



The effect of product quality and information quality on buying decisions through purchase interest

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ABSTRACT

This study aims to determine the influence of product quality, information quality on purchasing decisions through buying interest in online stores, case studies of electronic goods in the Shopee marketplace. The urgency of this research is that many consumers are complaining because the products and information submitted are sometimes not in accordance with the facts. This research is a quantitative research. The population in this study is all customers who have purchased electronic products through the Shopee online shop. The sampling technique uses purposive sampling with a total sample of 180 people. Data collection techniques use questionnaires that have been tested for validity and reliability. The data analysis technique used is linear partial (Partial Least Square / PLS). The results of this study show that: (1) there is a positive influence of product quality on purchasing decisions, (2) there is a positive influence of information quality on purchasing decisions, (3) there is a positive influence of product quality on buying interest, (4) there is a positive influence of product quality on buying interest, (5) there is an influence of product quality, quality of information on purchasing decisions through buying interest.

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INTRODUCTION

Opinion (Pujastuti et al., 2015) said that electronic commerce (e-commerce) is a trading activity through internet media known as consisting of trade segments between business entertainers (business to business internet business) and exchange between business entertainers and shoppers (business to customer web based business). The business to business online business portion is for sure seriously overwhelming the market today on account of its high exchange esteem, yet the degree of business to customer online business additionally has its own potential piece of the pie, online stores have as of late developed, in accordance with the developing number of individuals who have PCs and admittance to the web and extremely mechanical turns of events (Ganini, 2022). This development encourages sellers of conventional products to participate in marketing their products through the internet. Based on data from APJII (Indonesian Internet Service Providers Association) when viewed from the age of internet users in Indonesia is currently still dominated by

young users in the age range of 12-34 years which reaches a total of 58.4% with the highest users in the age group of 25-29 years reaching 14.2% of the population.

Product quality is one of the elements that influence purchase interest. The reliability of goods also has a significant role in e-commerce transactions. Product characteristics indicate the product's capability in performing its functions which include durability, reliability, progress, strength, easy packaging, product repair, and other features. Goods are considered significant by customers and become the basis of customer purchase interest. Product quality can be explained as an overall assessment from customers of the quality of performance of a product or service (Dewi, 2021). Then the seller must impose quality information. Information is very necessary because information is useful data for prospective buyers to make decisions (Mulyadi et al., 2018).

Social commerce that integrates the use of social media and online shopping platforms to support social interaction between sellers and buyers (Rahmadiane & Utami, 2022). The Shopee application can create a safe, fun, and practical consumer-to-consumer (C2C) experience by integrating social platforms, therefore, the Shopee application is outfitted with live visit, social sharing, and hashtag elements to work with correspondence among venders and purchasers and make it more straightforward to track down items that customers need (Aulia, 2020). The convenience offered by the Shopee application is expected to increase public purchases at large. (Widayati & Augustinah, 2019) Revealing the existence of promotion through social commerce media is an action completed by the organization to draw in real shoppers and possible buyers to need to buy items presented by the organization, both now and later on.

While potential customers are shoppers who are keen on making acquisition of items presented by the organization later on, after shoppers know the new item, it is normal that purchasers will be impacted and convinced so they will pursue a choice to purchase the item (Susilo, 2016). Buy choice is the activity of shoppers to need to purchase or not to an item (Philip Kotler, Kevin Lane Keller, 2021). Buyer independent direction is the most common way of feeling and assessing brand data, taking into account how brand choices address purchaser issues and settling on a brand (Liu et al., 2022). While (Gonçalves et al., 2022) said that the purchasing dynamic interaction alludes to predictable and judicious moves initiated to address issues. Opinion (Durianto, Darmadi, Sugiarto, Sitinjak, 2017) Purchasing interest (readiness to purchase) is essential for the social part in the disposition of utilization. . In view of the portrayal above, it very well may be reasoned that purchasing interest is a psychological assertion from shoppers that mirrors the buy plan of various items with specific brands (Pandey & Yadav, 2023). Shoppers who feel reasonable with an item and the item can address their issues, then purchasers will settle on a choice to purchase the item (Rifki Hafas et al., 2017)

The assertion is pertinent to explore led by (Cahya et al., 2021) states that item quality factors emphatically impact buying choices. Further exploration directed by (Oktavenia, 2018) states that item quality factors decidedly impact buying choices. Research directed (Dewi, 2021) It likewise expresses that item quality factors decidedly impact buying choices. In view of past examination, it is realized that item quality affects buying choices by purchasers. By and by, research directed by (Nadiya & Wahyuningsih, 2020) gave various outcomes contrasted with past examinations. The consequences of the review expressed that item quality didn't altogether affect buying choices. Research resultys (Ferdiansyah & Agus, 2016) Demonstrating that the nature of data additionally decides the event of buying choices for items or merchandise. As per (Wafiroh & Yuliati, 2021) Nature of data is characterized as client view of the nature of data about items or administrations given by a site, the data ought to be helpful and important in foreseeing the quality and handiness of items or administrations.

Online shoppers state that they are more able to test a wide selection of products through online shopping compared to offline shopping (Widyanto & Prasilowati, 2015). They know how past purchasers experience online venders and merchandise that they sell (Kusuda, 2022). According to (Fedoseeva & Herrmann, 2023) Adding a website should provide evaluation reports of products that

sell well and products that do not sell, sellers whose stalls are selling well and not. This can be involved by shoppers as a thought in going with buy choices, the greater quality data gave to online purchasers, the higher the longing of online purchasers to purchase the item (Marder et al., 2023). (Trixie Jane & Maria Tri Anggraini, 2022) as buyers through the Shopee application say if the Shopee application is not as promised.

RESEARCH METHOD

In this study, the author wants to know the extent of the effect of product quality and information quality on buying decisions through purchase interest case electornik goods on the shopee marketplace using Structural Equation Modeling (Hair et al., 2019). The population of this study is consumers who have made purchases of electronic goods online at shopee. The study took a sample of 100 consumers. Data collection by the authors was carried out by distributing questionnaires. The way to do this is to distribute the questionnaire directly. The statistical analysis of the data used in this study is *path analysis*. The *path* analysis method is used to examine the direct or indirect influence (effect) of hypothesized variables as a result of the influence of treatment on these variables through outer model and inner model analysis (Joseph F Hair et al., 2017). Another way is to send it by email (Prof. Dr. Sugiyono, 2019). The proof utilized in this review is as a fractional straight program (Halfway Least Square/PLS) to test the speculation of scientists in information handling (Joseph F Hair et al., 2017). The hypothesis will be analyzed using SmartPLS 3.0 Software.

Hypothesis Testing

In this review utilizing speculation testing means to decide the meaning of the immediate impact of endogenous factors (Y) on exogenous (X). A speculation is an explanation that depicts a connection between two factors with a specific case and impermanent presumptions that should be tried for legitimacy in a review (Durianto, Darmadi, Sugiarto, Sijinjak, 2017). Speculation testing of this review was done by checking out at the likelihood and t-measurable qualities. With the likelihood esteem rule, the p-esteem with alpha of 5% is under 0.005. Also, the t-table incentive for alpha 5% is 1.96. So the standard for tolerating the speculation in this study is when t-measurements is more noteworthy than t-table.

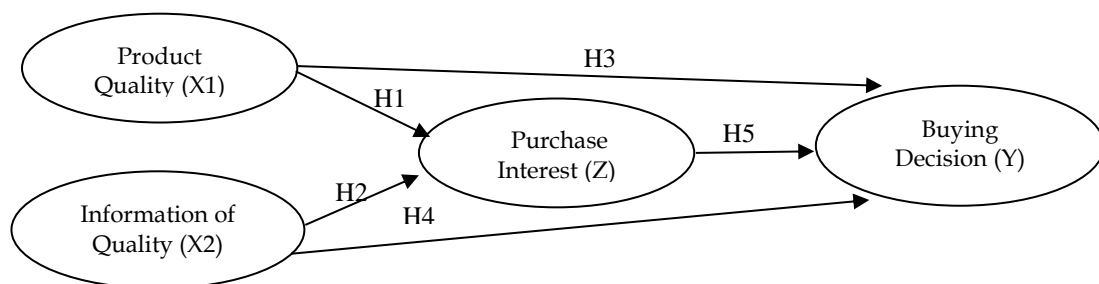


Figure 1. Research model

H1: It is suspected that product quality has a positive and significant effect on buying interest.

H2: It is suspected that the quality of information has a positive and significant effect on buying interest

H3: It is suspected that product quality has a positive and significant effect on purchasing decisions.

H4: It is suspected that the quality of information has a positive and significant effect on purchasing decisions

H5: It is suspected that product quality and information quality have a positive and significant influence on purchasing decisions through buying interest.

Research Hypothesis

The Connection between Product Quality and Purchase Interest

Quality reflects the advantages and disadvantages of the product. Quality must be able to meet consumer needs and demands. This is also one of the company's weapons or strengths to compete in the market. Product empathy occurs when a person gets the impression that the product used is of good quality and can meet or even exceed his own desires and expectations. In other words: the product has a high value for the buyer. Customer satisfaction leads to repeat purchases and loyalty to the purchased product (Sri Yogi, 2015).

H1: There is a positive influence of product quality on purchase interest.

The Relationship between Product Quality and Buying Decisions

According to (Philip Kotler, Kevin Lane Keller, 2021), Customers are interested in purchasing the goods that the organization offers. However, there are several factors that support the product itself, including the quality of the product, the new model or variant offered, the large selection of products, the ease of the product, the price to consumers, effective and efficient advertising measures, and the variable activation factors used by them, will be applied. Therefore, the company's anticipation is that it must hold product variations that always create new nuances, for example size, packaging, and taste must be a top priority for the application of product variations, because it is very important and has a relationship in the view of consumers to the decision to buy a product. This opinion is also supported by research conducted by (De Giovanni & Zaccour, 2023) which reveals that the nature of goods that are viewed as great by customers will make purchasing choices. The purchase choice will be made when the customer has chosen a reasonable item to solve his problem (Philip Kotler, Kevin Lane Keller, 2021) (De Giovanni & Zaccour, 2023).

H3: There is a positive influence of product quality on buying decision.

The Relationship between Information Quality and Purchase Interest

Data quality is the client's view of a site with respect to the nature of data got (Sinol & Pambudi, 2022). Quality data is quality connected with the amount, exactness, and type of data about items and administrations presented on the site. Data quality is characterized as client impression of the nature of data about items or administrations given by a site. The greater quality data gave to online purchasers, the higher the interest of online purchasers to purchase the item (Deri Rahma Yandi, 2019).

H2: There is a positive influence of information quality on purchase interest.

The Connection between Information Quality and Buying Decision

According to (Gao et al., 2012) Data quality is characterized as client impression of the nature of data about items or administrations given by a site. The data should be applicable and clear in making sense of the quality and convenience of the item or administration. Item data in web based shopping remembers data for the traits of an item, suggestions from customers, assessment reports (Hallikainen et al., 2022). The quality of accurate information can provide a direct picture for customers of the products marketed (Kankam et al., 2023). In addition, up-to-date information can create comfort for customers who want to continue to exist for products and goods in marketing (Hossain et al., 2023).

H4: There is a positive impact of information quality on buying decision.

The Relationship between Product Quality, Information Quality with Buying Decisions through Purchase Interest

Opinion (Philip Kotler & Gary Armstrong, 2018) Product quality is the ability of a product to perform its functions. These include overall product durability, reliability, accuracy, ease of use and repair,

and other product features. Item and administration data should be modern to fulfill the requirements of buyers or online customers. This can assist purchasers with deciding, steady and straightforward. Nature of data is characterized as client view of the nature of data about items or administrations given by a site (Kamal et al., 2022).

H5: There is an impact of product quality and information quality on buying decision through purchase interest.

RESULTS AND DISCUSSIONS

In this review, speculation testing utilized the PartialLeast Square (PLS) examination method with the Savvy PLS 3.0 program. The sample size was 100 respondents. The independent variable of product quality (X1) consists of 6 (six) indicators, the variable of information quality (X2) consists of 4 (four) indicators, then the dependent variable of purchase decision (Y) consists of 5 (five) indicators and the intervening variable of buying interest (Z) consists of 4 (four) indicators. Internal model or generally alluded to as impact test or speculation test expects to anticipate the connection between dormant factors.

Results

The primary condition model in this study can then be represented in the accompanying underlying condition figure.

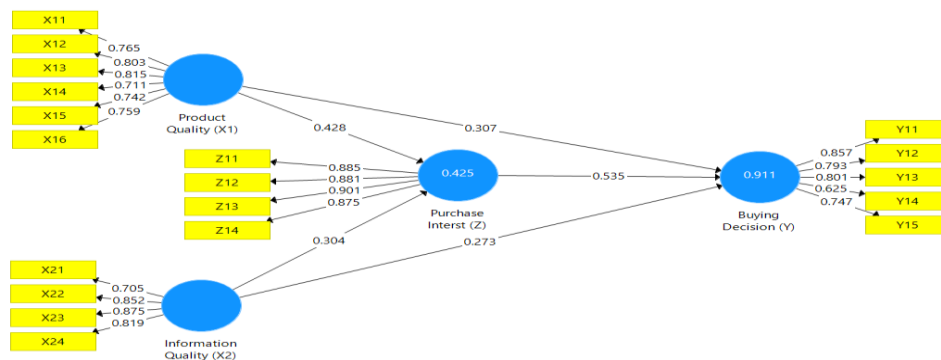


Figure 2. Construct testing model

The consequences of the assessment of the underlying condition model of the review involved combination in legitimacy in the primary model with a stacking factor, to be specific PLS Algorithm external loadings.

Convergen Validity

Stacking factor esteem, external stacking factor standard with a worth of > 0.7. To gauge the factors of this review, and from the consequences of external stacking acquired the accompanying information.

Table 1. Outer loading results

| | Buying Decision (Y) | Information Quality (X2) | Product Quality (X1) | Purchase Interest (Z) |
|-----|---------------------|--------------------------|----------------------|-----------------------|
| X11 | | | 0,765 | |
| X12 | | | 0,803 | |
| X13 | | | 0,815 | |
| X14 | | | 0,711 | |
| X15 | | | 0,742 | |

| | | |
|-----|-------|-------|
| X16 | | 0,759 |
| X21 | 0,705 | |
| X22 | 0,852 | |
| X23 | 0,875 | |
| X24 | 0,819 | |
| Y11 | 0,857 | |
| Y12 | 0,793 | |
| Y13 | 0,801 | |
| Y14 | 0,625 | |
| Y15 | 0,747 | |
| Z11 | | 0,885 |
| Z12 | | 0,881 |
| Z13 | | 0,901 |
| Z14 | | 0,875 |

In view of the information in the table, all indicators above 0.7 are acquired, so that convergen legitimacy is higher.

Cronbach alpha, Composite reliability, dan Average Variance Extracted (AVE)

The consequences of unwavering quality testing and the typical variety removed in every variable can be portrayed in the accompanying table.

Table 2. Cronbach alpha, composite reliability, and average variance extracted (AVE)

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|--------------------------|------------------|-----------------------|----------------------------------|
| Buying Decision (Y) | 0,824 | 0,877 | 0,591 |
| Information Quality (X2) | 0,831 | 0,887 | 0,665 |
| Product Quality (X1) | 0,863 | 0,895 | 0,588 |
| Purchase Interst (Z) | 0,909 | 0,936 | 0,784 |

Reliability test results using cronbach alpha, (Edeh et al., 2023) An instrument is said to be reliable if it has a Cronbach alpha value of > 0.7 . The results of the analysis in the table with the results that each variable has a value of Cronbach's alpha > 0.7 So it is concluded that all variables have a value of Cronbach alpha > 0.7 and reliable. The results of composite reliability testing where each variable composite reliability value is greater than 0.6 can be concluded that all variables meet the composite reliability requirements. The results of the Average Variance Extracted (AVE) test were obtained that each variable had an AVE value of > 0.5 , so it met the Average Variance Extracted.

Discriminant validity

Table 3. Discriminant validity

| | Buying Decision (Y) | Information Quality (X2) | Product Quality (X1) | Purchase Interst (Z) |
|--------------------------|---------------------|--------------------------|----------------------|----------------------|
| Buying Decision (Y) | 0,769 | | | |
| Information Quality (X2) | 0,744 | 0,815 | | |
| Product Quality (X1) | 0,787 | 0,575 | 0,767 | |
| Purchase Interst (Z) | 0,870 | 0,550 | 0,603 | 0,886 |

The aftereffects of the discriminant legitimacy test with Fornell-Larcker Basis got from the AVE esteem in the past table can be summarized as follows:

Table 4. Value Recap Ave

| Variabel | √AVE | Korelasi variabel laten (SE) | | | |
|----------|-------|------------------------------|-------|-------|---|
| | | Y | X2 | X1 | Z |
| Y | 0.769 | 1 | | | |
| X2 | 0.815 | 0,744 | 1 | | |
| X1 | 0.767 | 0,787 | 0,575 | 1 | |
| Z | 0.886 | 0,870 | 0,550 | 0,603 | 1 |

The table shows the value of \sqrt{AVE} or the overall theoretical correlation of the study variables ranging from 0.767 to 0.886 with significance at p levels < 0.05 or ≥ 0.70 , meaning that the AVE root validity criteria are acceptable (Ammad et al., 2021). Besides, the worth of \sqrt{AVE} of all factors is more noteworthy than the connection between's every one of their matches, implying that it has a magnificent level of discriminant legitimacy.

Inner Model For Full Model

The internal model test is to decide if the underlying model fits in the review, alongside the consequences of the internal model test.

Coefficient of Determination (R²)

Table 5. Structural inner model testing

| | R Square | R Square Adjusted |
|----------------------|----------|-------------------|
| Buying Decision (Y) | 0,911 | 0,908 |
| Purchase Interst (Z) | 0,425 | 0,413 |

R² demonstrates the way that variable Y can be made sense of by factors X1, X2 and Z by 0.908 or 90.8%, while the excess 9.2% is made sense of by different factors outside the review. R² demonstrates the way that variable Z can be made sense of by factor X1, X2 by 0.413 or 41.3%, while the excess 58.7% is made sense of by different factors outside the review.

F Square (Effect size)

Table 6. F Square (Effect Size)

| | Buying Decision (Y) | Information Quality (X2) | Product Quality (X1) | Purchase Interest (Z) |
|--------------------------|---------------------|--------------------------|----------------------|-----------------------|
| Buying Decision (Y) | | | | |
| Information Quality (X2) | 0,506 | | | 0,108 |
| Product Quality (X1) | 0,585 | | | 0,213 |
| Purchase Interst (Z) | 1,847 | | | |

The effec size for consecutive independent variables is more than 0.00 which means that the value is more than 0 (zero) so that it is fulfilled and well constructed.

Q-Square Predictive Relevance (Q²)

Table 7. Q-Square predictive relevance (Q²)

| | SSO | SSE | Q ² (=1-SSE/SSO) |
|--------------------------|---------|---------|-----------------------------|
| Buying Decision (Y) | 500,000 | 242,450 | 0,515 |
| Information Quality (X2) | 400,000 | 400,000 | |
| Product Quality (X1) | 600,000 | 600,000 | |

| | | | |
|----------------------|---------|---------|-------|
| Purchase Interst (Z) | 400,000 | 273,333 | 0,317 |
|----------------------|---------|---------|-------|

The impact of factors X1, X2 and Z on Y can be made sense of by the perception worth can be made sense of by the worth of Y of 0.515>0 in the great classification, and X1, X2 against Z of 0.317>0 looking great implies that the noticed qualities have been very much remade with prescient significance.

Discussion

The meaning of the assessed boundaries gives extremely valuable data to decide the connection between factors in this review. Speculation testing is finished by taking a gander at its likelihood esteem and its t-measurement. For likelihood esteems, the p-esteem with a α of 5% is <0.05. The t-table incentive for α 5% is 1.960. So the model for acknowledgment of the speculation is the point at which the worth of t-insights > t-table. Speculation testing with the Savvy PLS 3.0 technique is completed by bootstrapping, so the connection between the impact of exogenous factors on endogenous factors is acquired as follows:

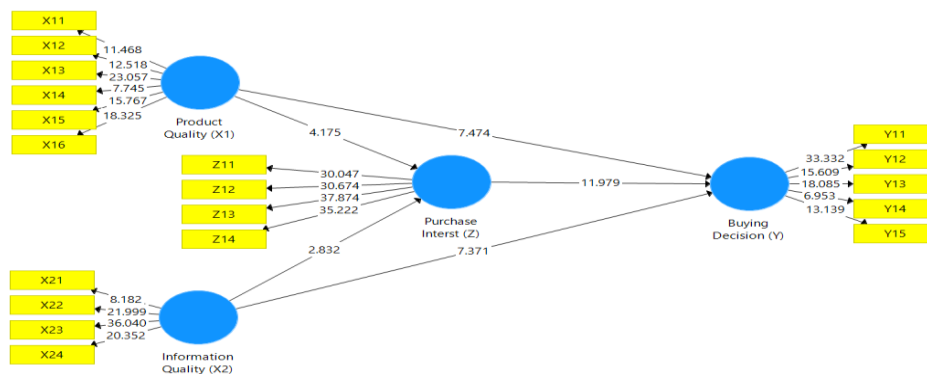


Figure 3. Boostrapping results

Table 9. Boostrapping effect results (Hypothesis)

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Information Quality (X2) -> Buying Decision (Y) | 0,273 | 0,271 | 0,037 | 7,371 | 0,000 |
| Information Quality (X2) -> Purchase Interst (Z) | 0,304 | 0,305 | 0,107 | 2,832 | 0,006 |
| Product Quality (X1) -> Buying Decision (Y) | 0,307 | 0,308 | 0,041 | 7,474 | 0,000 |
| Product Quality (X1) -> Purchase Interst (Z) | 0,428 | 0,416 | 0,102 | 4,175 | 0,000 |
| Purchase Interst (Z) -> Buying Decision (Y) | 0,535 | 0,538 | 0,045 | 11,979 | 0,000 |

In view of the result brings about the realized Table speculation testing for underlying conditions is displayed as follows:

X1 to Y

the t-measurement an incentive for the impact of X1 on Y t is determined at 7.474 > t-table (1.970) and the p-esteem is 0.000 < 0.05 and the first example esteem is positive. Accordingly the speculation in this study is acknowledged. That is, X1 meaningfully affects Y

X1 to Z

the t-measurement an incentive for the impact of X1 on Z t is determined at 4.175 > t-table (1.970) and the p-esteem is 0.000 < 0.05 and the first example esteem is positive. Consequently the speculation in this study is acknowledged. That is, X1 significantly affects Z

X2 to Y

the t-measurement an incentive for the impact of X2 on Y t is determined at 7.371 > t-table (1.970) and the p-esteem is 0.000 < 0.05 and the first example esteem is positive. Subsequently the speculation in this study is acknowledged. That is, X2 significantly affects Y

X2 to Z

the t-measurement an incentive for the impact of X2 on Z t is determined at 2.832 > t-table (1.970) and the p-esteem is 0.006 < 0.05 and the first example esteem is positive. Consequently the speculation in this study is acknowledged. That is, X2 significantly affects Z

Z to Y

the t-measurement an incentive for the impact of Z on Y t is determined at 11.979 > t-table (1.970) and the p-esteem is 0.000 < 0.05 and the first example esteem is positive. Hence the speculation in this study is acknowledged. That is, Z meaningfully affects Y

Table 10. The results of the variable Z mediate between the influence of X1, X2 on Y

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Information Quality (X2) -> Buying Decision (Y) | 0,163 | 0,163 | 0,058 | 2,822 | 0,006 |
| Information Quality (X2) -> Purchase Interst (Z) | | | | | |
| Product Quality (X1) -> Buying Decision (Y) | 0,229 | 0,224 | 0,059 | 3,893 | 0,000 |
| Product Quality (X1) -> Purchase Interst (Z) | | | | | |
| Purchase Interst (Z) -> Buying Decision (Y) | | | | | |

In view of the table, it is found that the determined t an incentive for variable Z intervenes between factors X1, X2 and variable Y got as follows:

The effect of variable X1 on variable Y with the mediation of variable Z

t-measurable qualities for the impact of X1 on Y with the intervention of variable Z got t count of 3.893 > t-table (1.970) and p-esteem 0.000 < 0.05 and the first example esteem is positive. Accordingly the speculation in this study is acknowledged. That is, the variable Z intercedes the impact between X1 to Y emphatically and altogether.

The effect of variable X2 on variable Y by variable mediation Z

t-factual qualities for the impact of X2 on Y with the intercession of variable Z got t count of 2.579 > t-table (1.970) and p-esteem 0.010 < 0.05 and the first example esteem is positive. Subsequently the speculation in this study is acknowledged. That is, the variable Z intercedes the impact between X2 to Y emphatically and altogether.

These results show that in previous studies the result was that product quality did not have a positive and significant effect on purchasing decisions with intervening variables of buying interest.

Although in the research we conducted, product quality has a positive and significant effect after the information quality variable. So in this study information quality is the first order in decision making followed by product quality as the second choice in making purchase decisions through buying interest as an intervening variable.

Managerial Implications

Based on this study, product quality and information quality have a positive relationship that significantly affects buying interest. Product quality and information quality have a positive relationship that has a significant influence on purchasing decisions through buying interest. This proves that the higher the quality of the products offered and the better quality of information, the more influence consumers in making purchasing decisions so that buying interest will increase. Based on the research findings, there are several managerial implications, which can be provided as input to management. Some things that can be used as policy directions for online business people are p there is this research known that to improve product quality, online business behavior must increase product innovation and product types and product variations that are in accordance with what is needed by consumers that are easy to remember. This already good quality of information needs to be maintained and developed, which will result in positive consequences for online business behavior in the future.

CONCLUSION

The review utilizes speculation testing to decide the connection between factors. The p-an incentive for a α of 5% is <0.05 , and the t-table incentive for α 5% is 1.960. The Brilliant PLS 3.0 technique is utilized to test the speculation utilizing bootstrapping. The outcomes show that X1 affects Y, X2 meaningfully affects Z, and Z affects Y. The determined t-an incentive for variable Z intervenes between factors X1, X2, and Y, with the impact of variable Z interceding the impact among X1 and Y decidedly and essentially. The impact of variable X2 on Y with the intercession of variable Z got a t-count of $2.579 > t\text{-table}$ (1.970) and p-esteem $0.010 < 0.05$. The limitations of this study are based on the experience of researchers in conducting this research directly, there are several limitations that arise and can be factors that need further attention. One of them is the number of respondents who are only as many as 100 people, which of course is still limited to describe the situation fully. When submitting data, there are times when the information provided by respondents through questionnaires does not fully reflect their true opinions. This situation can occur due to differences in thoughts, assumptions, and understandings between one respondent and another. In addition, other factors such as honesty in filling out opinions in the questionnaire can also affect the results. In future studies, it is recommended to take more samples, this aims for better data accuracy in the study. Recommendations for sellers on marketplace shopee To increase customer trust, companies must build customer trust not only through quality, but also through customer relationship management (CRM) so that customers can relate to the products they use. Of course, if this happens, the desire to buy will also increase. It is expected that the shopee marketplace will improve the quality of good information by paying attention to product quality that can be accounted for by increasing tenant product supervision so that customers will increasingly trust and will decide to buy.

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