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ANALYSIS OF THE INFLUENCE OF INFORMATION QUALITY, QUANTITY, AND CREDIBILITY, AS WELL AS INFORMATION NEEDS AND ATTITUDE TOWARDS INFORMATION ON INFORMATION USEFULNESS AND INFORMATION ADOPTION IN ENHANCING ONLINE PURCHASE INTENTION AMONG GENERATION Z THROUGH EWOM

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ABSTRACT

Consumer purchase intention is a response that develops in a consumer after receiving stimulation from the product they see, in order to easily influence consumers, PIKARU products innovate through social media with interactive and dynamic content to make the spread of information, opinions, and recommendations faster. The purpose of this study is to ascertain how social media's electronic word-of-mouth (e-wom) influences Generation Z's desire to buy Pikaru products online. The research sample for this quantitative study, which has 350 respondents overall, includes Gen Z residents in JABODETABEK who are between the ages of 18 and 24 and use Pikaru hair care. A questionnaire that used a Likert scale for measuring was used to collect data. The testing approach used in this study is Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis. The results show that online purchasing intentions are highly influenced by the following variables: information quality, quantity, credibility, needs, attitude towards information usefulness, and adoption.

Key-Words: - **electronic word of mouth (e-wom), intention of purchase**

INTRODUCTION

The development of digital and information technology has brought significant changes in the way consumers interact with a brand and product. Social media, as a product of the digital revolution, has become an important platform in the modern marketing world that is very popular with the public, especially among Generation Z. The meaning of social media according to Kaplan and Haenlein (2010) in Rusli and Mulyandi (2021) is "a set of Internet-based applications built on the ideological and technical foundations of Web 2.0, allowing the creation and sharing of user-generated content". Based on APJII data (2004), the level of internet users in Indonesia has increased by 1.40% compared to the previous year to 79.50%. Where as many as 34.40% are Generation Z (born 1997-2012). The widespread use of social media not only functions as a communication tool, but also as a way to build relationships between brands and consumers through interactive and dynamic content. An important phenomenon that has emerged on social media is Electronic Word of Mouth (e-WOM), which is the spread of information, opinions, and recommendations sent by consumers to other consumers online. e-WOM is a statement (either favourable or unfavourable) regarding a business or product, which is on the internet [1].

One of the most important factors influencing consumer views and purchase intentions is electronic word-of-mouth or e-WOM. Unlike traditional advertising which is generally considered biased and driven by commercial interests, e-WOM is considered more honest and authentic because the information comes from the experiences of real consumers or users. This makes e-WOM more reliable and effective in influencing consumer purchasing decisions, especially among Generation Z, also known as the digital generation.

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Generation Z is a group of people who lived before Generation Alpha and after the birth of the Millennial Generation. According to [2] from the Pew Research Center, Generation Z consists of people born in 1997-2012, where this stage shows more stable socio-economic progress and rapid development of information technology. This generation has another name such as iGeneration because it is so familiar with the digital world [3]. Generation Z, who grew up in the digital era, relies heavily on information from social media and trusts consumer input more than direct marketing messages from companies.

The wealth of information on social media platforms has altered how customers look for, assess, and choose which goods or services to purchase. Therefore, the amount, quality, reliability, and usefulness of information are important factors that influence the acceptance of information and, ultimately, the intention to buy.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Theory Information Acceptance Model (IAM)

The Information Acceptance Model (IACM) shows that consumer behaviour when it comes to electronic word-of-mouth (eWOM) has an impact on social media in addition to the eWOM's attributes, such as its quality and credibility [4]. The reason researchers use the Theory of Information Acceptance Model (IAM) in research has several strong reasons, especially because the context of this research is related to how Gen Z as users receive, process, and use information. IAM that is accessible online. The Technology Acceptance Model (TAM) was developed into IAM, which offers a helpful framework for comprehending information acceptance, particularly in the context of digital or information technology.

2.2. Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) is defined as “a dynamic and ongoing process of information exchange between individuals, actual or previous customers about a product, service, brand or company, which is accessible to numerous individuals and organizations through the Internet” (Ismagilova et al., 2020). As noted by Libai et al. (2010) in Liu et al. (2024), eWOM is typically regarded as a type of consumer-to-consumer (C2C) communication because of its voluntary and non-commercial characteristics. eWOM serves as an online platform where consumers exchange opinions, endorsements, and recommendations regarding products, services, or brands.

2.3. Online Purchase Intention

According to online purchase intention is a customer's desire to buy a product or service [5]. Online purchase intention refers to consumers' aspirations to acquire a product, a desire that usually arises from their evaluation and assessment of the options available on a platform. Online purchase intention refers to factors that predict actual consumer behavior in an effort to complete online purchase transactions via the internet [6].

2.4. Information Quality

According to information quality not only provides accessibility, but also ensures satisfaction among various customers in providing high-quality services [7]. Information quality is good, useful, current, and accurate information. Making judgements and taking successful action in a variety of situations, including as business, education, health, and personal life, requires high-quality information [8]. Users' subjective evaluations of whether an information's features satisfy their own requirements and intended purposes are referred to as information quality. Information quality is defined by studies on online reviews as the attributes of consumer review content [9].

2.5. Information Quantity

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The quantity or frequency of information obtained through direct consumer communication or electronic word-of-mouth (eWOM) is known as the information quantity [10]. Customers can compare the frequency or quantity of high-quality complaints with the frequency or quantity of low-quality complaints to assess the quality of a product or service. Details Quantity shows how many comments and reviews a product or service has received online [11].

2.6. Information Credibility

Peer groups consist of individuals with shared characteristics. Information credibility (IC) is the audience's assessment of the dependability and expertise of the information source, which significantly affects how eWOM is processed in online settings [12]. Credibility of the material determines whether it is considered persuasive and is the first step in the persuasion process. The credibility of the information offered reflects the impression of persuasiveness [13].

2.7. Needs of Information

The motivation to seek information is the primary driving force behind eWOM activities [14]. People can share the knowledge they have obtained and offer or seek ideas to address difficulties, which helps them receive more targeted and valuable feedback [15].

2.8. Attitude Towards Information

Whether eWOM communication or information is good or harmful determines one's attitude towards it.[16]. When consumers engage with a brand, they tend to have positive attitudes and feelings toward the brand [17]. Attitudes toward online store prices can also have a significant impact on online shopping intentions and overall shopping satisfaction.

2.9. Information Usefulness

The quality of the information, which includes elements like completeness, clarity, relevance, comprehension, and detail, as well as the quantity of information (accuracy of the information) and its reliability, determines how helpful the information is [18]. The term "information usefulness" describes how consumers believe the data they have access to is beneficial and helpful when making decisions about what to buy. According to "information usefulness refers to new information, namely information that is informative by providing thoughts that support individual perceptions" [19].

2.10. Information Adoption

Information adoption is a person's decision to become a recipient or user of certain information [20]. Using electronic word of mouth to spread information is a recommended method to inform consumers about products or services when asking questions [21]. While the implications of information adoption have been explored and there is a process that customers go through, at all stages and points, forming their own customer experience.

2.11. The relationship between variables

2.11.1. Information Quality towards Information Usefulness

Information quality refers to a message's capacity to persuade customers to buy [22]. The quality of the information is one of the primary determinants of its usefulness during the purchasing process. When information quality improves, more information is available to help consumers assess the value of a particular piece of information (Harahap et al., 2023). They also found that the way information is used is positively and significantly impacted by the quality of the information. This demonstrates how consumers' opinions of the source's creditworthiness can be influenced by the calibre of information provided in customer complaints (Ruangkanjanases et al., 2021). The utility of the information is a key factor in determining how well people will absorb it. Information usefulness is the extent to which eWOM content assists recipients in solving issues or making decisions (Daowd et al., 2020). Positive perceptions of information quality are fostered when information usefulness

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effectively satisfies the recipient's needs by providing thorough, pertinent, and trustworthy information (Huang, 2023).

H1: Information Quality has a Positive Influence on Information Usefulness

2.11.2 Information Quantity towards Information Usefulness

The quantity or frequency of consumer-accessible electronic word-of-mouth (eWOM) feedback is a measure of information quality (Filieri, 2015 as quoted in Ngo et al., 2024). Lee and Chen (2021) claim that by examining each customer's degree of market activity, one can assess the quantity of customer reviews. Information quantity pertains to the total count of eWOM feedback (Duan et al., 2008 as mentioned in Song et al., 2021). According to Chowdhury and Deshpande (2020), the availability of more reviews on social media travel platforms improves the information's worth for prospective buyers' decisions and boosts the user experience on the website (Wang, 2016).

H2: Information Quantity has a Positive Influence on Information Usefulness

2.11.3 Information Credibility towards Information Usefulness

Trustworthiness Electronic word-of-mouth (eWOM), which is increasingly seen as a trustworthy source of social validation, plays a significant role in online decision-making (Khan et al., 2022). When consumers believe that eWOM's source and content are reliable, it indicates that they can be relied upon to provide them a strong sense of security and confidence, this can lead to an increased likelihood of making purchases online (Ismagilova, 2020). This theory is supported by research by Amarullah (2021), which shows that reliable eWOM can reduce the perceived dangers connected to online transactions. The legitimacy of eWOM increases the likelihood that consumers will make online transactions by proactively resolving possible issues and fostering confidence. For example, perceived value and cognitive trust are important factors in the context of health information. Users actively seek out information that they believe to be true and helpful, which affects the decisions and activities they take regarding their health. They look for this knowledge for a variety of reasons, such as enhancing their personal well-being, taking care of others, and satisfying their desire for social interaction (Pang and Liu, 2023).

H3: Information Credibility Has a Positive Influence on Information Usefulness.

2.11.4 Needs of Information towards Information Usefulness

According to Erkan and Evans, (2016) in Ngo et al., (2024) the motivation to seek information is a primary driver of eWOM activities. This information-seeking behavior is rooted in the theories of "opinion seeking" and "advice seeking." Additionally, Phung et al. (2020) found that one important aspect influencing the perceived utility of information is its necessity. Individuals can share eWOM information to either provide or seek opinions, helping them to address issues and receive more targeted and beneficial feedback (Ismagilova et al., 2021).

H4: Needs of Information has a Positive Influence on Information Usefulness

2.11.5 Attitude Towards Information towards Information Usefulness

A person's general viewpoint or emotional reaction to eWOM content is known as their Attitude Towards Information (ATI). It encompasses a range of behavioural, emotional, and cognitive elements (Doneddu, 2018). Purchase intentions may rise as a result of this improved perception (Nofal et al., 2022). According to Pang and Zhang (2024), referenced in Ngo et al. (2024), user evaluations such as contentment, identity, and sense of belonging are influenced by the calibre of services provided on mobile social media platforms. These components encourage emotional attachment, which affects online intentions and is a strong predictor of service loyalty. This leads to the establishment of the following hypothesis.

H5: Needs of Information has a Positive Influence on Information Usefulness

2.11.6 Attitude Towards Information towards Purchase Intention

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Erkan and Evans (2016) in Leong et al., (2022) “proved the importance of consumer behavior in assessing the influence of eWOM information”. Perspective Regarding Customers' opinions of customer service reduce their capacity to alter their attitudes and experiences by emphasising simplicity of use, which will encourage them to make a purchase. Memon et al., (2020) “stated that Attitude has a positive role in buyer intentions. Attitude is also known as an important factor in influencing consumer intentions to purchase products.”

H6: Attitude Towards Information has a Positive Influence on Purchase Intention

2.11.7 Information Usefulness towards Information Adoption

According to Sardar et al. (2021), people are more inclined to believe information that is pertinent to and helpful for their own needs and objectives. The concept of Information Utility (IU) is crucial to the acceptability of eWOM in social networks, because users are exposed to a lot of it. Prior research has indicated that people's readiness to adopt eWOM information is positively impacted by their attitudes about IU (Erkan and Evans, 2016; Kohler et al., 2023).

H7: Information Usefulness has a Positive Influence on Information Adoption

2.11.8 Information Adoption towards Online Purchase Intention

Information Adoption is characterized as how eWOM is incorporated into the consumer decision-making process (Hussain, 2020). This integration includes using valuable insights from eWOM to ease the decision-making process for consumers, thereby minimizing the challenges of choice and promoting purchase intentions (Rahaman et al., 2022). More than simply absorbing information, adopting it also means carefully assessing and incorporating eWOM into one's own body of knowledge. Because this process is in line with personal ideas and cultivates a commitment that raises the likelihood of forming purchasing intentions, it is crucial (Song et al., 2021)

H8: Information Adoption Has a Positive Influence on Purchase Intention

Based on the Literature Review, the following research model will be proposed in this study:

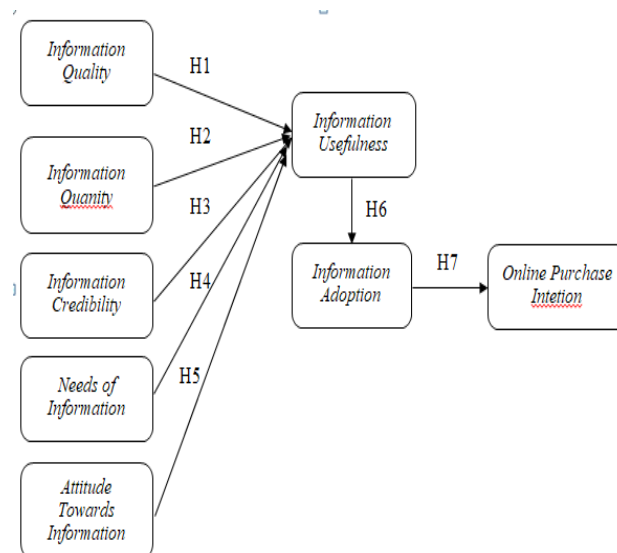


Figure 2.1 Replication Source from Ngo et al.,(2024)

METHOD

This study use a quantitative approach, which focusses on gathering and evaluating numerical data, to answer scientific research challenges. In essence, quantitative methods are used to calculate averages,

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identify trends, make predictions, evaluate causal relationships, and generalize findings to a broader population (Rana et al., 2020). The research sample consists of 350 respondents from Generation Z, aged 18-24, residing in JABODETABEK, who use Pikaru hair care products, selected through a purposive sampling technique. A questionnaire that used a Likert scale for measuring was used to collect data. Structural Equation Modeling-Partial Least Square (SEM-PLS) was used as the testing technique for the analysis.

RESULTS AND DISCUSSION

Data were collected through various stages of analysis. First, the characteristics of the data were tested through descriptive statistical analysis. The accuracy and robustness of the study indicators were then ensured by conducting validity and robustness tests. Finally, Partial Least Squares Modelling of Structural Equation (PLS-SEM), a structural equation model, was used to examine the data. The results of the descriptive statistical analysis are shown in Table 1 below.

TABLE 1.

DESCRIPTIVE STATISTICS

Item	Min	Max	Mean	Stand. Deviation
IQ1	1	5	3.891	0.800
IQ2	1	5	3.817	0.888
IQ4	1	5	3.800	0.882
IQ5	1	5	3.857	0.867
IQT1	1	5	3.849	1.004
IQT2	1	5	3.860	0.980
IQT3	1	5	3.891	0.956
IQT4	1	5	3.906	0.985
IC1	1	5	3.946	0.907
IC2	1	5	3.894	0.867
IC3	1	5	3.929	0.915
IC4	1	5	3.837	0.938
NOI1	2	5	4.120	0.787
NOI2	1	5	4.083	0.801
NOI3	1	5	4.109	0.858
NOI4	1	5	4.134	0.850
ATI1	1	5	3.909	0.902
ATI2	1	5	4.151	0.893
ATI3	1	5	3.954	0.864
ATI4	1	5	3.989	0.825
IU1	1	5	3.957	0.908
IU2	1	5	3.986	0.896
IU3	1	5	3.869	0.898
IU4	1	5	3.800	0.923
IA1	1	5	3.963	0.832
IA2	1	5	3.934	0.834
IA3	1	5	3.983	0.838
IA4	1	5	3.940	0.941
OPI1	1	5	4.017	0.842
OPI2	1	5	3.874	0.808
OPI3	1	5	4.020	0.812

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OPI5	1	5	3.957	0.757
OPI6	1	5	4.034	0.763

Based on the table above, it shows that all variables pass the validity test.

Table 2 This reliability can be measured through several main metrics, namely Composite Reliability and Cronbach alpha if the value >0.70 is considered to indicate good reliability.

TABLE 2.
RELIABILITY RESULTS

Indikator	<i>Cronbach Alpha</i>	Composite
ATI1	0.809	0.873
ATI2		
ATI3		
ATI4		
IA1	0.762	0.849
IA2		
IA3		
IA4		
IC1	0.834	0.889
IC2		
IC3		
IC4		
IQ1	0.837	0.884
IQ2		
IQ4		
IQ5		
IQT1	0.822	0.882
IQT2		
IQT3		
IQT4		
IU1	0.835	0.889
IU2		
IU3		
IU4		
NOI1	0.786	0.86
NOI2		
NOI3		
NOI4		
OPI1	0.854	0.895
OPI2		
OPI3		
OPI5		
OPI6		

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This reliability can be measured through several main metrics, namely Composite Reliability and Cronbach alpha if the value > 0.70 is considered to indicate good reliability. Furthermore, the AVE (Average Variance Extracted) value is obtained from the eight variables > 0.5. These results indicate that the four latent variables have met the AVE value criteria (> 0.50).

The former Larcker criterion and the heterotrait monotrait ratio (HTMT) were the two metrics used in this study to assess discriminant validity

TABLE 3.
DISCRIMINANT VALIDITY

Konstruk	ATI	IA	IC	IQ	IQT	IU	NOI	OPI
ATI	0.739							
IA	0.566	0.829						
IC	0.570	0.462	0.825					
IQ	0.558	0.508	0.637	0.831				
IQT	0.564	0.471	0.651	0.616	0.824			
IU	0.603	0.581	0.600	0.591	0.603	0.811		
NOI	0.644	0.438	0.538	0.553	0.588	0.680	0.808	
OPI	0.590	0.693	0.377	0.433	0.378	0.460	0.388	0.782
ATI								
IA	0.718							
IC	0.716	0.545						
IQ	0.702	0.599	0.752					
IQT	0.710	0.558	0.772	0.729				
IU	0.772	0.694	0.711	0.702	0.716			
NOI	0.845	0.527	0.646	0.665	0.705	0.813		
OPI	0.746	0.812	0.447	0.511	0.447	0.552	0.471	

Based on the data above, from the heterotrait monotrait test, the value between each variable and other variables has a value of less than 0.90. Thus, any variable has strong discriminant validity, it may be said.

By examining the Standardised Root Mean Squares Residual (SRMR) and the Normed Fit Index (NFI) values, model fit testing is done to evaluate the model's appropriateness and accuracy in describing the relationship between the latent variables under study.

TABLE 4.
MODEL FIT

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.067	0.091
NFI	0.745	0.735

The findings show that the model under study is fit since it satisfies the SRMR value requirement, which is less than 0.10. following that, the Normed Fit Index (NFI) value of 0.745. The model is fit, according to the NFI value. Consequently, it may be claimed that the study's model is suitable.

Inner Model Testing

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TABLE 5.
*R*² (*R SQUARE*)

Variabel	R-square	R-square adjusted
IA	0.338	0.336
IU	0.578	0.572
OPI	0.481	0.479

According to the results, 57.8% of the variance can be explained by the variables of information quality, quantity, credibility, needs, and attitude towards the usefulness of information. The remaining 42.2% is due to other factors that were not examined in this study. In 33.8% of cases, information adoption is influenced by elements such as information quality, quantity, credibility, needs, and attitude towards usefulness 66.2% of this effect is attributed to other external factors. Information quantity, quality, credibility, needs, attitude towards usefulness, and adoption all have a combined influence of 48.1% on the intention to make an online purchase; 51.9% of this effect is explained by additional factors not included in this study.

TABLE 6.
HYPOTHESES TESTING

Relationship	Path Coefficients	T Statistics	P Values	Decision
IQ -> IU	0.139	1.979	0.026	Supported
IQT -> IU	0.130	2.089	0.018	Supported
IC -> IU	0.161	2.663	0.004	Supported
NOI -> IU	0.356	5.525	0.000	Supported
ATI -> IU	0.131	2.572	0.005	Supported
IU -> IA	0.581	11.685	0.000	Supported
IA -> OPI	0.693	17.155	0.000	Supported

The hypothesis testing for direct effects reveals that all hypothesized relationships are positively significant. H1 demonstrates that information usefulness is positively impacted by information quality ($t = 1.971$, $p = 0.026$). Likewise, information amount significantly improves information usefulness, according to H2 ($t = 2.089$, $p = 0.000$). Information trustworthiness has a favourable impact on information usefulness, according to H3 ($t = 2.663$, $p = 0.004$). While H5 indicates a substantial influence of attitude towards information-on-information usefulness ($t = 2.572$, $p = 0.005$), H4 reveals that information needs have a strong impact on information usefulness ($t = 5.525$, $p = 0.000$). Furthermore, it is confirmed by H6 and H7 that information usefulness has a considerable impact on information uptake, with high t values (11.682 and 17.155) and p values (0.000). Therefore, all hypotheses (H1 to H7) are accepted, establishing significant positive relationships with information usefulness and adoption.

DISCUSSION

The initial hypothesis (H1) The findings demonstrated a robust positive correlation between perceived utility and the quality of the material. This demonstrates that giving customers high-quality, accurate, and pertinent information about Pikaru greatly increases their perception of its utility. The second hypothesis (H2) The results showed a significant positive correlation between perceived usefulness and the amount of information. Access to ample information, when accompanied by quality and credibility, positively impacts consumer perceptions of usefulness.

The third hypothesis (H3) The study demonstrated that information credibility significantly enhances perceived usefulness. Consumers trust and value information sourced from reliable and credible channels, indicating that marketing strategies should focus on building trust and credibility.

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The fourth hypothesis (H4) The findings demonstrated that the necessity of knowledge had a significant positive impact on how useful people thought it was. This highlights the importance of understanding consumer information needs, which directly impacts the usefulness of the information provided.

The fifth hypothesis (H5) A favourable attitude towards the material presented increases its perceived usefulness, according to the investigation. This implies that marketing efforts should focus not only on information quality but also on shaping positive consumer attitudes towards the brand and its information. The sixth hypothesis (H6) indicated a strong positive correlation between information usefulness and later acceptance of information. This demonstrates how perceived usefulness acts as a mediator in shaping consumers' uptake of knowledge.

According to the analysis, the seventh hypothesis (H7) is that information usefulness greatly raised the intention to make an online purchase. This key mediating effect confirms that when information is perceived as useful, it significantly increases the likelihood of online purchase.

CONCLUSION

With a particular focus on the significance of information quality, credibility, and perceived usefulness in relation to the Pikaru product, this study offers insightful information about the elements influencing Gen Z consumers' desire to make an online purchase. Our findings strongly support the hypothesis that providing high-quality, credible, and easily accessible information significantly increases the likelihood of both information adoption and subsequent online purchases. This emphasizes the critical importance for marketers to prioritize the creation and distribution of consumer-centric, useful content within their digital marketing strategies. The robust statistical support for our hypotheses underscores the significance of these findings for understanding consumer behavior in the digital age.

However, several limitations inherent in this study warrant consideration. The main drawback is that the results may not be as broadly applicable to other product categories and consumer groups due to the concentration on a single product (Pikaru) and a particular generation (Gen Z). To improve the model's external validity, future studies should broaden their topic of inquiry to encompass a wider variety of goods and customer segments.

Additionally, the study's design might be enhanced by looking into additional factors that may influence the desire to make an online purchase. Examining the effects of different social media platforms, their unique characteristics, and the specific ways that information is processed and interpreted across these platforms might lead to a more nuanced understanding of online consumer behaviour. Cross-cultural comparisons could also offer valuable insights into how variations in cultural contexts affect information processing and ultimately, purchase decisions.

Lastly, to investigate the long-term effects of information quality, longitudinal research is required. Further studies examining the impact of consistently providing high-quality information on brand loyalty, customer retention, and repeat purchase behavior would greatly enhance the practical applicability of these findings for businesses operating in the online marketplace. To have a more thorough understanding of the long-term impacts of information-based marketing tactics on consumer behaviour and corporate outcomes, further study is required.

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