CHAPTER IV

THE RELATIONS OF NEWS EXPOSURE ABOUT EFFECTIVENESS OF VARIOUS VACCINES AND WORD OF MOUTH WITH LEVEL OF PUBLIC TRUST ON COVID-19 VACCINES

In this chapter, the results of hypothesis testing and discussion regarding the relations of news exposure on the effectiveness of various vaccines (X1) and Word of Mouth (X2) are presented on the level of public trust in Covid-19 vaccination (Y). Data analysis in this study was carried out through Kendall's Tau B test which was operated with the help of SPSS. The reason for using the Kendall's Tau B formula is because in this study we wanted to find out the relationship between the variables of news exposure and word of mouth with the level of trust.

4.1 Analysis of Kendall's Tau B News Exposure on Various Vaccines and Word of Mouth with Level of Public Trust on Covid-19 Vaccines

4.1.1 Hypothesis Test

This analysis tests the initial hypothesis, which is news exposure about the effectiveness of various vaccines on the level of public trust on Covid-19 Vaccination. This study uses Kendall's Tau B Analysis which has the following conditions:

1. Kendall's Tau B Test Hypothesis:

There is relations between news exposure about the effectiveness of various vaccines (X1) on the level of public trust on Covid-19 vaccines (Y)

2. Conditions for Acceptance of Hypothesis Testing

    - If the significance value ≥ 0.05 means that the regression test is not significant, so it can be said that the hypothesis is rejected

    - If the significance value ≤ 0.05 means that the regression test is significant, so it can be said that the hypothesis is accepted

    - If the significance value ≤ 0.01 means that the regression test is stated to be very significant, so it can be said that the hypothesis can be accepted

4.1.2   Kendall's Tau Test The Relations on News Exposure About Effectiveness of Various Vaccines with Level of Public Trust on Covid-19 Vaccines

H1: There is a positive relation between news exposure about the effectiveness of various vaccines (X1) with the level of public trust on covid-19 vaccines (Y)

Table 4. 1 Results of Kendall's Tau Correlations of News Exposure Regarding the Effectiveness of Various Vaccines With the Level of Public Trust in Covid-19 Vaccination

Correlations			X	Y
Kendall's tau_b	X	Correlation Coefficient	1.000	.467[**]
		Sig. (2-tailed)	.	.000
		N	50	50
	Y	Correlation Coefficient	.467[**]	1.000

		Sig. (2-tailed)	.000	.
		N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on table 4.1 above, it can be said that the first hypothesis is accepted, this is due to the relations of news exposure about the effectiveness of various vaccines with the level of public trust on Covid-19 Vaccination with a significance of $0.000 \leq 0.05$. Thus, it can be concluded that the correlation between news exposure of various vaccine and the level of public trust is very significant because it is ≤ 0.01.

4.1.3 Kendall's Tau Test The Relationship between Word of Mouth and Level of Public Trust on Covid-19 Vaccines

H2: There is a positive relation between Word of Mouth (X2) with Level of Public Trust on Covid-19 Vaccines (Y).

Table 4. 2 Results of Kendall's Tau Correlations of Word of Mouth With the Level of Public Trust in Covid-19 Vaccination

Correlations				
			X	Y
Kendall's tau_b	X	Correlation Coefficient	1.000	.592**
		Sig. (2-tailed)	.	.000
		N	50	50
	Y	Correlation Coefficient	.592**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on table 4.2 above, it can be said that the second hypothesis is accepted. This is because there is a relationship between word of mouth with the level of public trust on Covid-19 vaccination with a significance of 0.000 or 0.05. Thus, it can be concluded that the correlation between word of mouth and the level of public trust is very significant because it is ≤ 0.01.

4.2   Discussion

4.2.1   The Relations on News Exposure About Effectiveness of Various Vaccines with Level of Public Trust on Covid-19 Vaccines

The results of hypothesis testing and discussion regarding the relationship between news exposure about the effectiveness of various vaccines with level of public trust on Covid-19 vaccination through Kendall's Tau B SPSS test, proves that there is a relationship between news exposure about the effectiveness of various vaccines and the level of public trust on Covid-19 vaccines with a significance of 0, 000. Thus, it can be concluded that the news exposure of various vaccines with the level of public trust on Covid-19 vaccines has a positive relationship with a very significant correlation ≤ 0.01.

According to this research, the news about the effectiveness of various vaccines on the level of public trust on Covid-19 vaccination can be said to be in accordance with the theory used. This is supported by the understanding of the New Media theory which contains the media as a gathering place for open, flexible, and sweet information which emphasizes how people use the media as a place to create

a community. Thus, News exposure is an activity of seeing, reading, and hearing messages presented by the mass media to the general public as well as those who have attention and experience with these messages. News is a medium for information about certain events to spread very quickly. According to (Kotler & Keller 2012:10), if the individual or group exposed to the news with a particular brand, it can affect the level of individual trust in the brand. For institutions or organizations, public trust is very important. This is because the lower public trust in an institution, the public will give a bad response about an institution. it is also clarified by DeFleur, that the media can determine public beliefs about the relative importance of the issues written in a news (2010:161).

So, it can be concluded that media such as online media, social media, and internet, television, and etc are public places to read or hear news about the effectiveness of various Covid-19 vaccines have a relationship with the level of public trust on Covid-19 vaccines. The public who have been exposed to news about the effectiveness of various vaccines in media will have their own opinions and have the potential to create an association or community that agrees with their respective opinions, or it can be said that the public who have a low level of trust will gather with the public who do not believe in the Covid-19 vaccination and vice versa.

However, there are certain things that can reduce public trust in an organization or institution, namely hoax news. Hoax news that is not clarified or left alone can lead the public's perspective to a bad direction and harm the institution or organization concerned. Some media companies do not care whether what they type or share is factual or not, their goal is simply to create media products that attract

and delight their audience. (DeFleur, 2010:312). That's why negative news about the effectiveness of the Covid-19 vaccine can make the public unsure of receiving a dose of the Covid-19 vaccine, it can slow down the achievement of the predetermined vaccination target.

4.2.2 The Relations between Word of Mouth and Level of Public Trust on Covid-19 Vaccines

The results of hypothesis testing and discussion of word of mouth with level of public trust on Covid-19 vaccination through Kendall's Tau B SPSS test, proves that there is a relationship between word of mouth with level of public trust on Covid-19 vaccination with a significance of 0, 000. Thus, it can be concluded that word of mouth with the level of public trust on Covid-19 vaccines has a positive relationship with a very significant correlation ≤ 0.01.

Social media is a place for a company or brand to build its image in public, this is supported by the rapid dissemination of information from individuals to other individuals. In addition to social media, word of mouth also plays a role in disseminating information and enhancing the image of an institution. Word of mouth is often the fastest way to communicate information (Broom, 2012:224). However, news and information that has been spread through word of mouth will be difficult to control due to the involvement of rumors and speculation.

Most of the respondents have word of mouth activities, this can be seen from the diagram which states that more than half of the respondents stated that they obtained and disseminated information using the word of mouth process. The word

of mouth activities carried out by respondents contained information followed by messages or appeals regarding the effectiveness of the Covid-19 vaccine, but of course there were those who did not discuss or question the effectiveness of the Covid-19 vaccine to their interlocutors. This is clarified by the assessment of information that can be categorized into three stages of behavior, namely acceptance (latitude of acceptance), rejection (latitude of ignorance), and not being involved (latitude of noncommitment) (Littlejohn & Foss, 2009: 105-106) . So, based on this explanation, word of mouth cannot always be directly received by the interlocutor, but there are several assessments and evaluations from each individual point of view of the recipient of the message.

So it can be concluded that the results of the study between word of mouth and the level of public trust on Covid-19 vaccination are in line with the theory used, the theory of reasoned action (TRA). TRA theory explains the content of messages that can influence behavior that involves conscious decisions and a person has several choices. What can be said is that when there is positive or negative information regarding the Covid-19 vaccination, the word of mouth that occurs can affect the level of public trust in the Covid-19 vaccination. When negative word of mouth occurs in the community, the public's confidence in the Covid-19 vaccination will decrease and vice versa, the increasing confidence in the Covid-19 vaccination is influenced by positive word of mouth that occurs in the public.