



RESEARCH ARTICLE

The Role of Information Technology in Improving Marketing Strategy (Consumer Purchase Behavior on Balinese Ikat Woven Products)

Ida Ayu Oka Martini¹, Desak Made Febri Purnama Sari², Nilna Muna³, Made Ermawan Yoga Antara⁴,

^{1,2,3,4} Universitas Pendidikan Nasional, Denpasar, Indonesia

ARTICLE INFO	ABSTRACT
Received: Oct 18, 2024 Accepted: Dec 3, 2024	Traditional Balinese ikat weaving crafts have great potential to drive the people's economy. The use of information technology as a digital marketing promotion media for Balinese ikat woven products is very necessary in this era of globalization. This study aims to explain the role of information technology in improving marketing strategies through the analysis of consumer behavior towards Balinese ikat woven products. From the entire population of Balinese people, the research sample was determined by the multiplication technique of the number of indicators which resulted in 120 research respondents based on age criteria and purchase history. The analysis tool used in this study is Partial Least Squares Structural Equation Modelling (PLS-SEM) based on variance with the help of SmartPLS 3 software. PLS-SEM is used because it is able to accurately and simultaneously analyze latent variables, mediation, and moderation in this research model. The results of the study indicate that the quality and credibility of information are factors that influence purchasing intention and purchasing decisions. The usefulness of information and the ability of interactivity can also be used to build purchasing intentions of e-commerce users. Balinese ikat woven product producers and retailers can improve their marketing strategies through mastery of information technology.
Keywords	
Information quality	
Information credibility	
Hedonic experience	
Information usefulness	
Interactivity" affordance	
Purchase intention	
*Corresponding Author: -----	

INTRODUCTION

Indonesia is one of the countries with the largest population, namely 278 million people (Munir et al., 2016). This is what causes Indonesia to be ranked 4th as the country with the most Internet users worldwide (Puspitasari & Ishii, 2016). "The Association of Internet Service Providers in Indonesia, also known as APJII, announced that the number of Indonesian internet users in 2023 will reach 221,563,479 persons out of a total population of 278,696,200 Indonesians." From the results of the 2023 Indonesian internet penetration survey released by APJII, the penetration level of the Indonesian internet reached 79.5%. Compared to the previous period, there was an increase of 1.4% (APJII Internet Survey, 2023; Assaf, 2024).

Indonesia has a lot of potential for the growth of digital marketplaces and e-commerce because of its large population of Internet users (Ariansyah et al., 2021; Waheed et al., 2010). In the current digital era, rapid technological developments provide easy access for people to search for information. With this development, several functions of social media have emerged and one of its functions is as an online sales medium, business opportunities that rely on the use of the Internet and e-commerce are

very wide open, and with the rapid development of the Internet, it has encouraged consumer preferences to shift to online shopping because of the process, which is faster and easier.

This encourages companies to utilize it as a means of efficient interaction, communication, and collaboration with their customers (Grover et al., 2019). The use of social media in conveying and promoting products or services, both new and existing, has experienced substantial growth in recent years. This is due to its significant role in influencing consumer purchasing behavior (Hasan & Sohail, 2021).

Information technology plays a more strategic and significant role in the globalization age. The current state of information technology development has opened up several commercial prospects, one of which is promoting social economic growth. Business actors may find it simpler to sell their products through the use of information technology as a media, allowing for more rapid, accurate, and widespread access to potential customers. The use of information technology as a promotional medium in developing online business is used optimally and provides many benefits to business people. Some of the advantages obtained in product marketing by utilizing information technology are as a means of communicating with consumers and being able to collaborate if there is consumer dissatisfaction (Chege & Wang, 2020).

Bali Province is very rich in craft industries, one of which is Balinese ikat weaving (Martini et al., 2024). Balinese ikat weaving crafts have enormous potential in driving the people's economy, especially in Bali. Balinese ikat weaving produced with non-machine looms is a creative industry sector that is very promising to be developed. However, to penetrate the world market, great efforts are needed to preserve the ikat weaving industry as a traditional craft based on local Balinese culture, and to develop it so that it can compete in the international market. The efforts in question aim to expand the marketing of Balinese ikat weaving to penetrate the international market because currently the covered market is only limited to domestic. Various innovative steps are needed in marketing ikat woven products in the era of globalization which is identical to intense competition (Antara & Martini, 2024).

Digital marketing can be the right solution to expand the market share of Balinese ikat weaving. Digital marketing is the process of connecting business actors with certain customers by utilizing the internet and other interactive technologies to develop and facilitate communication (Martini et al., 2023). With the information provided through digital marketing, consumers will know more clearly about the type, motif, color, price, and various things they want to know so that consumers understand the reasons for purchasing a product. To find out the factors behind consumer purchasing decisions and synergize with effective marketing strategies, this study was conducted.

A purchase decision is a consumer's feeling of wanting to purchase a product or service. Purchase decision is the evaluation stage of the decision that causes the buyer to form a choice among several brands included in the choice set and form an intention to purchase (Chen & Chang, 2018). Consumers' desire to purchase a product is influenced by several factors, following digital marketing theory that consumer behavior in purchasing an item can be increased by implementing a good marketing strategy (Sari et al., 2023).

Information quality is one of the variables that might affect decisions made while making purchases online (Danniswara et al., 2017). Information quality is the standard at which customers get information that influences their decision to buy (Wei et al., 2023). According to marketing theory, customers are more likely to be interested in buying a product when they perceive its quality, one of which is reflected in the quality of the information they receive about the product. This is supported by research conducted by Chen & Chang (2018) which shows that quality information can increase consumers' desire to buy. A similar thing was conveyed by Rakib et al. (2022) who showed that the quality perceived by users will increase their desire to make purchases in online shopping. In contrast to the results of research conducted by Danniswara et al. (2017) shows that the quality of information does not affect consumers' purchase intentions.

Consumer purchase intention can also be influenced by information credibility in addition to quality (Gaber et al., 2019). Information that is trustworthy or that correctly depicts the situation as it is is considered credible (Sadeli et al., 2023). Customers are more likely to trust an online shopping system and be interested in making a purchase if the information is reliable. According to Saffanah et al.'s research (2023), consumers are more likely to purchase when they are presented with reliable information. In line with this, Hidayat et al. (2021) indicated that purchasing decisions may be influenced by the veracity of the information gathered. Chen et al. (2021) have discovered from several study findings that the information's reliability has no impact on the buying intentions of customers.

An individual's desire to purchase aesthetically pleasing things frequently drives their online purchasing behavior (Barta et al., 2023). This is in line with research findings by Sharifi Fard et al. (2019), which demonstrate that hedonic experience is a behavior that might influence customer buying behavior. Santo & Marques (2022) found no evidence that hedonic behavior influences consumer loyalty or purchasing intentions. In addition, the utility of the information plays a significant role in the behavior of online shoppers. One of the elements that might affect consumers' purchase decisions is usefulness in marketing theory (Leong et al., 2022). Wang et al.'s (2021) research findings demonstrate that customers' buying intentions are unaffected by the utility of information.

The inconsistency of previous research results causes uncertainty about the influence of quality information and credibility information on purchase intention, so there is a gap in adding mediating variables in this research so that this influence can be described more clearly. Digital marketing theory explains that consumer purchase intentions can be caused by various factors, in the digital era of course convenience due to technological developments and shopping experiences can create purchase intentions (Racat et al., 2021). This causes hedonic experience and information usefulness to be used as mediating variables.

Interactivity affordance may also be used to build an e-commerce user's purchase intention. A technology's or platform's capacity to communicate with users is known as its interaction affordance (Ma, 2023). Consumers in the digital age take pleasure in using their gadgets for online browsing, according to digital marketing theory. In order to increase the impact of credible and high-quality information on purchase intention, it is recommended to select interaction affordance as a moderator.

In addition to the quality, credibility, and usefulness of the information users receive, not many studies have looked at the relationship between information variables. Additionally, the inclusion of the interactivity affordance variable as a moderator is a novelty relationship. Previous research results have examined purchase intentions on digital platforms. This study aims to give a general overview of consumer behavior, particularly with regard to purchase intention, because it is intriguing to investigate.

LITERATURE REVIEW AND HYPOTHESIS

Digital Marketing

Digital marketing is a kind of marketing that focuses on offering advantages to online platforms so they can connect with their intended audience. Apart from that, digital marketing is also called marketing through a product or service carried out using the internet network usually called a web marketing, online marketing, e-marketing, or e-commerce (Ariansyah et al., 2021). Digital marketing is marketing that can utilize digital technology in its field. The role of digital marketing is very important in adapting to digital technological developments and developing plans that can attract customers and convey instructions in a combination of conventional and electronic communication (Goldfarb & Tucker (2019).

Information Quality

Information quality is the extent to which the information obtained by someone is consistently able to meet the expectations and needs for the information needed to carry out the process (Wijayanti et al., 2022). This draft is usually connected with various product designs, information which usually uses data to be used as input, and information is also known as existing data which is processed so that it can provide something meaningful for the recipient of the information (Rakib et al., 2022).

Information Credibility

Credibility of information is the superiority and ability of reliable information in conveying a product through its attractiveness which is the main reason and gives a celebrity support for advertising. Someone who can give trust to other people is someone who can be trusted and has good communication and knowledge in introducing brands (Li & Suh, 2015).

Hedonic Experience

Motivation for shopping that stems from subjective or emotional reasoning, pleasure five senses, dreams, and aesthetic evaluation is known as hedonic motivation. Hedonistic shopping motivation refers to a buyer's ability to make decisions based on his subjective views; this is because shopping is a fun activity, and advantages alone are insufficient to convince a customer to buy a product (Santo & Marques, 2022).

Information Usefulness

Perceived usefulness is a subjective ability possessed by a person whose users will later use certain applications or information systems to assist in improving performance within an organization. Perceived usefulness can describe the user's feelings of trust in an information technology that is easy to use and not difficult to understand, so this usefulness will be able to have a positive impact on a person's interest in using the technology (Wang et al., 2021).

Interactivity Affordance

Interactivity is the ability of a user to communicate well directly with several computers and has an impact on all written messages. The ability to control media messages or participate, not just passively can obtain media messages which is a form of interactivity (Ma, 2023).

Purchase Intention

When a customer chooses to buy a product from a specific store, it is typically due to inspiration or encouragement from his aim. Purchase intention is the likelihood that a customer will buy a product (Chen & Chang, 2018).

Research Hypothesis

H1: Hedonic experience influences purchase intention significantly

H2: information credibility influences hedonic experience significantly

H3: information credibility influences information usefulness significantly

H4: information credibility influences purchase intention significantly

H5: information quality influences hedonic experience significantly

H6: information quality influences information usefulness significantly

H7: information quality influences purchase intention significantly

H8: information usefulness influences purchase intention significantly

H9: interactivity affordance influences purchase intention significantly

H10: interactivity affordance significantly moderates information quality and purchase intention

H11: interactivity affordance significantly moderates information credibility and purchase intention

H12: hedonic experience significantly mediates information credibility and purchase intention

H13: hedonic experience significantly mediates information quality and purchase intention

H14: information usefulness significantly mediates information credibility and purchase intention

H15: information usefulness significantly mediates information quality and purchase intention

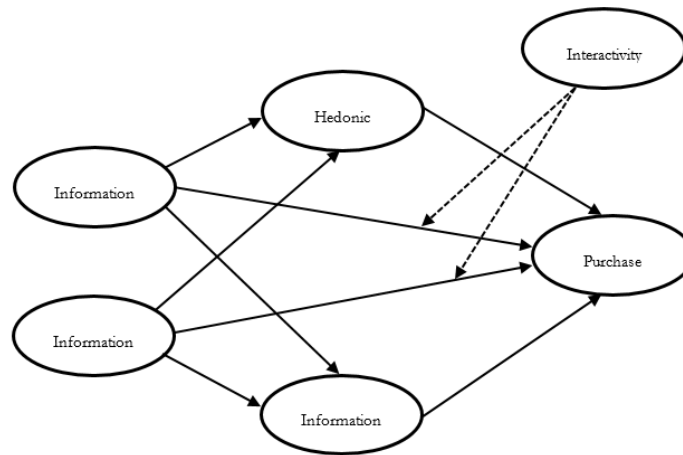


Figure 1. Research Conceptual Framework

METHOD

Procedure and Participants

This research was conducted in Bali Province. The reason for choosing Bali Province as a research location is because Bali is one of the regions that is the center of the economy and tourism in Indonesia, so the conditions of Balinese society are quite modern. The population of this research is all Balinese people with certain characteristics. The samples were selected based on user criteria, namely people who live in Bali Province, have purchased Balinese ikat woven cloth more than twice, and are more than 20 years old. Utilizing the Structural Equation Modeling (SEM) approach in accordance with the SEM rule of thumb, data analysis produced a sample of five to ten times the predicted number of parameters, resulting in 120 respondents.

Respondent data collection was conducted by survey using a questionnaire. The questionnaire is closed and contains a number of statements. Each statement has been provided with answer choices with a 5-point Likert scale (score 1 for the most negative opinion to score 5 for the most positive opinion).

SmartPLS 3 tools were used to evaluate the data. This method was selected due to the fact that SEM-PLS model estimates often exhibit a better degree of statistical power and yield comparable outcomes in terms of path coefficient estimates and statistical significance (Hair Jr et al., 2017). Models with reflective and formative indicators may be created using SEM-PLS, which offers modeling advantages (Sarstedt et al., 2014).

The stages in the analysis of research data are divided into three stages, namely the measurement model test (outer model), the structural model test (inner model), and the hypothesis test. The outer model test aims to validate the relationship between latent variables and their indicators. The outer model analysis stage is measured by validity and reliability tests. Indicators are declared valid and reliable if the minimum value is 0.7 for outer loading, Cronbach's Alpha, and composite reliability (Hair Jr et al., 2017).

Whereas the outer model is a measuring model (reflexive or formative), the inner model measures the structural link between latent variables. Using the Stone-Geisser Q Square test and the structural

route coefficient's magnitude, the structural model, also known as the inner model, is assessed by calculating the proportion of variance explained, or R^2 (the exogenous variable's R-square) for the dependent latent construct. Hair Jr et al. (2021) employed the bootstrapping process to generate the t-statistical test to evaluate the stability and these estimations.

Measurement

The indicators for measuring information quality variables in this research adopted the study of (Chen & Chang, 2018) and Saffanah et al. (2023) with the example item "Sellers on social media (Facebook/Instagram/TikTok) can provide detailed, accurate, and clear information about their products". Information credibility is measured by indicators adopted from Keshavarz (2021), with the example item "Social media users (Facebook/Instagram/TikTok) are given free access to find out product information". The hedonic experience indicator was adopted from Barta et al. (2023) with the example item "After watching, social media users (Facebook/Instagram/TikTok) feel they have gained a new experience in shopping". Indicators for measuring information usefulness were adopted from the Shen et al. (2013) study with the example item "Information provided by sellers on social media (Facebook/Instagram/TikTok) accelerates the desire to buy". Interactivity affordance is measured by indicators from Ma (2023) for example the item "Viewers and sellers on social media (Facebook/Instagram/TikTok) can communicate and interact freely". Purchase intention was measured based on indicators adopted from the study of Chang & Wildt (1994) for example the item "After I saw social media (Facebook/Instagram/TikTok), I felt interested in buying the cloth".

RESULTS AND DISCUSSION

Outer Model Evaluation Results

Tests for unidimensionality, discriminant validity, and convergence were used to gauge the outer model. Average Variance Extracted (AVE) and outer loading include convergent validity. By comparing the outer loading value to the cross loading value and determining that the root of the AVE is larger than the correlation between the variables, discriminant validity is achieved. Rho-A, Cronbach's Alpha, and composite reliability are utilized for the reliability test. Convergent and discriminant validity were employed to evaluate the validity of the statistical data utilized in this study (Hair Jr et al., 2021).

Convergent Validity

Table 1. Convergent Validity

Variable	Indicator	Outer loading Coefficient	P Value
Hedonic Experience (M1)	M1.1	0.923	0.000
	M1.2	0.957	0.000
	M1.3	0.912	0.000
	M1.4	0.750	0.000
Information Usefulness (M2)	M2.1	0.935	0.000
	M2.2	0.935	0.000
	M2.3	0.937	0.000
	M2.4	0.874	0.000
Information Quality (X1)	X1.1	0.949	0.000
	X1.2	0.975	0.000
	X1.3	0.968	0.000
	X1.4	0.963	0.000
Information Credibility (X2)	X2.1	0.962	0.000

	X2.2	0.957	0.000
	X2.3	0.953	0.000
	X2.4	0.970	0.000
	X2.5	0.968	0.000
Purchase Intention (Y)	Y.1	0.972	0.000
	Y.2	0.975	0.000
	Y.3	0.979	0.000
Interactivity Affordance (Z)	Z.1	0.977	0.000
	Z.2	0.985	0.000
	Z.3	0.981	0.000

Source: Primary data processed, 2024

Table 1 shows that all values in the convergent validity test are more than 0.7. Thus, it is possible to conclude that the research data is valid.

Table 2. AVE Convergent Validity

Variable	Average Variance Extracted (AVE)
Hedonic Experience (M1)	0.791
Information Credibility (X2)	0.925
Information Quality (X1)	0.929
Information Usefulness (M2)	0.848
Interactivity Affordance (Z)	0.962
Purchase Intention (Y)	0.952

Source: Primary data processed, 2024

Table 2 shows that all AVE values are more than 0.5. As a result, the data used in the study is valid.

Discriminant Validity

Discriminant Validity Analysis is explained by examining the root value of AVE, which is larger than the correlation between the variables in Table 3.

Table 3. Discriminant Validity (Comparison of AVE Roots)

	Hedonic Experience	Information Credibility	Information Quality	Information Usefulness	Interactivity Affordance	Purchase Intention
Hedonic_Exp	0.889					
Inform_Cred	0.678	0.962				
Inform_Qual	0.606	0.693	0.964			
Inform_Useful	0.662	0.754	0.541	0.921		
Interact_Affo	0.702	0.723	0.820	0.644	0.981	
Purch_Inten	0.745	0.730	0.751	0.740	0.803	0.975

Source: Primary data processed, 2024

Table 3 shows that all of the Discriminant Validity values of the latent variable correlations for each variable exceed 0.7. Thus, it is possible to conclude that the research data is valid.

Reliability

A composite reliability coefficient must have value more than 0.6, and a Cronbach's Alpha value greater than 0.7, indicating that all variables in this study are reliable. Table 4 summarizes the findings of reliability testing.

Table 4. Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Hedonic Experience (M1)	0.909	0.937
Information Credibility (X2)	0.980	0.984
Information Quality (X1)	0.974	0.981
Information Usefulness (M2)	0.940	0.957
Interactivity Affordance (Z)	0.980	0.987
Purchase Intention (Y)	0.975	0.983

Source: Primary data processed, 2024

Table 4 shows that all Cronbach's Alpha values for each variable exceed 0.7, as do all Composite Reliability values. As a result, the research data can be considered reliable.

Inner Model Evaluation Results

The inner model was assessed using direct and indirect effect tests, as well as the coefficients of determination R-Square and Q-square. The structural model or inner model is assessed by calculating the proportion of variance explained, especially the R² of exogenous variables for the dependent latent construct using the Stone-Geisser Q Square test, as well as the size of the structural path coefficient (Hair Jr et al., 2017).

R – Square (R²)

The R² value of endogenous construction is regarded as the primary measure for evaluating the quality of a structural model. The R square value represents the Goodness of Fit value, which is divided into three categories: small, medium, and large (Sarstedt et al., 2014). According to Table 5, the R² value of hedonic experience is 0.496, indicating a significant effect of 0.496 x 100% = 49.60%. The R² value of information usefulness is 0.569, which is high, showing a significant effect of 0.569 x 100% = 56.90%. The R² value of purchase intention is 0.784, showing a significant effect of 0.784 x 100% = 78.40%.

Table 5. R-Square

	R Square	R Square Adjusted
Hedonic Experience (M1)	0.496	0.485
Information Usefulness (M2)	0.569	0.560
Purchase Intention (Y)	0.784	0.767

Source: Primary data processed, 2024

Predictive Relevance (Q²)

Q-square analysis is used to determine if the observed values were correctly rebuilt and whether the model is predictively relevant. To determine the size of the Q², manual computations are performed using the R-square value. A Q² value > 0 suggests accurate reconstruction of observed values, while a Q² value < 0 shows less predictive relevance. The Q² computation can be shown as follows:

$$Q^2 = 1 - [(1-R^2_1) (1-R^2_2) (1-R^2_3)]$$

$$Q^2 = 1 - [(1-0.496) (1-0.569) (1-0.784)]$$

$$Q^2 = 1 - [(0.504) (0.431) (0.216)]$$

$$Q^2 = 0.953$$

Based on the foregoing computation, a Q^2 value of 0.953 is derived, which is near to one, implying that the model has a strong predictive relevance.

Hypothesis test

Table 6. Direct Effect Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Hedon_Exp→ Purch_Inten	0.186	0.183	0.086	2.159	0.031
Informa_Cred→ Hedon_Exp	0.496	0.504	0.131	3.779	0.000
Inform_Cred→ Inform_Useful	0.728	0.736	0.084	8.631	0.000
Inform_Cred→ Purch_Inten	0.068	0.092	0.124	0.550	0.582
Inform_Qual→ Hedon_Exp	0.263	0.257	0.143	1.839	0.067
Inform_Qual→ Inform_Useful	0.037	0.025	0.112	0.327	0.744
Inform_Qual→ Purch_Inten	0.282	0.287	0.144	1.952	0.051
Inform_Useful→ Purch_Inten	0.322	0.313	0.108	2.974	0.003
Interact_Affo→ Purch_Inten	0.247	0.222	0.154	1.606	0.109
Moderating X1*Z→ Purch_Inten	-0.022	-0.025	0.115	0.194	0.846
Moderating X2*Z→ Purch_Inten	-0.085	-0.077	0.090	0.942	0.346

Source: Primary data processed, 2024

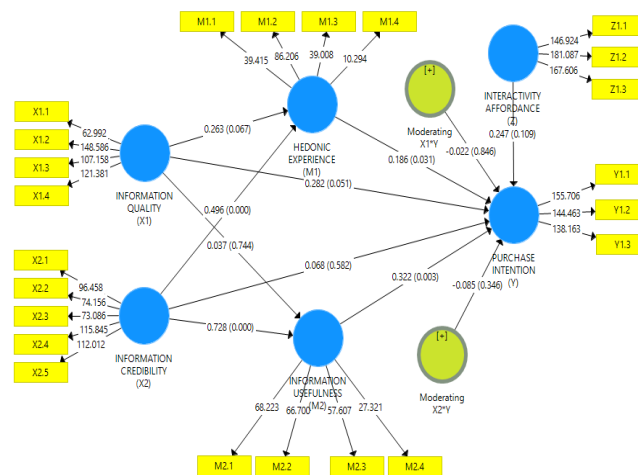


Figure 2. PLS Analysis Results. Source: Primary data processed, 2024

Table 6 provides the p-value and t-statistics for each variable, which are detailed below. The hedonic experience variable's p-value on purchase intention is 0.031, compared to a significant value of 0.05. The p-value is < significant (0.031 < 0.05), with a beta value of 0.186 and a statistical t-value of 2.159, compared with the t-table of 1.96. Because the t-statistic value is greater than the t-table (2.159 > 1.96), it follows that hedonic experience has a positive and significant influence on purchase intention (accept H1). The p-value for information credibility on hedonic experience is 0.000, compared to a significance level of 0.05. The p-value is < significant (0.000 < 0.05), with a beta value of 0.496 and a statistical t-value of 3.779, as opposed to the t-table of 1.96. The t-statistic value is greater than the t-table (3.779 > 1.96), indicating that information credibility has a positive and significant influence on the hedonic experience (accept H2).

The p-value for the information credibility variable on information usefulness is 0.000, compared to a significant value of 0.05. The p-value is significant ($0.002 < 0.05$), with a beta value of 0.728 and a statistical t-value of 8.631, compared to the t-table of 1.96. Because the t-statistic value $>$ t-table ($8.631 > 1.96$), we may conclude that information credibility has a positive and significant influence on information usefulness (accept H3). The information credibility variable's p-value on purchase intention is 0.582, compared to a significance level of 0.05. Because the p-value is more than 0.05 (0.582), with a beta value of 0.068 and a statistical t value of 0.550, compared to the t-table of 1.96. The t-statistic value (0.550) is less than the t-table (1.96), indicating that information credibility has no significant influence on purchase intention (reject H4).

The information quality variable's p-value on hedonic experience is 0.067, compared to a significance level of 0.05. Because the p-value is $>$ significant ($0.067 > 0.05$), with a beta value of 0.263 and a statistical t-value of 1.839, compared to the t-table of 1.96. The t-statistic value (1.839) is less than the t-table (1.96), indicating that information quality has no significant influence on hedonic experience (reject H5). The p-value for information usefulness is 0.744, compared to a significant value of 0.05. Because the p-value is more than 0.05 (0.744), with a beta value of 0.037 and a statistical t-value of 0.327, when compared to the t-table of 1.96. The t-statistic value (0.327) is lower than the t-table (1.96), indicating that information quality has no significant impact on information usefulness (reject H6).

The information quality variable's p-value on purchase intention is 0.051, compared to a significant value of 0.05. Because the p-value is $>$ significant ($0.051 > 0.05$) with a beta value of 0.282 and a statistical t-value of 1.952 when compared to the t-table of 1.96. The t-statistic value $<$ t-table ($1.952 < 1.96$), indicating that information quality has no significant impact on purchase intention (reject H7). The p-value for the information usefulness variable on purchase intention is 0.003, compared to a significant value of 0.05. The p-value is $<$ significant ($0.003 < 0.05$), with a beta value of 0.322 and a statistical t-value of 2.974 (compared to the t-table of 1.96). Because the t-statistic value $>$ t-table ($2.974 > 1.96$), we may conclude that information usefulness has a positive and significant influence on purchase intention (accept H8).

The p-value for the interactivity affordance variable on purchase intention is 0.109, compared to a significant value of 0.05. Because the p-value is greater than significant ($0.109 > 0.05$) with a beta value of 0.247 and a statistical t-value of 1.606 when compared to the t-table of 1.96. The t-statistic value $<$ t-table ($1.606 < 1.96$) indicates that interaction affordance has no significant impact on purchase intention (reject H9).

The p-value for the information quality variable on purchase intention with interaction affordance as a moderator is 0.846, compared to a significant value of 0.05. Because the p-value is $>$ significant ($0.846 > 0.05$), with a beta value of -0.022 and a statistical t-value of 0.194 compared to the t-table of 1.96. The t-statistic value (0.194) is less than the t-table (1.96), indicating that interactivity does not moderate the impact of information quality on purchase intention (reject H10). The p-value of the information credibility variable on purchase intention, with interactive affordance as a moderator, is 0.346, compared to a significant value of 0.05. Because the p-value is more than 0.05 (0.346), with a beta value of -0.085 and a statistical t-value of 0.942, compared to the t-table of 1.96. The t-statistic value $<$ t-table ($0.942 < 1.96$), indicating that interactive affordance cannot moderate the impact of information credibility on purchase intention (reject H11).

Table 7. Indirect Effect Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Inform_Cred→ Hedon_Exp→Purch_Inten	0.092	0.090	0.047	1.953	0.051
Inform_Qual→ Hedon_Exp→Purch_Inten	0.049	0.050	0.039	1.243	0.215

Inform_Cred→Inform_Useful→Purch_Inten	0.234	0.231	0.087	2.691	0.007
Inform_Qual→ Inform_Use→ Purch_Inten	0.012	0.007	0.035	0.342	0.733

Source: Primary data processed, 2024

Table 7 provides the p-values and t-statistics for each variable, which are described as follows. The p-value for the information credibility variable on purchase intention via hedonic experience is 0.051, compared to a significant value of 0.05. Because the p-value is > significant ($0.051 > 0.05$), with a beta value of 0.092 and a statistical t-value of 1.953, which is less than the t-table of 1.96. The t-statistic value < t-table ($1.953 < 1.96$), indicating that hedonic experience does not significantly mediate effect of information credibility on purchase intention (reject H12). The p-value of the information quality variable on purchase intention through hedonic experience is 0.215, compared to a significant value of 0.05. Because the p-value is > significant ($0.215 > 0.05$), with a beta value of 0.049 and a statistical t-value of 1.243, which is more than the t-table value of 1.96. The t-statistic value ($1.243 < 1.96$) indicates that hedonic experience does not significantly mediate effect of information quality on purchasing intention (reject H13).

The p-value for the information credibility variable on purchase intention through information usefulness is 0.007, compared to a significance level of 0.05. The p-value is < significant ($0.007 < 0.05$), with a beta value of 0.234 and a statistical t-value of 2.691, as opposed to the t-table of 1.96. Because the t-statistic value > t-table ($2.691 > 1.96$), we may conclude that information usefulness acting as a mediator for information credibility and purchase intention (accept H14). The p-value for the information quality variable on purchase intention through information usefulness is 0.733, compared to a significance level of 0.05. Because the p-value is > significant ($0.733 > 0.05$), with a beta value of 0.012 and a statistical t-value of 0.342, when compared to the t-table of 1.96. The t-statistic value is less than t-table ($0.342 < 1.96$), indicating that information usefulness does not significantly mediate information quality and purchase intention (reject H15).

DISCUSSION

Hedonic experience “has a positive and significant effect on purchase intention. This means that increasing hedonic experience will increase consumers' purchasing intentions. These results are in line with research by Barta et al. (2023) and Sharifi Fard et al. (2019). Information credibility has a positive and significant effect on hedonic experience. This means that the credibility of reliable information will increase the hedonic experience of a consumer. These results are in line with research by Gaber et al. (2019). Information credibility has a positive and significant effect on information usefulness. This means that the credibility of good information will increase the usefulness of the information. These results are in line with research from Gaber et al. (2019) and Leong et al. (2022). Information credibility does not have a significant effect on purchase intention. This means that good credibility of information will not necessarily increase consumers' intention to purchase a product. These results are different from research findings from Saffanah et al. (2023) and Hidayat et al. (2021). Information quality does not have a significant effect on hedonic experience. This means that “good quality information may not necessarily improve a consumer's hedonistic shopping experience. These results are different from research findings by Chen & Chang (2018) and Rakib et al. (2022).

Information quality “does not have a significant effect on information usefulness. This means that good quality information will not necessarily increase the usefulness of that information for consumers. These results are different from the findings of a study by Saffanah et al. (2023) and Rakib et al. (2022). Information quality does not have a significant effect on purchase intention. This means that even good quality information is not able to increase a consumer's purchase intention. These results differ from the findings of a study by Chen & Chang (2018) and Rakib et al. (2022). Information usefulness has a positive and significant effect on purchase intention. This means that information that is useful for consumers will increase the consumer's intention to purchase the product. These results are in line with research from Leong et al. (2022) and Wang et al. (2021).

Interactivity affordance does not have a significant effect on purchase intention. This means that high interactive capabilities have not been able to increase consumers' purchasing intentions. These results are different from research from Ma (2023).

Interactivity affordance is unable to moderate the influence of information quality on purchase intention. This means that the application of interactive capabilities reduces the influence of information quality on consumers' intention to purchase products. These results are different from research findings by Saima & Khan (2020) and Ma (2023). Interactivity affordance is unable to moderate the influence of information credibility on purchase intention. This means that the application of interactive capabilities reduces the influence of information credibility on consumers' intention to purchase products. These results are different from research findings from Chen et al. (2021) and Ma (2023).

Hedonic experience is not able to significantly mediate information credibility on purchase intention. This means that a hedonic shopping experience has not been able to increase the relationship between information credibility and purchase intention. These results are different from research findings by Saima & Khan (2020) and Gaber et al. (2019). Hedonic experience is not able to significantly mediate information quality on purchase intention. This means that a hedonic shopping experience has not been able to improve the relationship between information quality and purchase intention. These results are different from research findings from Barta et al. (2023).

Information usefulness can significantly mediate the influence of information credibility on purchase intention. This means that the usefulness of good information will increase the relationship between information credibility and purchase intention. These results are in line with research findings from Leong et al. (2022) and Yones & Muthaiyah (2023). Information usefulness is not able to significantly mediate the influence of information quality on purchase intention. This means that the usefulness of information has not been able to improve the relationship between information quality and purchase intention. The results of this study differ from the findings of research by Leong et al. (2022) and Wang et al. (2021).

CONCLUSION

Information credibility has been proven to have a significant effect on consumers' hedonic motivation and the usefulness of information for consumers, but information credibility cannot increase consumers' intention to make a purchase. It turns out that the quality of information has absolutely no effect on hedonic motivation, usefulness of information, and is unable to increase consumers' intention to make a purchase. Meanwhile, the influence of hedonic motivation and the usefulness of information as mediators turns out to have a direct influence on consumer purchase intentions, and is also able to act as a mediator in bridging the relationship between information credibility and consumer purchase intentions for products or services.

The results of this research provide a theoretical contribution, especially to digital marketing theory regarding the topic of purchase intention. As a consumer of digital learning media, when purchasing products, you must consider the factors that support purchasing decisions. The results of this research can be used as a reference for sellers in e-commerce to maximize the search for information about the factors that influence purchase intention. Based on the findings of the study, it was discovered that there are still research outcomes that are inconsistent with earlier studies. As a result, there is a gap for future study to investigate the effect of factors through more in-depth research.

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