THE PERCEPTION OF TWITTER CREDIBILITY AND YOUNG ADULTS' LOYALTY IN SHAH ALAM

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Abstract. Social media has become an important channel for political information and discussion among young adults in Malaysia. This study examines perceptions of Twitter credibility and their relationship with loyalty among young adults in Shah Alam, Selangor. Drawing on the Source Credibility Model, the study considers perceived expertise, trustworthiness, reputation and promotional incentives as dimensions associated with Twitter credibility, alongside perceived loyalty and information sharing. A quantitative, cross-sectional questionnaire was distributed online to young adults aged 18–25 in Shah Alam. The study reports a sample of 382 respondents drawn from a population estimate of 74,366 young adults. Responses were collected using a five-point Likert-scale instrument organised around seven constructs. The analysis examined respondents' demographic characteristics, descriptive measures and relationships between the constructs. The reported correlations between credibility and its proposed antecedents were positive: perceived expertise (0.56), trustworthiness (0.65), reputation (0.60) and promotional incentives (0.61). Twitter credibility was also positively associated with perceived loyalty (0.59) and verified information sharing (0.61). These findings suggest that trustworthiness and the reputation of information sources are relevant to how young adults assess political content on Twitter, while perceived credibility is related to continued engagement and information-sharing practices. The study contributes to discussions of social-media credibility and political information use in a Malaysian urban setting. It also highlights the importance of helping young users evaluate source reliability, distinguish account verification from factual accuracy and approach political news critically. Given the cross-sectional self-report design and the geographic and age restrictions, the findings should be interpreted as associations rather than causal effects, and their generalisability beyond the sampled respondents remains limited.
Keywords: *Twitter, source credibility, young adults, political information, loyalty*

Introduction

The present study is focusing on the perception of Twitter credibility and its impact towards young adults loyalty in Shah Alam, Selangor. Adults are increasingly using social media, this is due to the rapid advancement of technology. As a result, young people's lifestyles nowadays are extremely dependent on technology. Simpson (2018) defines young adults as individuals between the ages of 18 and 25. In July 2019, both the Dewan Rakyat and the Dewan Negara decided to reduce the voting age in the country from 21 to 18 (Lee, 2020). Therefore, this study aims to investigate the impact of Twitter towards young adults' loyalty. Social media in Malaysia was significant in keeping major political concerns at the forefront. Social media, particularly Facebook and Twitter, had a significant influence in changing public opinion on critical political issues. The people have utilized social media to express their worry and anger about matters affecting their welfare that the traditional media may not dare to publish or broadcast (Matthes et al., 2023). Because social media has become increasingly significant as a source of political news, there is a lot of hope that it may pave the way for a truly participatory democracy. The widely stated rationale is that social media may raise total political participation, stimulate political interest, produce and sustain

political knowledge, and, most importantly, re-activate individuals who are not politically interested.

The first problem statement that will be discussed is the credibility of the news that is being published on Twitter. In recent years, online news has been influencing the political discourse in Malaysia with the help of many interesting features offered by that medium. Early communication studies considered credibility as reliant on perceived competence and trustworthiness and defined it as the believability of a piece of information depending on its content and source (Barnoy and Reich, 2020). Anyone with Internet connection may publish any sort of information without having to go through the appropriate steps for validating the content. Online news may turn out to be rumours, which impacts the veracity and plausibility of such news. The majority of news and data on the Internet come from numerous sources, unlike traditional news, which is subject to further inspections and publishing gatekeeping (Horoub, 2023). This study was conducted to investigate young generation perceptions on the reliability of political information on social media. The study also sought to determine the amount of political participation in social media among the young generation, as well as the link between their opinion of social media credibility and political engagement in social media. The study addressed two objectives: to analyse young adults' perceptions of political information credibility on Twitter in Shah Alam, and to identify how Twitter's use as a source of political information relates to their loyalty. The theoretical framework was adapted from the Source Credibility Model (Serman and Sims, 2022).

Background of the study

Social media is a platform for connecting and interacting with others. In today's world, when people's lives have gotten increasingly hectic and personal, social media has emerged as a significant tool for connecting with others (Garg and Pahuja, 2020). Individuals are becoming increasingly busy, which results in a lack of involvement. The same social media has become a vehicle for people to stay connected, allowing them to contact their loved ones, friends, family, or stakeholders, as well as the larger community with all like-minded individuals and answer their queries (Cinelli et al., 2021). Nowadays, the internet plays a substantial part in everyone's life. Social media has made it simpler and easier to access information, provide information, and communicate. The platform caters to users' requirements for social interaction and communica- tion via their publicly expressed thoughts on social media. Since 2015, the number of social media accounts has expanded to represent a significant portion of internet users (Naslund et al., 2020). With a monthly disposable income of US$327 million, Malaysia's young adults are now the biggest age group, making up 29 percent of the country's total population (Tjiptono et al., 2020). With an average daily Internet usage of 8 hours, Malaysia's young adults are a technologically savvy generation that is largely reliant on social media and cell phones. They are also empowered, enterprising, and well-educated.

The entry of Twitter into everyday life has caused a revolution in traditional discussion forums. Political techniques for improving the image and placing of ideological concepts in public debates on social media continue to expand. Twitter's future looked promising a decade ago because the firm benefited from a flow of capital into the social-networking market, eventually culminating in a $1.8 billion IPO in 2013 (Jonathan, 2022). The corporation is no longer in private ownership and happens to be in the hands of Elon Musk, the world's richest person and one of the app's most

prominent provocateurs (Ante, 2023). Twitter has become a popular platform for individuals to discuss, laugh, and preach in their own fields of politics, sports, technology, and money. It has also acted as a forum for the voiceless, assisting demonstrators in repressive governments throughout the world in organising and expressing themselves. In recent years, Twitter and social media rivals such as Facebook have been at the focus of controversy over the spread of fake news and disinformation, which has occasionally resulted in bullying and violence (Piazza, 2021). Despite their experience with internet media, young adults have difficulty distinguishing between reality and fiction (Szymkowiak et al., 2021). Fake news, defined as the fabrication of misleading information to induce readers to believe in something that is not real, has captivated the curiosity of academics all around the world (Tandoc Jr. et al., 2021). Indeed, hoaxes or fake news have become well-known in recent years as the internet has evolved, mostly in the form of supposed news items linked to a variety of topics such as politics that spread via social media. The problem with the mass dissemination of fake news is that it exposes people, particularly the younger generation, to it.

Detecting fake news is a challenging problem to solve since news reports nowadays frequently incorporate photographs and videos rather than simply text, which is easier to falsify (Goldani et al., 2021). As a result, the usage of social media may provide additional obstacles in the information evaluation process due to its quick message structure, making trustworthiness assessment harder. As previously stated, political problems such as disinformation and evolving political ideology may give a platform for alternate ideas while simultaneously boosting dissident impulses. Social media provides a framework for the flow of information that has the potential to fuel suspicion in the government, threaten legitimacy, and provoke demonstrations. Government institutions and public services are among the groups that are constantly targeted. Unsolicited communications, such as opening files and hyperlinks, are instances of similar challenges, as are problems engaging with strangers and social engineering. Identity theft, malware, and harm to the reputation of a public service are among risk issues that are considered.

Problem statement

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(Lyons et al., 2021). However, individuals will be able to make better choices if they have access to professional recommendations regarding the reliability of web sources.

The second problem statement is that the news of social media influences the young adult's political views. In liberal democracy systems, admittance to control is picked up by winning races which is the reason legislators and ideological groups need the media to convince huge quantities of citizens to help them (Liaquat et al., 2023). Legislators centre around picture and legend making, just as making promotion to prepare to uphold as the inactive mass crowd is normally uninvolved in governmental issues (Collier and Lakoff, 2021). When the Internet emerged, these became known as traditional media in contrast to new media. While the former operated on a centralized model, the latter are different. Due to their decentralized structure, governments find it hard to control online news and information flow, which affect the political power of authoritarian governments. New media enable the public to have greater and unrestricted direct access to political news, bypass- ing the usual barriers and gatekeeping controls of publishers, editors and journalists in traditional media (Leong, 2020). This study was conducted to investigate young generation perceptions on the reliability of political information on social media. The study also sought to determine the amount of political participation in social media among the young generation, as well as the link between their opinion of social media credibility and political engagement in social media.

Research objectives, research questions and hypothesis

Scholars have emphasised the necessity of studying how perceptions of political network homogeneity on social media impact electoral outcomes in current hyperpartisan political context (Neo, 2021). Social media platforms collect and present news items from a variety of sources, allowing users to draw broad judgements about the overall reliability of news items. In this digital era, political behaviours such as informative and expressive political social media use are critical in supporting participatory democracy. The purpose of this research is to understand the underlying factors of Twitter credibility and its impact towards young adults loyalty. According to Kemp (2023) the Twitter's advertising resources, Twitter has 5.50 million users in Malaysia in early 2023. This number indicates that Twitter's ad reach in Malaysia at the time was comparable to 16.1 percent of the entire population. RO 1: To analyse the degree of credibility of political information in Twitter perceived by young adults in Shah Alam, Selangor. RO 2: To identify the degree of usage of Twitter as a source of political information impact young adults loyalty in Shah Alam, Selangor.

RQ 1: What is the degree of credibility of political information in Twitter perceived by young adults in Shah Alam, Selangor? RQ 2: How the usage of Twitter as a source of political information impacts the loyalty among young adults in Shah Alam, Selangor? H1: There is a significant relationship between Twitter Perceived Expertise (TPE) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor. H2: There is a significant relationship between Twitter Perceived Trustworthiness (TPT) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor. H3: There is a significant relationship between Twitter Reputation (TR) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor. H4: There is a significant relationship between Twitter Promotional Incentives (TPI) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor. H5: There is a significant relationship between Twitter Credibility (TC) and Twitter Perceived Loyalty (TPL) among young adults in Shah Alam, Selangor. H6: There is a significant relationship between Twitter

Credibility (TC) and Twitter Unverified Information Sharing (TVIS) among young adults in Shah Alam, Selangor. H7: There is a significant relationship between Twitter Unverified Information Sharing (TVIS) and Twitter Perceived Loyalty (TPL) among young adults in Shah Alam, Selangor.

Significance of the study

Significant to Twitter young adult user

The study on Twitter credibility and its impact on young adult loyalty is critical in understanding how social media influences political attitudes and behaviours. Twitter and other social media platforms have become important sources of information and news for young adults. They have a tremendous influence on their ideas and decisions, especially their voting choices. Young adults rely on social media for political news and information, yet the sources they encounter are frequently suspect. The study assesses young adults' trust in the information they discover on Twitter, which have far-reaching consequences for their political involvement and decision-making. Misinformation and disinformation have been linked to social media platforms, notably during political campaigns. Investigating the reliability of information on Twitter gives insights into the prevalence and possible implications of erroneous content, aiding in the resolution of disinformation concerns. Policymakers and educators may build targeted interventions to improve young persons' digital literacy abilities by studying how Twitter credibility impacts their loyalty. Improving their capacity to distinguish legitimate information from untrustworthy sources might help individuals make more informed voting decisions. Next is to explore the significance of Twitter to government policy.

Significant to government policy

The study adds to our understanding of the elements that impact young adults' political engagement. If concerns with reliability on Twitter impair their faith in political information, it may have an impact on their general participation in democratic processes, such as voter turnout and political action. The study's findings help shape policy conversations about social media regulation and accountability. Recognising the importance of Twitter credibility on loyalty may lead to the establishment of social media rules that encourage openness, accuracy, and responsible information sharing. Twitter is a social media platform where individuals may express themselves and exchange information on government policy. The study contributes to determining the reliability of information on Twitter, which influences public perception and trust in government policy. Understanding how Twitter credibility affects public opinion shed light on the efficacy and acceptability of government actions. Citizens may now submit comments and voice their concerns about government policy using social media sites such as Twitter. The study may give insight on how public emotion expressed on Twitter impacts government decision-making and policy responsiveness by analysing the reliability of information on the network. Twitter has a huge impact on policy agenda making by publicising specific topics and affecting public conversation. The research will be able look at how the trustworthiness of information on Twitter influences the spread of policy ideas and the popularity of certain policy subjects. This data is critical for politicians attempting to comprehend and respond to public expectations.

Twitter is well-known for its polarised political discussions, with users frequently engaged in intense disagreements on government policy. Investigating the reliability of information on Twitter as it will assist in identifying how disinformation and prejudices on the network contribute to polarisation and impact policy discussions. This knowledge may help to guide attempts to create more constructive and evidence-based debates. Government agencies and officials frequently utilise Twitter as a communication tool to distribute policy information and solicit public opinion. The research will be able determine the influence of Twitter credibility on the efficacy of policy communication and execution. It will be able to demonstrate if disinformation or uncertainties about policy information on Twitter impede or help policy results. Policy assessment and modification, twitter gives real-time comments and opinions on government policies, which may be useful for policy review and modification. The study will help to evaluate the success and public reception of government programmes by measuring the reliability of information on Twitter. Policymakers will be able to use this data to make informed changes or improvements to current policies. The research on Twitter credibility and its influence on government policy provides insights into the complicated relationships that exist between social media, public opinion, and policy choices. Understanding how Twitter credibility affects government policy may help drive tactics for effective policy communication, implementation, and public response.

Significant to future research

The significance of the study towards Twitter's future research is methodological advancement. Conducting a study on Twitter credibility and influence necessitates the use of a variety of research approaches, including content analysis, sentiment analysis, network analysis, and survey research. Future researchers will be able to use the methodology used in this work to investigate additional facets of social media reputation and its implications across domains. Although this study focuses on Twitter, there are countless other social media sites each with their own distinct traits and user dynamics. Future study might broaden the examination to include platforms such as Facebook, Instagram, and upcoming platforms, giving a comparative analysis of credibility and its influence across various social media contexts. The study on Twitter credibility may help to establish and improve frameworks for judging credibility on social media. Future research might focus on the creation of standardised assessment techniques and metrics that represent the multifaceted character of credibility and its impact. Future research might build on the study's results to investigate interventions and mitigation techniques to solve the credibility issues on Twitter and other social media platforms. This might include developing interventions to increase digital literacy, using algorithms or tools to detect and flag disinformation, or investigating the role of fact-checking activities in combating credibility difficulties.

Future study might look at the influence of credibility on Twitter in comparison to other communication channels such as traditional media (TV, newspapers) or alternative platforms (blogs, podcasts) in addition to comparing credibility across different social media platforms. This will assist measure Twitter's distinctive contributions and consequences on public opinion and behaviour. The Twitter credibility and effect study provides as a basis for future research endeavours, giving paths for additional inquiry, methodology improvement, and examination of other elements of credibility in the ever-changing world of social media research.nThe scope of the study on the perception of Twitter's credibility and its impact towards young

adult loyalty, Twitter on young adults in Shah Alam, Selangor is that the study covers young adults age range 18 – 25 years old (Simpson, 2018). The limitation of this study is that due to Covid-19 the researcher has difficulties in collecting data using the face-to-face method and because of that Google form is used to reach out to the target respondent. Besides that, the researcher also has to accept when some of the respondents choose not to respond to the Google form or reject joining the survey after months of building rapport with the target respondent.

Source credibility and political information on Twitter

Source Credibility Model The source credibility model is a theoretical framework for understanding how people perceive and assess the reliability of information sources. The concept, developed by communication experts in the field of persuasion and social influence, implies that a source's credibility has a major impact on the persuasiveness of a message (Muda and Hamzah, 2021). The concept of source credibility is made up of two key aspects that determine source credibility which are expertise and trustworthiness. Expertise relates to a source's recognised knowledge, credentials, and competency in a specific subject or issue (Savolainen, 2022). When a source is perceived to be competent and knowledgeable in a relevant topic, they are regarded as more credible. For example, a scientist speaking about climate change is more believable than a layperson. Moreover, Trustworthiness refers to the source's perceived honesty, sincerity, and integrity. It includes the belief that the source has good intentions and is objective in giving facts. Trustworthiness is determined by elements such as perceived objectivity, dependability, and the source's ethical behaviour (Henderson and Shteynberg, 2019). Individuals judge expertise and trustworthiness based on a variety of indications, such as qualifications, reputation, prior performance, consistency, and the source's assumed objectives. When a source is viewed as trustworthy, their messages are more compelling, and individuals are more likely to be affected by the information offered, according to the source credibility model. When a source loses credibility, the message becomes less convincing, and people become more sceptical or resistive to the information.

Issues Relating to Twitter Credibility Twitter's legitimacy have been questioned owing to several difficulties. Misinformation and disinformation have propagated on Twitter, when incorrect or misleading information is posted intentionally or accidentally (Vogel and Meghana, 2020). Rumours, conspiracy theories, altered photos, and false claims are all examples of this. The quick transmission and viral nature of tweets might make it difficult to adequately address and rectify erroneous information. Twitter, unlike some other sites, lacks a solid mechanism for fact-checking and validating the authenticity of material before it is spread (Flamino et al., 2023). While the platform has made attempts to classify and warn erroneous content, it is the users' obligation to verify facts. This may aid in the propagation of unsubstantiated or fraudulent statements.

Materials and Methods

The current study adopts the quantitative technique, which is within the realm of the scientific or positivistic paradigm. The researcher creates a survey using a five-point Likert scale ranging from 1-strongly disagrees, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree. The questionnaire will then be delivered to the intended population of young adults living in Shah Alam, Selangor. The information gathered will

subsequently be entered in SPSS Version 23 and analysed before reaching a conclusion. The form of sampling employed in the current study is probability sampling, and the sample size is determined using stratified random sampling. According to probability sampling is a collection of approaches for reducing the danger of bias by guaranteeing that the sample is "representative" of the population characteristics and that the value of these attributes in a sample is "bias". In Shah Alam, Selangor, young adults were chosen as a sample for this study. It is reported that the total population of people who reside in Shah Alam is 617,149 out of the 617,149 people who reside in Shah Alam, 12.05% are young adults. The total population of young adults which is 74,366 staying in Shah Alam will be referring to Krejcie and Morgan table. There will be 382 respondents in total.

The research used an online cross-sectional questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The research identifies 382 respondents aged 18–25 from Shah Alam, Selangor, and seven instrument components covering Twitter perceived expertise, trustworthiness, reputation, promotional incentives, credibility, perceived loyalty and verified information sharing. The research describes probability-based stratified random sampling, but its discussion of online questionnaire distribution does not independently document a complete sampling frame or within-stratum random selection. The sampling classification should therefore be checked against the original recruitment records before journal submission.

Results and Discussion

Based on *Table 1*, shows that there is a positive correlation on the significant relationship between Twitter Perceived Expertise (TPE) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor. The hypothesis gains 0.56 of level of significant, which means it is moderately correlated and have enough evidence to show the correlation. Twitter expertise and credibility are connected, though other factors will also influence credibility. When people on Twitter seem like experts in a certain topic, it will make their followers or specific communities think they're more trustworthy in that area. But it's crucial to understand that expertise as perceived doesn't always mean credibility is guaranteed. The concept of credibility includes more than just expertise. It has things like being correct, reliable, steady, clear, and being responsible as well. Even though someone appears knowledgeable on Twitter through their content, interactions, and engagement, their credibility will be affected by other things. These things may involve how right the information they tell is, how often they give good ideas, if they prove what they say with proof or sources, the opinion people have of them in that area, and how trustworthy they are. Hence, even though appearing knowledgeable is important on Twitter, it shouldn't be the only way to judge someone's reliability. We need to evaluate different factors and think critically when using social media to determine if the information is reliable. The second hypothesis shows that there is a positive correlation on the significant relationship between Twitter Perceived Trustworthiness (TPT) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor among young adults in Shah Alam, Selangor. The hypothesis gains 0.65 of level of significant, which means that the correlation is statistically significant and has enough evidence to show the correlation.

Table 1. *Analysis pilot for hypothesis on the perception of Twitter credibility.*

Hypothesis	PC	S	R
There is a significant relationship between Twitter Perceived Expertise (TPE) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor.	0.56	A	+
There is a significant relationship between Twitter Perceived Trustworthiness (TPT) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor.	0.65	A	+
There is a significant relationship between Twitter Reputation (TR) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor.	0.60	A	+
There is a significant relationship between Twitter Promotional Incentives (TPI) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor.	0.61	A	+
There is a significant relationship between Twitter Credibility (TC) and Twitter Perceived Loyalty (TPL) among young adults in Shah Alam, Selangor.	0.59	A	+
There is a significant relationship between Twitter Credibility (TC) and Twitter Verified Information Sharing (TVIS) among young adults in Shah Alam, Selangor.	0.61	A	+
There is a significant relationship between Twitter Verified Information Sharing (TVIS) and Twitter Perceived Loyalty (TPL) among young adults in Shah Alam, Selangor.	0.58	A	+

Note: PC=Pearson Correlation; S=Status; A=Accepted; R=Relationship.

There is a connection between how trustworthy people perceive Twitter to be and its overall credibility. The trustworthiness is important to credibility on Twitter. When people think someone on Twitter can be trusted, it makes them believe that person is more credible. Being trustworthy means being dependable, truthful, and having the skill to give correct and important details. If people trust what someone shares and think that person really cares about them, they'll see that person as believable. Things that may lead to how much someone on Twitter seems trustworthy are consistency, it means always giving reliable and correct information, which helps followers trust you.' Being clear and honest about where information comes from, any preferences, and reasons for possible conflicts will make people more likely to trust it. Interacting with followers, answering questions, and addressing concerns may help build trustworthiness. History of accurate predictions, insightful analysis, or valuable resource sharing will build trustworthiness. Being verified may contribute to trustworthiness, as it confirms authenticity and identity. People might have various standards to assess how reliable something is depending on what they believe, value, and have gone through. So, it's important for people using Twitter to think carefully, look at different viewpoints, and confirm information from trustworthy sources because trustworthiness affects how credible something is on there. The way people see and trust someone on Twitter affects how believable they are. Being consistent, transparent, engaging, having a positive track record, and getting verified help build trust with followers. However, users need to carefully analyse information and think about different things when looking at how reliable social media is. Next, hypothesis shows that there is a positive correlation on the significant relationship between Twitter Reputation (TR) and Twitter Credibility (TC) among young adults in Shah Alam, Selangor. The hypothesis gains 0.60 of level of significant, which means that the correlation is significant and has enough evidence to show the correlation.

Twitter reputation is very connected to Twitter credibility. Twitter users have an opinion of others called reputation. The impression and standing someone build within the Twitter community is what matters. A good and nice reputation will greatly help people think you are trustworthy. If someone is well-respected on Twitter, it means people trust them and find them reliable because they always give useful and correct information. This good image builds trust with their fans and the bigger Twitter crowd, making them more credible. Twitter's image is closely linked to how trustworthy it is. A good reputation, made by sharing accurate information, engaging meaningfully, having expertise, being trusted, and getting positive endorsements, helps you be more believable. But users should think carefully, think about many things, and look for proof

from trustworthy places when figuring out if something is believable on social media. In addition to it, hypothesis shows that there is a positive correlation on the significant relationship between Twitter Promotional Incentives (TPI) and Twitter Credibility (TC) young adults in Shah Alam, Selangor. The hypothesis gains 0.61 of level of significant, which means that the correlation is significant and has enough evidence. Twitter promotional incentives, like sponsored content, endorsements, or partnerships, may affect Twitter credibility. However, it's crucial to assess them critically. Promotional incentives will make people believe more in certain situations. If a good group supports something on Twitter, it means the thing is trustworthy and reliable, making it more credible. Working together with trustworthy people or organizations will make everyone involved more believable. Twitter promotions will either help or hurt credibility. It is important to consider transparency, relevance and fit, independence, as well as the quality and trustworthiness of promoted content when assessing the credibility of promotional activities on Twitter. Users should think critically, trust credible sources, and think about different things to figure out if promotional contexts are believable.

Other than that, hypothesis shows that there is a positive correlation on the significant relationship between Twitter Credibility (TC) and Twitter Perceived Loyalty (TPL) among young adults in Shah Alam, Selangor. The hypothesis gains 0.59 of level of significant, which means the correlation is statistically significant and it has enough evidence to show the correlation. Twitter credibility and Twitter perceived loyalty are not the same things. They have similar elements, but they are not closely connected. Twitter credibility means how trustworthy and reliable people think a Twitter account or the information shared on Twitter is. The final sentence is: 'These factors include the user's expertise, track record, verification status, engagement with followers, and the accuracy and quality of the information they share.' Twitter users trust and respect credible accounts more. Twitter loyalty means how loyal or supportive a person is to someone, some group, or a belief on Twitter. How much a user interacts with and supports the content and perspectives of a certain entity or cause determines its relation. We may understand if a person is loyal by looking at the things they post on social media and how they interact with others who have the same opinions. Though there might be connections connecting credibility and perceived loyalty indirectly, they are not intrinsically tied together. A person may become very trustworthy by always sharing correct and dependable facts, no matter what group or idea they are loyal to. The user will seem loyal to something, but they might not be trustworthy if their information or opinions are biased or unreliable. Next, hypothesis shows that there is a positive correlation on the significant relationship between Twitter Credibility (TC) and Twitter Verified Information Sharing (TVIS) among young adults in Shah Alam, Selangor. The hypothesis gains 0.61 of level of significant, which means the correlation is statistically significant and it has enough evidence to show the correlation.

Twitter's verification process confirms accounts to distinguish real ones from possible fakes or impersonators, ensuring user safety and authenticity. The verification badge helps make people think the account is more believable. Verified accounts sharing information will influence how users perceive their tweets. Verified accounts are thought to be more trustworthy and dependable since they go through a verification process, therefore making the information they share more believable within the Twitter community. Verification alone does not mean information is accurate or reliable. People should keep thinking carefully and checking what they come across, even if it's from

trustworthy sources. Confirming identity is the main purpose of verification, not ensuring the quality or accuracy of shared information. Verified accounts on Twitter make them more credible, which then affects how trustworthy the information they share is. But credibility is a complex idea that includes things like knowledge, past performance, and reliability in giving dependable information. To add more, hypothesis shows that there is a positive correlation on the significant relationship between Twitter Verified Information Sharing (TVIS) and Twitter Perceived Loyalty (TPL) among young adults in Shah Alam, Selangor. The hypothesis gains 0.58 of level of significant, which means the correlation is statistically significant and it has enough evidence to show the correlation. The connection between Twitter Verified Information Sharing (TVIS) and Twitter Perceived Loyalty (TPL) will be grasped as follows, when official TVIS accounts share info about something, it will make people feel more loyal to that thing. The verification badge makes the information look more trustworthy, and people might think it means the account supports or agrees with the same ideas and beliefs. This will make people feel even more loyal to that entity and the Twitter community.

People who really like a specific thing or group are more likely to interact with and spread the information published by official accounts related to that thing. They may reshare, favourite, and say something about the stuff these accounts share with others, making it popular among their own followers and connections. This will make verified accounts share more information about the cause or entity, strengthening the bond between. The relationship between TVIS and TPL is not predictable and may change based on how users act, the situation, and how Twitter interactions happen. People might understand and react to the confirmed information exchange in various ways, and they could also depend on other things like personal thoughts, principles, and reasons. The way people see Twitter as trustworthy may affect how loyal young adults are, but this connection will change based on what each person likes and has experienced. Here's an investigation of this connection. Young people decide if Twitter is reliable by considering different things. These things may involve how reliable the shared information is, how believable the accounts or sources are, how accurate and important the content is, and how people generally view Twitter as a platform. Things like badges that verify, activity of users, specialized knowledge, and being clear may affect the way young people think of how believable Twitter accounts are and the information they share. How young adults perceive credibility will impact their loyalty on Twitter. If they think some accounts or sources are reliable, they will trust and interact with those accounts more. This will make people more loyal to the accounts or entities that always give trustworthy information. Young people could engage with those accounts, showing loyalty and agreement with their preferred sources. Loyalty on Twitter may also be influenced by things besides credibility, like shared interests, personal connections, or social identity. However, the credibility factor is not necessarily the only thing that determines loyalty. Moreover, the effect of trustworthiness on faithfulness will be shaped by the assortment of facts providers and viewpoints that young adults encounter on Twitter. Young people who actively look for different viewpoints and think carefully about information might not prioritize one person's expertise and instead appreciate a wider variety of sources to form their own thoughts. In the end, how much credibility affects whether young adults stay loyal may differ for each individual. Some people think being loyal makes someone credible. But others consider other things or use Twitter with more thoughtfulness and care.

Implications, limitations, and suggestions for future research

During the data collection period all respondents were supportive when the researcher asks for consent to conduct the survey. The researcher has discovered that young adults are more prone to believe and support brands that they consider trustworthy on Twitter. A probable reason could be that younger individuals are more likely to utilize Twitter for both socializing and gathering news, increasing their chances of encountering information from different origins (Shahi and Majchrzak, 2022). Therefore, individuals become more discerning in terms of the information they consume and show allegiance to brands that appear credible. In contrast, research has shown that young adults sometimes struggle with determining if information on Twitter is trustworthy or not (Johnston, 2020). This may be because Twitter is a fast-paced platform where information may spread rapidly and effortlessly. Because of this, young adults might easily get affected by exciting titles or false details. Different research studies have different opinions about how Twitter credibility influences the loyalty of young adults. To figure out the reasons behind young adults' trust in Twitter and its impact on brand loyalty, further research is required.

The implication of this study is, how much young adults trust Twitter may be influenced by how credible the information on it is. If someone thinks Twitter provides reliable and precise information, they are more inclined to be loyal users. Yet, if credibility becomes an issue, it may lead to diminished trust and loyalty. Twitter may greatly affect how young adults make decisions. When people think the platform is trustworthy and believable, they could count on it when deciding on their thoughts, making buying choices, or shaping how they perceive everything (Chopra et al., 2020). The consequences of this will be either beneficial or harmful, depending on how reliable and factual the shared information is. Platforms such as Twitter have a greater impact on young adults when it comes to spreading misinformation. They could be missing the skills needed to think critically or the experience necessary to distinguish between accurate information and false or deceptive content. This vulnerability may lead to the spread of misinformation and subsequent negative impacts on their beliefs, attitudes, and behaviours (Ecker and Antonio, 2021). Another important consequence of Twitter is how it affects the emotions of young adults. Misinformation, cyberbullying, and seeing content that divides people will make them feel bad and not well. Dependable information may decrease these adverse effects, while misleading information will intensify them.

The limitations that the researcher have encountered is the amount of research conducted on this subject is limited, and the research require additional research to verify the results. Moreover, the surveys that have been undertaken have utilized different methods, making it tough to compare the findings. Most often, the research has concentrated on a limited selection of variables, and there might be other variables that also influence how young adults understand the trustworthiness of Twitter. Suggestions for future research is tracking young adults' Twitter activity for an extended period will give us important information about the connection between credibility, loyalty, and other variables. This approach may help researchers analyse the impact of credibility perception on loyalty over time. Comparing the credibility perceptions and loyalty of young adults across different social media platforms would offer a comprehensive understanding of the unique factors that influence their behaviours and attitudes on Twitter specifically (Vrontis et al., 2021). With this capability, researchers may determine platform-specific problems and propose tailored solutions. To add more,

employing experimental designs to manipulate credibility cues on Twitter will help to determine the causal impact of credibility on loyalty. By testing how credibility and misinformation impact people, researchers will understand how these factors influence their actions and loyalty. This investigation may include qualitative approaches such as interviews, focus groups, or diary studies, which provide additional descriptive details alongside numeric data. Researching interventions and design solutions to enhance credibility and address misinformation on Twitter could have positive outcomes. Another approach is to encourage fact-checking behaviours through education campaigns.

Conclusion

The source credibility model may provide a theoretical framework for future researchers studying Twitter credibility. This model, developed by Hovland and Weiss in 1952, examines how individuals perceive and evaluate the credibility of information sources. The source credibility model breaks down how we perceive someone's credibility into two main components: their expertise and their trustworthiness. Researchers in the future may follow this model to investigate credibility on Twitter properly and have a full understanding of it. In conclusion, the source credibility model offers a useful structure for upcoming researchers to use when exploring Twitter's credibility and its influence on the loyalty of young adults (Abbasi et al., 2023). It offers conceptual clarity, measurement development, and guidance for establishing causal relationships, insights into mediating and moderating variables, intervention design, and considerations for external validity. The use of this model will be able to boost the rigor and efficacy of research conducted in this specific area. The source credibility model is an adaptable tool that will be used to investigate various topics. Future researchers will be able to learn important things about how people make decisions, form opinions, and do other thinking tasks by studying how people see the credibility of different sources of information. Overall, the study identifies perceived trustworthiness as a prominent correlate of Twitter credibility and reports positive associations of credibility with loyalty and information sharing among young adults in Shah Alam. Future work could use longitudinal or experimental designs, broader geographic samples and direct measures of online behaviour to test whether these relationships persist.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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