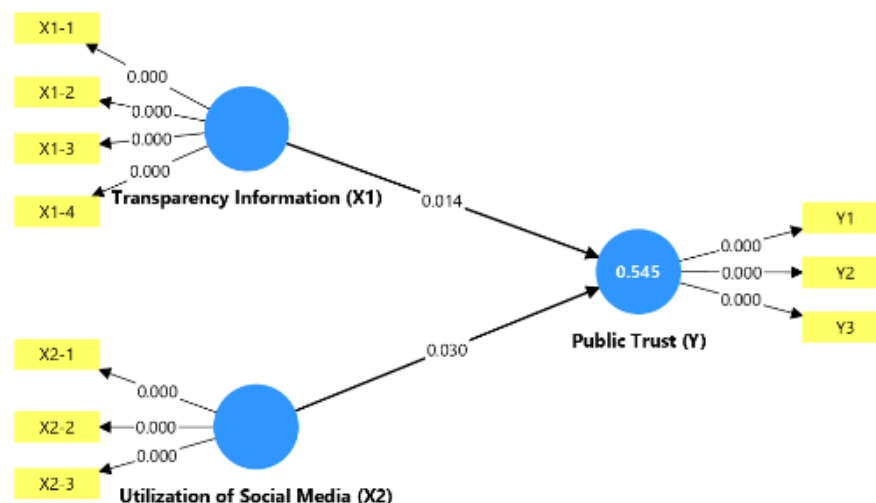


Figure 2. Hypotesis Testing

Source: processed by the researcher (2025)

The figure above illustrates the results of the structural relationship model test, which is used to describe the relationship between research variables. In this model, Transparency Information (X1) and Utilization of Social Media (X2) act as exogenous variables that are tested for their influence on the endogenous variable, namely Public Trust (Y). The path coefficient values, 0.014 for $X1 \rightarrow Y$ and 0.030 for $X2 \rightarrow Y$, indicate the extent of each independent variable's contribution to public trust. Meanwhile, the value of 0.545 shown in the Public Trust (Y) construct represents the proportion of variance explained by the model. Using the significance threshold of $p\text{-value} < 0.05$, this structural test helps determine whether information transparency and social media utilization significantly affect the level of public trust in Probolinggo City.

Table 6. Hypotesis Testing

Variable	Original Sample (O)	Sampel Mean (M)	Standart Deviation (STDEV)	T-Statistic (O/SDEV)	P-Value
Transparency of Information -> Public Trust	0.408	0.439	0.166	2.458	0,014
Utilization of Social Media -> Public Trust	0.391	0.367	0.180	2.176	0,030

Source: processed by the researcher (2025)

PLS performs statistical testing on the correlation that has been determined in the hypothesis. The technique applied to the simulation concept through the bootstrapping method is related to the sample.

2. The Influence of Transparency of Information by the Probolinggo City Government on Public Trust in Probolinggo City

The results of the hypothesis test demonstrate that transparency of information provided by the Probolinggo City Government has a significant direct effect on public trust. This conclusion is supported by a coefficient value of 0.408, a $p\text{-value}$ of 0.014, and a $t\text{-statistic}$ of 2.458. Since the $p\text{-value}$ is smaller than 0.05 and the $t\text{-statistic}$ exceeds the $t\text{-table}$ value of 1.64, the hypothesis stating that information transparency positively influences public trust can be accepted (Alfani, 2025).

This study aligns with previous research that emphasizes the importance of public information transparency in strengthening trust between the government and citizens. Transparency practices by public institutions not only foster public trust but also encourage a culture of open communication within society (Azka & Najicha, 2022). Such openness provides opportunities for the community to better understand government activities, decisions, and policies, thereby reinforcing confidence in public institutions Influence of Transparency of Information by the Probolinggo City Government on Public Trust in Probolinggo City.

Similar conclusions were reached by other studies which highlighted that openness of public information creates patterns of transparency and accountability, which are fundamental in strengthening government credibility (Chairunnisa et al., 2023). Furthermore, disclosure of public information benefits

the development of public aspirations and nurtures trust in governance, while also offering solutions to various public issues (Chairunnisa et al., 2023).

3. The Influence of Social Media Utilization by the Probolinggo City Government on Public Trust in Probolinggo City

The results of the hypothesis test indicate that the utilization of social media by the Probolinggo City Government has a significant direct effect on public trust. This is evidenced by a coefficient value of 0.391, a p-value of 0.030, and a t-statistic of 2.176. Since the p-value is smaller than 0.05 and the t-statistic is greater than the t-table value of 1.64, the hypothesis stating that social media utilization influences public trust is accepted. These findings highlight that active and effective use of social media platforms contributes to building stronger trust between the government and the community (Nainggolan, 2024).

This conclusion is consistent with prior studies that demonstrate the positive role of social media in enhancing trust in government institutions. Research conducted by (Nainggolan, 2024) showed that online information and communication experiences through websites and social media increase public confidence in governmental bodies. Similarly Explained that social media not only provides channels for interaction but also plays a major role in shaping public sentiment and perceptions of government performance (Muhammad et al., 2024).

Furthermore, The nature of news coverage disseminated through social media significantly impacts the level of public trust. This implies that the way government information is presented, shared, and perceived on social platforms directly affects citizens' trust in public institutions. Therefore, transparency and accountability in social media communication are crucial strategies for governments seeking to maintain credibility and foster a positive image among their citizens (Wahdiyana, 2022).

CONCLUSION

This study confirms that both information transparency and social media utilization by the Probolinggo City Government have a significant and positive influence on public trust. The findings indicate that when the government consistently provides accurate and open information, while actively engaging with citizens through interactive platforms, the level of trust in public institutions increases. This highlights the importance of communication strategies that embrace technological tools to foster accountability and credibility.

Furthermore, the results emphasize that the integration of social media as a communication channel not only enhances accessibility but also creates opportunities for two-way dialogue between the government and the community. This interaction is crucial in building a participatory governance culture, where citizens are not merely recipients of information but also active contributors to public discourse. Therefore, transparency and digital engagement must be positioned as complementary pillars in strengthening government–society relations.

Despite these positive outcomes, the research acknowledges limitations related to time, resources, and scope, which should be addressed in future studies. More comprehensive analyses, possibly using broader datasets and comparative regional perspectives, will be essential to deepen the understanding of how digital governance practices influence trust dynamics. Overall, this study contributes to the discourse on good governance by showing that transparency and social media use are vital in promoting accountability, trust, and democratic participation.

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