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The Influence of Ewom on The Shopee Application on Intention to Purchase Make Over Products

Naufal Moh Shiddiq[1*], Anas Hidayat[2]

[1]Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia
[2]Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia

*Corresponding author, E-mail: 19311157@students.uii.ac.id

ARTICLE INFORMATION	ABSTRACT
	The E-commerce phenomenon has shifted and transformed the way conventional marketing works, thus creating a new term in digital marketing, namely eWOM. Online reviews or eWOM have a big impact on consumer purchasing decisions, so this research examines the influence of eWOM on Shopee on intentions to buy local skincare. The research strategy in this study is a survey strategy, which means data collection uses a questionnaire to obtain quantitative data from 400 respondents which is distributed via Google Form. The data analysis technique used to test the hypothesis in this research is the SEM (Structural Equation Modeling) method on the SmartPLS 4.0.6 program. The results of this research show that information quality, information quantity, information credibility have a positive and significant effect on the usefulness of information. The Usefulness of information has an positive and significant effect on the usefulness of information. The usefulness of information has a positive and significant effect on the usefulness of information. The usefulness of information has a positive and significant effect on the usefulness of information adoption. And information adoption has a positive and significant effect on purchase intention.

INTRODUCTION

The e-commerce phenomenon has shifted and transformed the way conventional marketing works, thereby creating digital marketing. Digital marketing can take the form of website

marketing, email marketing, and social media marketing (Piñeiro-Otero and Martínez-Rolán, 2016). Previous research revealed that customers now rely on social media as a source of information in the purchasing process and introducing eWOM as a new thing, traditional word of mouth promotion has given rise to a new phenomenon, namely electronic word of mouth promotion (Indrawati, Putri Yones and Muthaiyah, 2023). The gross transaction value (GMV) recorded in the Indonesian digital economy in the e-commerce sector is estimated to reach US$62 billion in 2023. This achievement is worth 75,6% and contributes greatly to the GMV of the Indonesian digital economy which is US$82 billion in 2023 (Annur, 2023).

EWOM has become an important part of people's considerations when making purchasing decisions in previous marketing research using the internet to create a word-of-mouth news effect that helps consumers attract consumer purchasing intentions (Indrawati, Putri Yones and Muthaiyah, 2023). Social media often influences brand reputation both positively and negatively and we observe customer online reviews as one of the main factors determining brand success (Taylor, 2018). The importance of customer online reviews has been widely researched to find their influence in determining business performance, customer tendencies to recommend a brand or product, estimating customer purchase intentions on product sales and marketing plans and customer decision making (Goyette *et al.*, 2010).

Data shows that recommendations scored 46% of the 15 categories listed. Meanwhile, 'positive online reviews from other users were ranked second highest at 41% (Marketing Charts, 2020). On the other hand, in the Indonesia Digital Report 2021, consumer reviews were ranked the third main channel for brand research (Kemp, 2021). The global market for cosmetic skin care was estimated at us$157,2 billion in 2022, projected to reach a revised size of us$212,3 billion by 2030, growing at a CAGR (compound annual growth rate) of 3,8% over the analysis period 2022 -2030. Taking into account the ongoing post-pandemic recovery, the growth of the skin whitening segment was readjusted to a revised CAGR of 2,8% for the next 8 years (Research and Markets, 2023)

Shopee, an e-commerce company from Singapore, is still prominent in the Southeast Asian e-commerce market in the first quarter of 2022. Shopee is consistently the most visited e-commerce site in 5 of 6 Southeast Asian countries, namely Malaysia, Singapore, Thailand, the Philippines, and Vietnam with total visits reaching 421 million visitors in early 2022 (Putri and Fenalosa, 2022). In Shopee e-commerce, the beauty category experienced an increase in both revenue and sales. In April to June 2022, sales and profits increased respectively by 5,1% and 11,3% compared to the previous quarter, with facial care dominating the market share in the category beauty 42,9%. The facial care subcategory that dominates the Shopee market is facial serum which has the largest facial care market share, namely 59,9% (Ramadhani, 2022).

Make Over is a local product with a luxurious and majestic appearance in the eyes of customers which is famous among people who like cosmetics. This brand is a product from PT. Paragon Technology and Innovation (PTI), which has been established since 1985, has more than 25 years of experience in the cosmetics business. PT. Paragon Technology and Innovation is a company in the field of beauty for women and men with very good popularity in Indonesia. The vision of PT. Paragon Technology and Innovation is that the company committed to having the best corporate governance and making continuous improvements, through high quality products that will benefit Paragonians, partners, society and the environment (Tysara, 2022).

Previous research also has the relevance of electronic media marketing topics which are currently popular, so online recommendations and reviews or eWOM have a big influence on consumers. Therefore it is interesting to study the influence of eWOM on Shopee on the intention to buy local skincare. This increases the motivation of our research on Make Over beauty Products. The aim is to help business actors better understand the benefits of the eWOM

phenomenon in electronic marketing in product marketing efforts, especially the strategies that will be implemented.

LITERATURE REVIEW & HYPOTHESIS

Electronic Word Of Mouth (EWOM)

Word of mouth is traditionally a form of direct communication between like-minded people about a brand or product without any commercial purpose. With the rapid development of the Internet, word of mouth promotion has become electronic and is known as electronic word-of-mouth (eWOM). EWOM encompasses a variety of platforms including social media sites, weblogs, community discussion forums, review sites, newsgroups, and e-commerce. EWOM is explained as the transfer of information whose influence can vary between recipients based on their attitudes and behavior (Erkan and Evans, 2018). eWOM is considered more influential because of its independence from the company. Because consumer reviews represent personal experiences. EWOM is closely related to consumer purchasing decisions and reduces the risk of purchasing decisions (Miremadi and Haghayegh, 2022).

Information Adaption of EWOM

Information adoption in eWOM is a term that refers to the process of consumers seeking and adopting information from electronic word-of-mouth (eWOM) sources, such as online reviews and ratings, before making a purchasing decision. This process is influenced by various factors, including the quality and credibility of the information, the trustworthiness of the source, and the relevance of the information to consumer needs and preferences. Information adoption was first put forward in Sussman and Siegal (2003) research. In Sussman and Siegal (2003) research, the Information Acquisition Model (IAM) is defined as a model that describes the process by which people can obtain information through computer interactions and influence their behavior and intentions.

IAM is a combination of the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM). TAM is used to understand people's acceptance of information systems and technology towards their intention to use them, while ELM emphasizes the social aspect of the influence of information on attitudes to measure communication effectiveness. By considering TAM and ELM, IAM offers four components in its model, namely argument quality, source credibility, information usefulness, and information adoption.

Information Quality

Information quality as defined by Filieri (2015) refers to the quality of content in eWOM. From a consumer's perspective, the quality of information influences the decision-making process. As stated in the research of Sussman and Siegal (2003), which explored initial patterns of information reception, information effects can occur through central and peripheral channels. Central links indicate that recipients are paying attention to the content of the message, which is reflected in the quality of the discussion. The relationship between information quality and information usefulness has been studied previously. Information quality is the main factor that influences consumers' perceptions of the usefulness of information in their decision-making process. If the higher the quality of information, the more information helps consumers evaluate the quality and performance of the brand/product. Filieri (2015) found information

quality to be the variable with the greatest impact, especially in influencing information usefulness variables.

H_1: The Information Quality of Make Over in Shopee Influence The Information Usefulness

Information Credibility

When information can be considered persuasive, the credibility of the information is the first step in the persuasion process. Persuasive perception is demonstrated by the appropriateness of the information (Erkan and Evans, 2018). Filieri (2015) states that the credibility of information or its accuracy influences the ability to convince customers which information is trustworthy. Credibility is closely related to confidence, which has the characteristics of being trustworthy, convincing and credible. The fact that the credibility of information increases the usefulness of information has been demonstrated (Weitzl, 2017). Consumers trust eWOM as credible information that will be easier to accept and help them adopt the information (Filieri, 2015). Information that is considered accurate, reliable, authentic, and persuasive has increased credibility (Ho, Phan and Le-Hoang, 2021)

H_2: The Information Credibility of Make Over in Shopee Influence The Information Usefulness

Information Quantity

Information Quality relates to the frequency or how often information is obtained from an eWOM, or reviews presented to the target market or potential consumers. A high frequency of reviews will really help potential consumers to assess the quality of a brand or product when compared to a low or small frequency of consumer reviews. The context of the quantity of information variable in this research will be linked to information that strengthens a theory by Ngarmwongnoi *et al.* (2020) which will explain that the quantity of information is useful for minimizing the amount of risk perceived by potential consumers. The quantity of information can help the consistency of a review on a product or brand.

   Product or service reviews are written by several reviewers and presented to potential consumers who see them as a whole. Therefore, readers can quickly obtain information about other users and assess consistency in online communications. Quantity of information also represents the number of people who provide reviews about a product, meaning that the product has good sales and a good reputation, thus reducing potential consumers' doubts about buying the product (Ho, Phan and Le-Hoang, 2021). In previous research López and Sicilia (2014) and Ngarmwongnoi *et al.* (2020), the quantity of information is influenced by several factors such as popularity, reliability and product performance. Several previous researchers such as Abedi, Ghorbanzadeh and Rahehagh (2020), and (Teng and Khong, 2015) also suggested considering other factors that could be added to the information adoption model.

H_3: The Information Quantity of Make Over in Shopee Influence The Information Usefulness

Information Usefulness

Information usefulness variable depends on the quality of the information which is influenced by aspects of completeness of information, clarity of information, relevance of information, understanding of information, and details of information. Information quantity, which includes elements of truth and credibility, namely the trustworthiness of information. Therefore, it is clear that the usefulness of information is highly dependent on one or more of these variables or is directly related to them. Information usefulness refers to customers' views that the information they receive helps them make decisions. Usefulness in formation is the first step

in receiving information (Erkan and Evans, 2018). Information is said to be useful if it has a significant influence on consumer decisions. The possibility of consumers consuming information increases when the information is considered useful, because consumers will tend to use information that suits their needs and purposes (Sardar *et al.*, 2021). Filieri (2015) also explains that information usefulness (shown as information diagnostics) is a key factor in adoption behavior. It was later found that information usefulness was positively and significantly related to information adoption. Tien, Amaya Rivas and Liao (2019) also conducted research on the influence of usability in eWOM on the adoption of information or eWOM.

H4: The Information Usefulness of Make Over in Shopee Influence The Information Adaption

Information Adaption

Information adoption is explained by Shen, Zhang and Zhao (2014) as the recipient's process of internalizing information and receiving information from external sources, including how information can help consumers gain knowledge and improve the decision-making process. Previous research shows that information usefulness influences information adoption. This has been frequently observed and analyzed in terms of its influence on purchase intentions. Information adoption occurs after potential consumers obtain and use information in the stage of making a purchasing decision (Ismagilova *et al.*, 2017). Information adoption models are often used to develop a better understanding of how intentions are formed through messages received through ewom communications (Sardar *et al.*, 2021).

H5:. The Information Adaption of Make Over in Shopee Influence The Purchase Intention

Purchase Intention

Purchase intention is a concept that represents a customer's potential to project or desire to buy a particular brand product in the future. According to Erkan and Evans (2018), eWOM has a big impact on influencing consumers' online purchase intentions and purchase intentions, which are more effective if carried out by known people, are in fact strongly influenced by brand attitude, brand image, quality, brand knowledge and brand loyalty. In addition, Kudeshia and Kumar (2017) study found that the number of reviews in ewom can influence customer purchase intentions.

In their research, Lee and Koo (2012) found that the likelihood of product sales increases with more credible Internet reviews. Considering the above, the marketing industry often considers purchase intention as an important component that influences consumer purchasing decisions. In the process of purchase intention, customer needs and desires for certain goods or services begin with information processing by eWOM. After that, customers will assess the goods or services and use the information that has been processed by ewom to generate purchase intentions, which will ultimately lead to purchasing decisions.
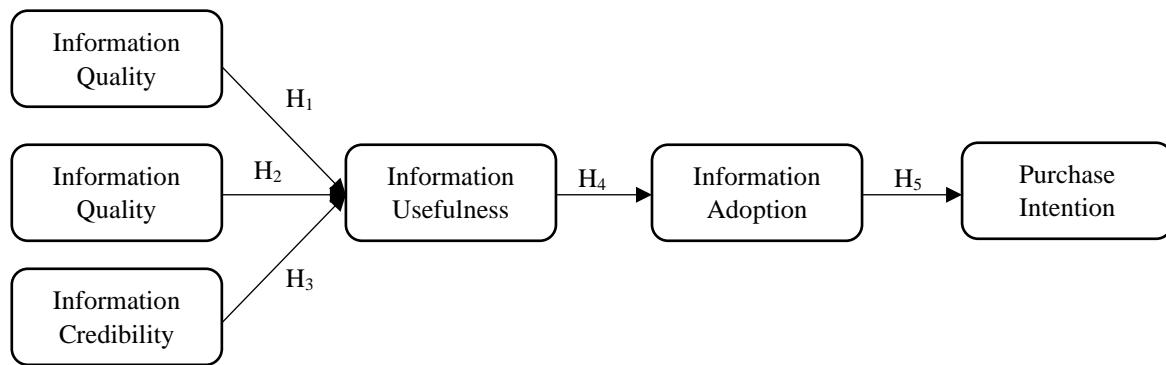
Figure 1. Research Framework

Source: Adopted from Indrawati, Putri Yones and Muthaiyah (2023)

RESEARCH METHODS

Population and Sample

Based on the research objectives, this research uses a causal descriptive method with a quantitative method approach. The research strategy in this study is a survey strategy, which means that data collection uses a questionnaire to collect quantitative data from respondents. This research involved respondents from all over Indonesia who are Shopee e-commerce users and are familiar with Make Over products. Choosing locations throughout Indonesia is due to the large number of Indonesian people who use e-commerce and the reach of e-commerce which has reached all regions of Indonesia. The measurement scale uses a Likert scale (1 for strongly disagree and 5 for strongly agree).

This research uses a non-probability sampling technique with purposive sampling because the characteristics of the respondents are focused and specific so that the sample can better represent relevant information for this research. Determining the number of respondents uses Slovin calculations with a sample of 400 respondents from the total population. This research uses the SEM statistical analysis method with the PLS SEM (Partial Least Square Structural Equation Modeling) program tool. Data processing was carried out using the SmartPLS program version 4.0.6. The measurement model used is the outer model and inner model test. The outer model test carried out consisted of a validity test consisting of convergent validity test, discriminant validity and reliability test. The inner model test consisted of the r-square test, model fit, goodness of fit and predictive relevance (q-square).

Table 1. Descriptive Analysis of Demographic Variables

Demographic Variables	N	%
Gender		
Male	183	45,8
Female	217	54,3
Age		
18-21	108	27,0
21-30	268	67,0
>30	24	6,0
Domicile		
Sumatera	26	6,5
Jawa	146	36,5

Demographic Variables	N	%
Bali And Nusa Tenggara	131	32,8
Kalimantan	53	13,3
Sulawesi	31	7,8
Papua	13	3,3
Educations		
Junior High School	13	3,3
Senior High School	208	52,0
Bachelor's Degree	144	36,0
Master Degree	27	6,8
Doctoral Degree	8	2,0
Jobs		
Student	232	58,0
Housewife	40	10,0
Private Sector Employee	39	9,8
Civil Servants	52	13,0
Self Employed	37	9.3

Source: Primary Data Processed (2023)

ANALYSIS RESULTS

Outer model

Convergent Validity

Table 2. Convergent Validity Test Result

Variables	Indicators	Loading Factor	AVE	Information
Information Adaption	IA1	0,944	0,915	Valid
	IA2	0,965		Valid
	IA3	0,961		Valid
Information Credibility	IC1	0,975	0,952	Valid
	IC2	0,976		Valid
Information Quality	IQ1	0,892	0,750	Valid
	IQ2	0,875		Valid
	IQ3	0,818		Valid
	IQ4	0,888		Valid
	IQ5	0,908		Valid
	IQ6	0,903		Valid
	IQ7	0,742		Valid
	IQ8	0,889		Valid
Informasi Quantity	IQn1	0,905	0,824	Valid
	IQn2	0,913		Valid
	IQn3	0,879		Valid
	IQn4	0,926		Valid
	IQn5	0,916		Valid
Information Usefulness	IU1	0,929	0,858	Valid
	IU2	0,940		Valid
	IU3	0,927		Valid

Variables	Indicators	Loading Factor	AVE	Information
Purchase Intention	IU4	0,910		Valid
	PI1	0,939	0,872	Valid
	PI2	0,942		Valid
	PI3	0,930		Valid
	PI4	0,931		Valid
	PI5	0,929		Valid

Source: SmartPLS Output Results (v.4.0.6)

The loading factor values produced by each indicator such as information adoption, information credibility, information quality, information quantity, information usefulness and purchase intention show that these variables are more than 0,7 and the AVE value is more than 0,5. In this way, these indicators can be declared valid as measures of latent variables.

Discriminant Validity

Discriminant validity is assessed through cross loading and the Fornell-Laker criterion, which measures how strong the relationship is between a construct and its indicators and indicators from other constructs. The standard commonly used for cross loading and Fornell-Laker criteria is that the value must be greater than 0,7 or by comparing the square root of average variance extracted (AVE) value for each construct with the correlation between the construct and other constructs in the model. If the AVE root value for each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have good discriminant validity values.

Table 3. Fornell-Larcker Criterion

	Information Adaption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adaption	0,957					
Information Credibility	0,855	0,976				
Information Quality	0,842	0,836	0,866			
Information Quantity	0,837	0,822	0,850	0,908		
Information Usefulness	0,861	0,829	0,849	0,846	0,926	
Purchase Intention	0,879	0,840	0,850	0,871	0,889	0,934

Source: SmartPLS Output Results (v.4.0.6)

Table 4. Cross Loading

Item	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
IA1	0,944	0,790	0,775	0,768	0,798	0,821
IA2	0,965	0,837	0,819	0,817	0,838	0,852
IA3	0,961	0,825	0,823	0,816	0,834	0,849
IC1	0,829	0,975	0,806	0,800	0,803	0,816

Item	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
IC2	0,839	0,976	0,826	0,804	0,815	0,823
IQ1	0,866	0,844	0,892	0,797	0,836	0,837
IQ2	0,718	0,734	0,875	0,748	0,744	0,733
IQ3	0,613	0,624	0,818	0,658	0,645	0,657
IQ4	0,687	0,681	0,888	0,727	0,700	0,698
IQ5	0,764	0,765	0,908	0,774	0,767	0,764
IQ6	0,754	0,743	0,903	0,762	0,750	0,762
IQ7	0,537	0,545	0,742	0,573	0,573	0,573
IQ8	0,831	0,797	0,889	0,807	0,818	0,816
IQn1	0,755	0,745	0,785	0,905	0,778	0,800
IQn2	0,800	0,774	0,772	0,913	0,789	0,816
IQn3	0,676	0,673	0,759	0,879	0,711	0,734
IQn4	0,793	0,789	0,776	0,926	0,778	0,808
IQn5	0,770	0,744	0,767	0,916	0,778	0,792
IU1	0,809	0,767	0,784	0,778	0,929	0,817
IU2	0,822	0,786	0,820	0,810	0,940	0,858
IU3	0,772	0,763	0,783	0,782	0,927	0,813
IU4	0,786	0,758	0,758	0,763	0,910	0,807
PI1	0,844	0,812	0,800	0,810	0,829	0,939
PI2	0,822	0,785	0,797	0,824	0,842	0,942
PI3	0,809	0,786	0,794	0,823	0,839	0,930
PI4	0,827	0,765	0,794	0,816	0,829	0,931
PI5	0,803	0,776	0,783	0,795	0,813	0,929

Source: SmartPLS Output Results (v.4.0.6)

The cross loading value for each item has a value > 0,70, and also each item has the greatest value when connected to the latent variable compared to when connected to other latent variables. This shows that each variable in this research has correctly explained the latent variable and proves that the discriminant validity of all items is valid.

Reliability

Reliability in PLS uses cronbach alpha and composite reliability values. it is declared reliable if the Composite reliability value is above 0,7 and the recommended cronbach's alpha value is above 0,7.

Table 5. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability
Information Adaption	0,954	0,970
Information Credibility	0,950	0,975
Information Quality	0,952	0,960
Information Quantity	0,947	0,959
Information Usefulness	0,945	0,960
Purchase Intention	0,963	0,972

Source: SmartPLS Output Results (v.4.0.6)

These results indicate that each variable has met composite reliability and cronbach alpha so it can be concluded that all variables have a high level of reliability. So further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model.

Structural Model (Inner Model)

R-Square

Table 6. R Square Test Result

Variables	R-Square	R-Square Adjusted
Information Adaption	0,741	0,740
Information Usefulness	0,795	0,794
Purchase Intention	0,773	0,772

Source: SmartPLS Output Results (v.4.0.6)

Model Fit

Table 7. Model Fit

Criteria	Saturated Model	Estimation Model	Information
SRMR	0,040	0,099	Fit
d_ULS	0,593	3,694	Fit
d_G	0,588	0,817	Fit
Chi-Square	1419,942	1720,306	Not Fit
NFI	0,904	0,884	Marginal Fit

Source: SmartPLS Output Results (v.4.0.6)

In accordance with the fit model output above, based on the results of SRMR, d_ULS, and d_G which show the fit criteria and only one criterion that is not fit, it can be concluded that the model is fit to the data.

Goodness of Fit (GoF) Test

In this research, it is used to find out whether the sample data matches the distribution of the population in a study. GoF is measured using several parameters, where the GoF value is said to be small if the value obtained is 0,1, it can be said to be medium if the value obtained is 0,23, and it can be said to be large if the value obtained is above 0,36. The formula for calculating the GoF value in this research is as follows:

- GoF = $\sqrt{AVE}$ (Variabel PI) x $\sqrt{R2}$ = $\sqrt{0,872}$ x 0,772 = 0,820

Based on the calculation above, the GoF value is obtained at 0,820. The GoF value of 0,820 is included in the large GoF category so it can be concluded that this research has a strong research model.

Predictive Relevance (Q-Square)

Table 8. Q-Square Test Result

Variabel	Q² (=1-SSE/SSO)	Information
Information Adaption	0,674	Has Predictive Relevance Value
Information Usefulness	0,677	Has Predictive Relevance Value

Variabel	Q² (=1-SSE/SSO)	Information
Purchase Intention	0,669	Has Predictive Relevance Value

Source: SmartPLS Output Results (v.4.0.6)

Predictive relevance is a test process that is needed to assess how good the observation values produced by the model are using the blindfolding procedure, as seen from the q-square value. If the q-square value > 0, then it can be considered that the model has good observation value. Conversely, if the q-square value < 0, it can be considered that the model has poor observation value. Q-Square predictive relevance for structural models measures how good the observation values produced by the model and its parameter estimates are.

Hypothesis Testing Results

The structural relationship model test is carried out at the stage that explains the relationship between the variables in the research. This is done using PLS software or an application. The value of the output image is the value contained in the output path coefficients. and path coefficients are used to test hypotheses directly. The basis used to test the hypothesis directly is if the p value < 0,05 (significance level = 5%) and the t-statistic value > 1,960, then it is stated that there is a significant influence of the exogenous variable on the endogenous variable.

Table 9. Hypothesis Test Results

Variable	Original Sample(O)	T-statistic (|O/STDEV|)	P-values
Information Quanlity-> Information Usefulness	0,335	4,035	0,000
Information Quantity -> Information Usefulness	0,337	3,447	0,001
Information Credibility -> Information Usefulness	0,272	4,735	0,000
Information Usefulness -> Information Adaption	0,861	30,002	0,000
Information Adaption -> Purchase Intention	0,879	30,838	0,000

Source: SmartPLS Output Results (v.4.0.6)

Discussion

The Influence of Information Quality on the Usefulness of Information

This research shows that the information quality variable has a positive and significant effect on the usefulness of information. This can be seen from the coefficient value of 0,335, p-value of 0,000 < 0,05 and t-statistic of 4,035 > 1,960. Previous research shows that information quality has a positive and supportive effect on the usefulness of information (Zhu, Chang and Luo, 2016). The relationship between information quality and usability has been studied previously. Information quality is the most important factor influencing consumer perceptions of the usefulness of information in the decision making process. The higher the quality of the information, the more it helps consumers evaluate the quality and performance of the brand/product. Filieri (2015) found that information quality is the variable with the most influential factors, especially diagnosis or usefulness of information.

The Influence of Quantity of Information on the Usefulness of Information

This research shows that the quantity of information has a positive and significant influence on the usefulness of information, this can be seen from the coefficient value of 0,337, p-values of 0,001 < 0,05 and t-statistics of 3,447 > 1,960. In previous research, the information quantity variable was proven to have an impact and influence each other, used in previous research on the influence of eWOM on purchase intentions, such as research by Ngarmwongnoi *et al.* (2020) and Hong and Kim (2016) which show that the quantity of information is proven to support and have an influence on the usefulness of information.

The Influence of Information Credibility on the Usefulness of Information

This research shows that the credibility of information has a positive and significant influence on the usefulness of information. The credibility of information on the usefulness of information shows a coefficient value of 0,272, p-values of 0,000 < 0,05 and t-statistics of 4,735 > 1,960. In previous research, the credibility of open information had a significant influence and positive impact on the usefulness of information. In previous research conduct by Ngarmwongnoi *et al.* (2020), the credibility of eWOM influenced the usefulness of eWOM based on interview results. In this study, the results are in line with research from several previous studies, namely that the information credibility variable has a positive effect on the usefulness of information.

The Influence of Information Usefulness on Information Adoption

In the research conducted, the results show that the usefulness of information has a positive and significant influence on adoption. The influence of the usefulness of information on the adoption of information shows a coefficient value of 0,861, a p-value of 0,000 < 0,05 and a statistic of 30,002 > 1,960. Filieri (2015) also explains that information usefulness (shown as information diagnostics) is a key factor in adoption behavior. Later it was found that the usefulness of information had a significant and positive effect on the adoption information variable. Tien, Amaya Rivas and Liao (2019) also conducted research on the influence of eWOM usability on the adoption of eWOM information. This last thing shows that this variable has a positive impact on the adoption of eWOM information. The results of this research are in line with several previous studies, namely that the information usefulness variable influences information adoption.

The Effect of Information Adoption on Purchase Intention

This research shows that information adoption has a positive and significant influence on purchase intentions. This refers to the coefficient value of 0,879, p-values of 0,000 < 0,05 and t-statistics of 30,838 > 1,960. In previous research, the information adoption model was very often used when developing a clear understanding of the process of how purchase intentions are formed through messages received through eWom communications (Sardar *et al.*, 2021). Erkan and Evans (2016) conducted research which had results that proved that consumers adopting information in information reviews or eWOM were more likely to have purchase intentions, which was then proven to be supported by this theory. The results of this research are in line with several previous studies, namely that the information adoption variable influences the purchase intention variable.

CONCLUSION

Information, quantity of information and credibility of information on the usefulness of information on the intention to purchase make over products on the Shopee platform. Based on the results of the analysis and discussion discussed in the previous chapter, it can be concluded as follows:

1. Information quality is proven to support the variable information usefulness as seen from the significant and positive influence. The results obtained in this research found that problem formulation 1 could be answered and hypothesis 1 was proven.
2. Information quantity is proven to support the information usefulness variable as seen from the significant and positive influence. The results obtained in this research found that problem formulation 2 could be answered and hypothesis 2 was proven.
3. Information credibility is proven to support the information usefulness variable as seen from the significant and positive influence. The results obtained in this research found that problem formulation 3 could be answered and hypothesis 3 was proven.
4. The usefulness of information is proven to support the information adoption variable seen from the significant and positive influence. The results obtained in this research found that problem formulation 4 could be answered and hypothesis 4 was proven.
5. Information adoption is proven to support the purchase intention variable seen from the significant and positive influence. The results obtained in this research found that problem formulation 5 could be answered and hypothesis 5 was proven.

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