



**INTEGRATING TECHNOLOGY ACCEPTANCE, SOCIAL INFORMATION, AND
SOCIAL COGNITIVE THEORY
IN AN E-DAKWAH FRAMEWORK FOR INDONESIA**

NUGROHO AGUNG PRABOWO
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

DOCTOR OF PHILOSOPHY

2025



Faculty of Information and Communications Technology

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INFORMATION, AND SOCIAL COGNITIVE THEORY
IN AN E-DAKWAH FRAMEWORK FOR INDONESIA**

Nugroho Agung Prabowo

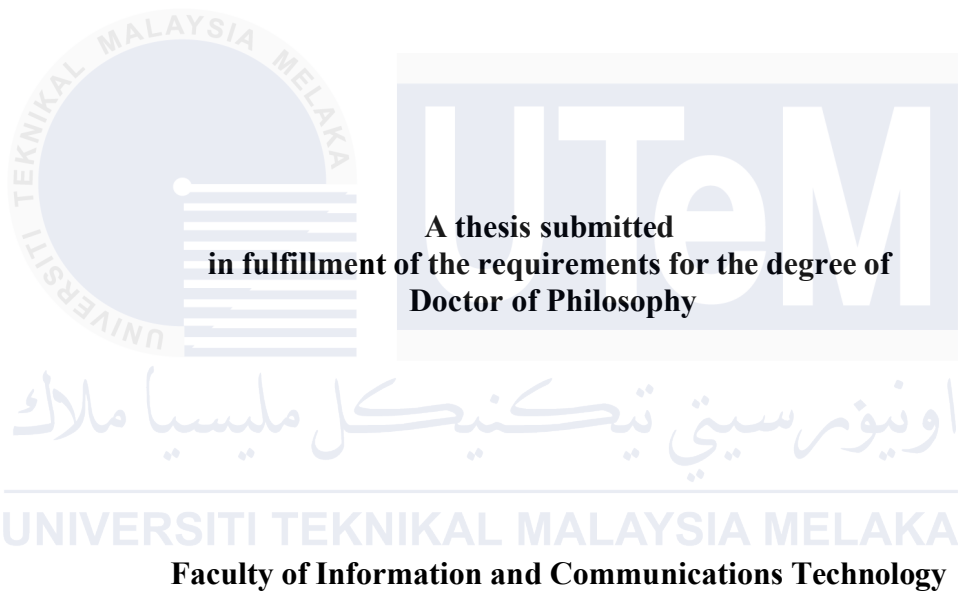
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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2025

DECLARATION

I declare that this thesis entitled ‘ Integrating Technology Acceptance, Social Information, And Social Cognitive Theory in an E-Dakwah Framework for Indonesia ’ is the result of my own research except as cited in the references. The thesis has not been accepted to any degree and is not concurrently submitted in candidature of any other degree.



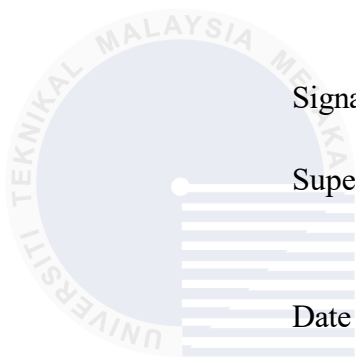
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APPROVAL

I hereby declare that I have read this thesis, and, in my opinion, this thesis is sufficient in terms of scope and quality for the award of Doctor of Philosophy.



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DEDICATION

"To my beloved mother, Mrs. Hj. Soeratminah and father, Mr. M Kadarisman"

"To my beloved wife Fitri Wiyani"

"For my daughter Yarizka Lintang Mustika"

"To M.Kadarisman's siblings and extended family"

"Leadership at UNIMMA"

"Friends, relatives, lecturers and staff at UNIMMA".



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ABSTRACT

The e-Dakwah framework that has been used in Indonesia still shows fundamental weaknesses, especially in the integration of technological, social, and religious values. Most of the existing models have not been able to bridge the complexity of the needs of Muslim users in the digital context, resulting in the low adoption rate and effectiveness of Islamic da'wah delivery through electronic media. The absence of an integrated mechanism in the delivery of socio-religious information that can influence behavior is the main problem underlying this study. This research aims to design and develop an e-Dakwah framework that integrates Technology Acceptance Model (TAM), Social Information (SI), and Social Cognitive Theory (SCT) as theoretical and practical solutions to these shortcomings. This study uses a quantitative and qualitative approach through the stages of systematic literature review, Focus Group Discussion (FGD), expert validation, and model testing through Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Additional validation was carried out with System Usability Scale (SUS) instruments and expert assessments to measure the feasibility and usability of the system. The results of the study show that the integration of nine main variables including Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, Behavioral Intention, Actual Use, Social Influence, Content, Platform, and Infrastructure can form a more contextual, adaptive, and applicative framework in supporting the success of e-Dakwah. This model not only increases the acceptance of digital da'wah technology but also reflects relevant local religious and cultural values in Indonesia's Muslim society. The main contribution of this research lies in the development of an original theoretical framework, with a multidisciplinary approach that bridges the theory of technology adoption with socio-religious dynamics. The implications of this research are very significant, both for the development of a more inclusive and sustainable e-Dakwah system, as well as an academic and practical reference in the development of community-based religious technology in the digital era.

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MENGINTEGRASIKAN PENERIMAAN TEKNOLOGI, MAKLUMAT SOSIAL DAN TEORI KOGNITIF SOSIAL DALAM KERANGKA E-DAKWAH UNTUK INDONESIA

ABSTRAK

Rangka kerja e-Dakwah yang telah digunakan di Indonesia masih menunjukkan kelemahan asas terutamanya dalam integrasi nilai-nilai teknologi, sosial dan agama. Kebanyakan model sedia ada tidak dapat merapatkan kerumitan keperluan pengguna Islam dalam konteks digital, mengakibatkan kadar penggunaan dan keberkesanan penyampaian dakwah Islam melalui media elektronik yang rendah. Ketidadaan mekanisme bersepadu dalam penyampaian maklumat sosio-agama yang boleh mempengaruhi tingkah laku adalah masalah utama yang mendasari kajian ini. Penyelidikan ini bertujuan untuk mereka bentuk dan membangunkan rangka kerja e-dakwah yang mengintegrasikan Model Penerimaan Teknologi (TAM), Maklumat Sosial (SI), dan Teori Kognitif Sosial (SCT) sebagai penyelesaian teori dan praktikal kepada kekurangan ini. Kajian ini menggunakan pendekatan kuantitatif dan kualitatif melalui peringkat kajian literatur sistematik, Perbincangan Kumpulan Fokus (FGD), pengesahan pakar, dan ujian model melalui Pemodelan Persamaan Struktur (SEM) berdasarkan Partial Least Squares (PLS). Pengesahan tambahan telah dijalankan dengan instrumen Skala Kebolehgunaan Sistem (SUS) dan penilaian pakar untuk mengukur kebolehlaksanaan dan kebolehgunaan sistem. Hasil kajian menunjukkan bahawa penyepaduan sembilan pembolehubah utama termasuk Kemudahan Penggunaan yang Dirasakan, Kegunaan yang Dirasakan, Sikap Terhadap Penggunaan, Niat Tingkah Laku, Penggunaan Sebenar, Pengaruh Sosial, Kandungan, Platform dan Infrastruktur boleh membentuk rangka kerja yang lebih kontekstual, adaptif dan aplikatif dalam menyokong kejayaan E-dakwah. Model ini bukan sahaja meningkatkan penerimaan teknologi dakwah digital tetapi juga mencerminkan nilai agama dan budaya tempatan yang relevan dalam masyarakat Islam Indonesia. Sumbangan utama penyelidikan ini terletak pada pembangunan rangka kerja teori asal, dengan pendekatan pelbagai disiplin yang merapatkan teori penggunaan teknologi dengan dinamik sosio-agama. Implikasi penyelidikan ini amat signifikan, baik untuk pembangunan sistem e-dakwah yang lebih inklusif dan mampan, serta rujukan akademik dan praktikal dalam pembangunan teknologi keagamaan berasaskan komuniti dalam era digital.

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LIST OF ABBREVIATIONS

AI	-	Artificial intelligence
ATT	-	Attitude Towards Use
ATU	-	Attitude Towards Using
AU	-	Actual Use
BI	-	Behavioral Intention
DDII	-	Dewan Dakwah Islamiyah Indonesia
ERD	-	Entity Relationship Diagram
EV	-	External Variable
FGD	-	Forum Group Discussion
IACAD	-	Islamic Affairs and Charitable Activities Departement
ICT	-	Information and Communication Technology
IG	-	Instagram
LPCR	-	Lembaga Pengembangan Cabang dan Ranting
LRS	-	Logical Record Structure
MUI	-	Majelis Ulama Indonesia
NU	-	Nahdlatul Ulama
PDM	-	Pengurus Daerah Muhammadiyah
PEOU	-	Perceived ease of use
PEU	-	Perceived Ease of Use
PLS	-	Partial Least Squares
PU	-	Perceived Usefulness
SBC	-	Saudi Arabia Broadcasting Corporation
SCT	-	Social Cognitive Theory
SEM	-	Structural Equation Model
SI	-	Social information
SUS	-	System Usability Scale
TAM	-	Technology Acceptance Model
TPB	-	Theory of Planned Behavior
TRA	-	Theory of Reasoned Action
UAE	-	United Arab Emirates
UML	-	Unified Modelling Language
UTAUT	-	Unified Theory of Acceptance and Use of Technology
UTeM	-	Universiti Teknikal Malaysia Melaka
WA	-	WhatsApp
YADIM	-	Yayasan Dakwah Islamiah Malaysia

LIST OF SYMBOLS

δ - Voltage Angle



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LIST OF PUBLICATIONS

The following are the list of publications related to the work of this thesis:

Prabowo, Nugroho Agung, Purwono Hendradi. **Kerangka Model Aplikasi E-Dakwah Pengembangan Kaderisasi Pada Pengurus Daerah Muhammadiyah Kota Magelang.** Indonesia, J Netw Secur. 2019;8(3):8–12.

Prabowo NA, Hendradi P. **Implementasi Roadmap for Cloud Computing Adoption (Rocca) Untuk Media Dakwah Pada Organisasi Muhammadiyah.** Res Fair Unisri. 2019;3(1).

Prabowo NA, Widyanto RA, Pujiarto B, Hanafi M, Widiyanto A, Avizenna MH. **Model Konseptual E-Dakwah Muhammadiyah Berbasis Web.** J Komtika (Komputasi dan Inform. 2022;6(1):16–25.

Prabowo NA, Hendradi P, Pujiarto B. **A study of utilization of information and communication technology for E-Dakwah with user satisfaction approach: A systematic review.** AIP Conf Proc [Internet]. 2023;2706(1). Available from: <https://pubs.aip.org/aip/acp/article-abstract/2706/1/020033/2889353/A-study-of-utilization-of-information-and?redirectedFrom=PD>

Prabowo, N. A., Hanapi, A. N. C. P. @ C. and Ahmad, I. (2024) **‘Investigating Technology Acceptance Model (TAM) for E-Dakwah: A Systematic Literature Review’**, E3S Web of Conferences, 500, p. 01012. doi: 10.1051/e3sconf/202450001012.

CHAPTER 1

INTRODUCTION

1.1 Background

The rapid development of information and communication technology (ICT) has transformed human life by changing lifestyles, mindsets, and behaviors in modern times. A significant change has been the increased use of ICT, such as computers and smartphones, which has become essential in daily life. Additionally, religion is an essential part of life that should also adapt to ICT advancements. In Islam, there is a lifestyle called Dakwah signifying “Promoting good and preventing wrong”. This lifestyle is a crucial practice for communicating religious messages and the teachings of the Prophet Muhammad to Muslims. Dakwah aims to establish a true Islamic community by advancing and developing education, culture, science, technology, art, and research (Bahri, 2018; Dewi and Putra, 2020).

Indonesia has a diverse religious landscape with various streams, and the rapidly growing religious organization is Muhammadiyah founded by Kyai Ahmad Dahlan on November 19, 1912. Muhammadiyah is an Islamic renewal organization that has significantly impacted the progress of Muslims in the country. The reforms by the religious organization span multiple dimensions including education, health, economy, and culture (Hakim, 2019).

Modernization in religion necessitates using ICT, correlating with the rapid, accessible, and affordable flow of information that the community prefers. A key focus in the framework of dynamic religious activities is the practice of Dakwah (Fakhruroji and Muhaemin, 2017). Islamic Dakwah also faces two primary challenges namely the scientific development of Dakwah, which has not progressed as expected, and practical problems in implementing Dakwah (Ghani, 2010).

The development of technology has been addressed proactively by Muhammadiyah using ICT in every activity including social media and websites. However, these efforts remain limited and unevenly distributed across all levels of the community (Huda, Maulana Mas'udi and Muthohirin, 2022). The information age marked by the popularity of online information technology presents both opportunities and challenges for effective, efficient, and globally accessible Islamic Dakwah. Significantly, the internet and online technology have become new platforms for introducing, expanding, and popularizing religious values originally presented through traditional Dakwah activities (Fakhruroji and Muhaemin, 2017; Mega Silvia, Dr. Ridwan Effendi, M.Ed., Vidi Sukmayadi S.S, 2019; Rustandi, 2020).

E-Dakwah or electronic Dakwah is a modern method of communicating the mission of Islam on a larger and broader scale. While the objectives of conventional Dakwah are similar to those carried out through the Internet or online, E-Dakwah serves to reinforce traditional methods rather than functioning independently (Mulyanto, 2006; Safsouf, Mansouri and Poirier, 2019).

The interactive, convergent, and digital nature contained in online information technology has made E-Dakwah a more accessible and effective medium for disseminating religious studies information. Effectiveness is among the main advantages of using information technology through E-Dakwah. This is due to the sophistication of online information technology that has erased geographical barriers, making the practice an essential and crucial need for the contemporary community (Purwanto, Taufik and Wawan Jatnika, 2017).

The situation presents an extraordinary opportunity for scholars and religious organizations such as Muhammadiyah to disseminate Dakwah information widely and quickly to the members. However, the rapid development of technology also poses challenges. The pace of technological advancement often causes gaps due to mental

readiness and user understanding not correlating, including general views on using technology for Dakwah (Hidayat, 2013; Kahfi and Zuliana, 2022). Therefore, appropriate and dynamic concepts of E-Dakwah are required to meet the specific needs of Muhammadiyah and support the development of Islamic civilization in the future.

The rapid advancement of online technology is not limited to developed countries. Various internet users actively use internet technology ranging from children to the elderly in developing countries such as Indonesia, Malaysia, and Brunei (Salman Yoga, 2015; Suroyya, 2015; Fakhruroji and Muhaemin, 2017). This growth can have both positive and negative outcomes. It becomes positive when internet media is used to enhance knowledge in science, religion, and social piety contributing to better and established social order. Conversely, the growth of internet media becomes negative when used for propaganda and social norms violations such as bullying, slander, and other irresponsible acts (Fakhruroji and Muhaemin, 2017).

Religious discourse has further become a significant part of the online social information system driven by advancements in ICT such as the Internet (Abd Hadi Borham, 2018; Khanday, Khan and Rabani, 2021). This discussion consists of interrelated sentences that form a unified language about religion influencing an individual's behavior and daily practices (Arshad and Masood, 2019; Miller, 2021). The nature of online religious discourse, specifically on social media, is shaped by factors such as age and psychological development, including the maturation of thoughts and spiritual growth (Borham, 2018). Writing online religious discourse has become a popular habit in the community, particularly among religious leaders or experts. The internet's accessibility makes it an effective medium for spreading religious ideas and messages (Mutia, 2022).

The main problem identified in this study is the low level of acceptance of digital da'wah technology by the community, which is caused by the lack of integration between

technological, social, and religious factors in the existing model. For this reason, the proposed solution is the development of an E-dakwah adoption framework that combines technology adoption theory (TAM), social theory (SI), and cognitive theory (SCT), and supported by contextual factors from the literature. Therefore, a standard framework regarding online internet technologies including social media and internet applications is essential. This framework will guide religious discourse or E-dakwah that communicates messages effectively and influences religious behavior towards greater obedience and loyalty.

1.2 Problem Statement

Referring to the background above, the current problems facing E-Dakwah are stated in the following.

1. The absence of a proper mechanism for the online dissemination of religious discourse (social information) within effective information systems that can influence behavior.
2. The lack of measurement instruments to evaluate the impact of online religious discourse (social information) on influencing behavior through information systems.

1.3 Research Questions

The research questions are as follows.

1. What are the factors included in delivering social information effectively and influencing behavior?
2. How can a framework be designed to effectively communicate social information and influence behavior?
3. How can the proposed framework be validated and evaluated using statistical techniques (Smart PLS)?

4. How can the proposed framework be measured and validated using SUS and Expert Judgment?

1.4 Research Objective

The main objectives of the research are:

1. To identify the factors included in effective information dissemination through information systems that can influence behavior.
2. To design an E-Dakwah framework for communicating social information effectively and influencing behavior.
3. To statistically evaluate the structural relationships of the proposed e-Dakwah technology acceptance model using SEM analysis.
4. To validate the usability and practical relevance of the proposed model through System Usability Scale (SUS) assessment and expert evaluation.

1.5 Operational Definitions

To ensure clarity and consistency throughout this research, the following key terms are operationally defined:

1. Perceived Ease of Use (PEU): The extent to which an individual believes that using the E-Dakwah platform will be free of effort.
2. Perceived Usefulness (PU): The extent to which an individual believes that the use of E-Dakwah will enhance their religious communication or knowledge.
3. Attitude Toward Use (ATT): The positive or negative feelings of users towards using E-Dakwah.