ANTECEDENT ONLINE PURCHASE INTENTION ON SOCIAL MEDIA

PENGARUH PEMBELIAN ONLINE SEBELUMNYA TERHADAP NIAT MEMBELI DI MEDIA SOSIAL

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ABSTRACT

This study aims to identify the factors that influence online purchase intentions on social media. To that end, the authors developed a framework that describes the relationship between information credibility, information usefulness, attitude towards information, information adoption, and online purchase intentions. This research was conducted through an online survey involving 251 respondents from various backgrounds. The data obtained were analyzed using a structural equation model (SEM). The results showed that information credibility has a significant direct influence on consumer attitudes, which in turn influence online purchase intentions. Nonetheless, the findings also reveal that the usefulness of information does not have a significant effect on consumers' decision to adopt the information. The survey mainly involved young consumers, so the generalizability of the results to other age groups may be limited. For practitioners, the findings emphasize the importance of information credibility in increasing online purchase intentions, given that information that is perceived as credible can increase consumer confidence in making transactions.
Keywords: Information Credibility, Information Usefulness, Information Adoption, Attitude Towards Information, Online Purchase Intention.

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi niat pembelian online di media sosial. Untuk itu, para peneliti mengembangkan kerangka kerja yang menggambarkan hubungan antara kredibilitas informasi, kegunaan informasi, sikap terhadap informasi, adopsi informasi, dan niat pembelian online. Penelitian ini dilakukan melalui survei online yang melibatkan 251 responden dari berbagai latar belakang. Data yang diperoleh dianalisis menggunakan model persamaan struktural (SEM). Hasil menunjukkan bahwa kredibilitas informasi memiliki pengaruh langsung yang signifikan terhadap sikap konsumen, yang pada gilirannya mempengaruhi niat pembelian online. Namun, temuan juga menunjukkan bahwa kegunaan informasi tidak memiliki pengaruh signifikan terhadap keputusan konsumen untuk mengadopsi informasi. Survei ini terutama melibatkan konsumen muda, sehingga generalisasi hasil ke kelompok usia lain mungkin terbatas. Bagi praktisi, temuan ini menekankan pentingnya kredibilitas informasi dalam meningkatkan niat pembelian online, mengingat informasi yang dianggap kredibel dapat meningkatkan kepercayaan konsumen dalam melakukan transaksi.
Kata Kunci: Kredibilitas Informasi, Kegunaan Informasi, Penerimaan Informasi, Sikap Terhadap Informasi, Niat Pembelian Online.

INTRODUCTION

Social media has become an important part of daily life, used by various groups to interact, share information, and access entertainment (Jarman et al., 2024). Besides being a communication tool, social media now plays a role in education, marketing, and social campaigns that can mobilize many people (Zhao, 2024). With the rapid flow of information and wide access, social media has also become a primary source of knowledge for many individuals (Zahnow et al., 2024).

In Indonesia, social media plays a dominant role with internet users spending an average of 3 hours and 18 minutes per day accessing platforms such as WhatsApp (92.1 percent), Instagram (86.5 percent), Facebook (83.8 percent), and TikTok (70.8 percent) (Riyanto & Pratomo, 2023). One of the main impacts of high social media usage is the rapid spread of

electronic word of mouth (eWOM), which refers to recommendations or reviews from users that influence purchasing decisions. eWOM is more effective than traditional marketing in building consumer trust and enhancing the appeal of a product or service (Hossain et al., 2019).

The main advantage of eWOM lies in its credibility, as it comes from real user experiences, making it more reliable than commercial advertisements (King et al., 2014). This strategy is increasingly being adopted by companies to enhance brand awareness and customer demand (Chae et al., 2017). Unlike traditional promotions limited by geographical scope, eWOM can spread widely in a short time and reach a global audience without physical constraints (Ngo et al., 2024).

The speed of information dissemination on social media also brings challenges related to information credibility. Information that is considered trustworthy will enhance the perception of its benefits and influence customer purchase decisions (Kim et al., 2019). Therefore, understanding eWOM and the factors that influence its credibility becomes an important aspect of digital marketing strategies. Marketers need to develop effective strategies in utilizing eWOM to build consumer trust and enhance product competitiveness in the market (Sussman & Siegal, 2003).

In the current digital era, competition among media is becoming increasingly fierce, and the dissemination of information through social media is happening very widely and rapidly. However, not all information circulating on social media has credible trustworthiness. This raises concerns regarding the validity of the information received by users. Therefore, it is important for social media to verify

the information being disseminated and provide a platform for its users to spread eWOM. Information Credibility will play an important role in shaping user attitudes towards Information Usefulness, Information Adoption, Attitude Towards, and Purchase Intention. If the information disseminated is trustworthy, this will provide significant advantages for social media platforms in terms of both reputation and user engagement.

LITERATURE REVIEW
Information Credibility

In the fast-paced digital era, information credibility becomes an important factor, especially with the increasing use of social media. Users obtain information from various sources, both credible and unreliable (Sardar et al., 2021). The credibility of information refers to a person's belief in the reliability and truthfulness of that information, which influences public perception and opinion (Ma et al., 2024).

The spread of misinformation and disinformation on social media poses a challenge for users in discerning accurate information. Checking the credibility of sources is very important to avoid confusion and misunderstandings (Daf et al., n.d.). Credible information is more easily accepted by the public, whereas non-credible information can damage trust.

In the context of digital marketing, the credibility of electronic Word of Mouth (eWOM) plays a role in building consumer trust in a product or service. Reviews and recommendations that are considered reliable will increase trust and influence customer purchasing decisions (Jiang et al., 2021). Therefore, understanding the credibility of information becomes crucial in digital interactions and eWOM-based marketing strategies.

Information Usefulness

In a world increasingly driven by technology and information, the concept of Information Usefulness currently holds significant importance for both individuals and organizations in making accurate and effective decisions. Customer perception that the information they receive helps in decision-making is referred to as Information Usefulness (Moh Shiddiq & Hidayat, 2024). Information is considered useful when there is perceived opportunity for consumers to use that information, as they are more likely to use information that aligns with their desires and goals (Sardar et al., 2021).

When information aligns with the problems or questions faced, users tend to consider it valuable. (Erkan & Evans, 2016) state that the usefulness of information influences information adoption. Customers are more likely to commit to making a purchase when they receive trustworthy information because it increases their confidence in making choices (K. Hossain et al., 2024). Thus, Information Credibility 11 becomes an important factor in shaping Information Usefulness. One of the most important factors influencing Purchase Intention has been proven to be Information Usefulness(Leong et al., 2022).

Attitude Towards Information

Attitude Towards Information describes a person's mindset towards eWOM material, which influences the evaluation, acceptance, and disregard of information in decision-making (Ngo et al., 2024). Trust in the source of information becomes the main factor shaping this attitude, where individuals tend to have a positive attitude towards information from credible sources (Tsfati, n.d.).

Besides trust, attitudes towards information are also influenced by its relevance and usefulness. Information that meets users' needs is more likely to be positively received, whereas information deemed irrelevant tends to be ignored. However, exposure to misinformation on social media can decrease trust in digital information overall, making individuals more skeptical (Pennycook et al., 2020).

In the digital ecosystem, sensational and emotional information often spreads faster than factual information, which can influence users' responses to an issue (Vosoughi et al., 2018). Therefore, understanding the factors that influence Attitude Towards Information becomes important in the digital era to optimize the effectiveness of information dissemination and its impact on user behavior.

Information Adoption

Information Adoption refers to the process by which an individual or group absorbs information obtained from various sources, especially the digital environment. In the context of Electronic Word of Mouth (eWOM), Information Adoption focuses on how consumers receive and follow up on suggestions or recommendations often conveyed through social media, discussion forums, or e-commerce platforms.

(Cheung et al., 2009)state that eWOM enhances consumer evaluation of the credibility of information sources, advertisement quality, and information relevance. This process focuses on how consumers evaluate the value of recommendations or reviews and determine whether they will use that information in their own writing. When someone has greater trust in a recommendation, there is a higher likelihood for customers to have Purchase Intention (Tien et al., 2019).

Online Purchase Intention

According to (See-To & Ho, 2015), consumers are defined as individuals who are willing to engage in transactions, such as purchasing products or services, at another time. When someone has gathered all the information they need about a product or service, they become suspicious of that information, which will lead to a repetition of the initial intention in the purchase order. Currently, online communities provide a platform for consumers to exchange various electronic word-of-mouth (e-WOM) information for all community members (Erkan & Evans, 2016)

(Akkaya, 2021) states that Purchase Intention refers to individuals who have the ability to engage in transactions through current purchases. When consumers obtain accurate information about the products or services they desire, Purchase Intention will be carried out (Usman et al., 2019). The initial purchasing process begins with the emergence of a need or desire for a specific product or service, followed by the collection of consumer information. After that, consumers will evaluate the product or service. In other words, every piece of information related to electronic word of mouth (e-WOM) will generate rumors or anticipation for purchases before consumers finally express their purchase intentions.
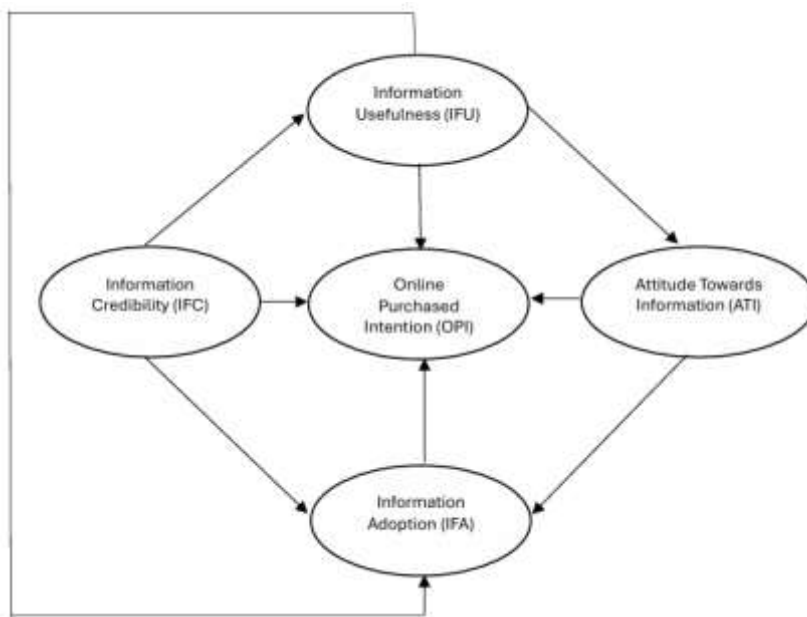

Figure 1. Conceptual Framework

Information Credibility refers to the audience's perception of the reliability and accuracy of information sources, which plays an important role in the processing of eWOM in online environments (Pooja & Upadhyaya, 2024). In the Information Adoption Model (IAM), information credibility acts as a cognitive test that influences how users assess the accuracy of eWOM (K. Hossain et al., 2024).

Trust in eWOM depends on the sender's reputation, review consistency, and transparency regarding potential bias, which affects the usefulness of the information (Dancer et al., 2014). Review quality, which includes the completeness and consistency of reviews as well as the credibility of the sources, also plays a role in enhancing the perceived usefulness of information (K.

Hossain et al., 2024). Based on this, the study develops the following hypothesis:

H1: Information Credibility has a significant positive effect on Information Usefulness

The credibility of eWOM is increasingly recognized as a form of social validation that influences online decision-making (Al Halbusi et al., 2024). Consumers who consider eWOM credible tend to be more confident and feel safe when making online purchases (Ismagilova et al., 2020). Credible eWOM can also reduce the perception of risk in online transactions, thereby helping consumers make purchasing decisions (Ngo et al., 2024).

In the context of health information, cognitive trust and perceived value play an important role. Users actively seek accurate and valuable information to shape their health decisions and behaviors. The motivation for this information search is diverse, ranging from personal health improvement to care needs and social interactions. Based on this, we developed the following hypothesis:

H2: Information Credibility has a significant positive effect on Online Purchase Intention

The credibility of eWOM is an important factor in shaping consumer behavior, acting as a catalyst for information adoption (Indrawati et al., 2023). The credibility of eWOM can also simplify the decision-making process by providing easily accessible and reliable information, thereby reducing the cognitive effort required for research or evaluation, thus increasing the likelihood of adoption (Akdim, 2021). Furthermore, the persuasive power of eWOM is strengthened when it aligns with existing consumer beliefs and is consistent with other recommendations, which further enhances the credibility and subsequent adoption of the information (Wang,

2016).From the argument above, we develop the following hypothesis:

H3: Information Credibility has a significant positive effect on Information Adoption

The usefulness of eWOM plays an important role in shaping the recipient's attitude towards the information received. Information usefulness (IFU) refers to the extent to which eWOM aids in decision-making or problem-solving (Pooja & Upadhyaya, 2024). Relevant, comprehensive, and reliable eWOM information will enhance the positive perception of the recipient (Huang, 2023).

Trust in eWOM depends on the credibility of the message and the social relationship between the recipient and the information provider, which strengthens attitudes towards eWOM (Indrawati et al., 2023). In addition, the frequency of social media use contributes to social trust, which encourages user engagement with eWOM (Aamir et al., 2024). Thus, the usefulness of eWOM tends to enhance users' attitudes and engagement with the information.

H4: Information Usefulness has a significant positive effect on Attitude Towards Information

The usefulness of eWOM information has been proven to significantly reduce risk and uncertainty in online purchases, thereby increasing consumer purchase intention (Ilhamalimy & Ali, 2021). This is due to its ability to provide information about the benefits and features of the product, facilitate comparisons, and assist in the decision-making process (Athapaththu & Kulathunga, 2018).

Analysis by Ismagilova et al., (2020) identifies that the quality of arguments, sentiment, eWOM usefulness, and trust in the message are the main factors influencing purchase

intention. Additionally, Chen et al., (2021) highlight the role of credibility, information quality, and professionalism in enhancing the effectiveness of eWOM on purchase intention through algorithmic approaches and predictive models.

H5: Information Usefulness has a significant positive effect on Online Purchase Intention

The usefulness of eWOM can simplify complex decisions and reduce cognitive effort in seeking additional information to strengthen trust in a product or service (Kohler et al., 2023). Useful eWOM information provides actionable insights and concrete recommendations, thereby encouraging information adoption and influencing online users' purchasing decisions (Sardar et al., 2021).

Previous research shows that the usefulness of eWOM information positively influences individuals' tendency to adopt it (Majali et al., 2022). Individuals are more likely to adopt information that is considered relevant and valuable in meeting their needs and goals. Based on this argument, this research develops the following hypothesis.

H6: Information Usefulness has a significant positive effect on Information Adoption

Attitude towards information (ATI) is a person's attitude towards eWOM content, which includes cognitive, affective, and behavioral aspects (Doneddu, 2018). Positive emotions generated by eWOM, such as trust and enthusiasm, increase individuals' tendency to accept and follow up on the information (Serra-cantallops et al., 2018; Tang, 2012). A positive attitude towards eWOM also strengthens brand image and creates stronger emotional associations.

In addition, the quality of service on social media platforms affects user evaluation, including satisfaction, identification, and sense of belonging, which contribute to emotional attachment. This attachment becomes a key factor in online purchase intention (M. A. Hossain et al., 2019). Based on this, we developed the following hypothesis:

H7: Attitude Towards Information has a significant positive effect on Online Purchase Intention

The cognitive dimension of ATI includes consumer beliefs about eWOM, such as credibility, relevance, and usefulness. When eWOM is considered credible and useful, it positively impacts consumer attitudes and purchase intentions (Doneddu, 2018). Meanwhile, the affective dimension involves the emotional responses triggered by eWOM. Positive emotions such as trust and enthusiasm can enhance the persuasive power of eWOM and shape a strong brand image, which ultimately increases purchase intention (Ismagilova et al., 2020; Sardar et al., 2021).

A positive attitude towards eWOM contributes to the formation of a better brand image and strengthens positive emotional associations, thereby increasing consumer purchase intentions (Ngo et al., 2024). Based on this argument, this research develops the following hypothesis:

H8: Attitude Towards Information has a significant positive effect on Online Purchase Intention

Information Adoption (IFA) is the integration of electronic word of mouth (eWOM) in the consumer decision-making process (Hussain et al., 2020). This process not only accumulates information but also evaluates and assimilates eWOM into an individual's personal knowledge base, thereby facilitating decision-making and

enhancing purchase intention (Doneddu, 2018).

IFA is rooted in the Information Adoption Model (IAM), which states that consumer attitudes towards eWOM and the credibility of its sources influence their behavior ((Dancer et al., 2014; Wang, 2016). These factors play a role in the adoption of eWOM, which ultimately mediates the influence on purchase intention (Sardar et al., 2021). Based on this understanding, this research develops the following hypothesis:

H9: Information Adoption has a significant positive effect on Online Purchase Intention

METHODS

This research refers to previous research that has been conducted by (Ngo et al., 2024). This research is designed in the form of hypothesis testing. Hypothesis testing is used because this research aims to test the relationship and influence of several variables. This hypothesis testing is used to analyze the effect of Information Credibility on Information Usefulness, Attitude Towards Information, Information Adoption and Online Purchase Intention. While the unit of analysis in this study is shown to individual consumers where data collection is done by distributing questionnaires online. This study uses cross sectional data because the data is taken only within a predetermined period of time and period.

This study uses primary data obtained by distributing questionnaires to 251 respondents. The sampling method used is non-probability sampling. Sampling is done by purposive sampling, which is a sampling technique with certain criteria or characteristics that have been determined by the researcher. The criteria for respondents in this study are individuals who are actively involved in WhatsApp, Instagram, Facebook, TikTok, Telegram and Twitter / X social media who always read reviews on these social media and have shopping experience through online platforms. This study applies a quantitative research approach, utilizing the Structural Equation Modeling (SEM) method for data analysis. The measurement of variables in this study is conducted using a Likert scale ranging from 1 to 5 to assess respondents' perceptions and attitudes.

RESULT AND DISCUSSION

This section presents the statistical findings of the study, including descriptive analysis and hypothesis testing. The collected data were analyzed to evaluate the relationship between online shopping attributes (Information Credibility, Information Usefulness, Information Adoption, and Attitude Towards Information) and their impact on Online Purchase Intention. Descriptive statistics were first used to summarize the demographic characteristics of the respondents. A total of 251 respondents participated in the survey.

Table 1. Respondents Demographic

Variable	Option	Frequency	Percentage (%)
Gender	Male	93	37.1%
	Female	158	62.9%
Age	20 – 29	141	56.2%
	30 – 39	67	26.7%
	40 – 49	24	9.6%
	>50	19	7.6%

	Professional (Doctor, Lecturer, Accountant, etc.)	6	2.4%
	Self-employed	23	9.2%
Job	Civil Servants	9	3.6%
	Private Employee	164	65.3%
	Student	28	11.2%
	Housewife	21	8.4%
	Senior High School	77	30.75
Education	Diploma	29	11.6%
	Bachelor	145	57.8%
	<Rp. 5.000.000	93	37.1%
	Rp. 5.000.000 - 8.000.000	97	38.6%
	Rp. 8.000.000 - 11.000.000	5	2%
Revenue	Rp. 11.000.000 - 14.000.000	1	0.4%
	> Rp. 14.000.000	2	0.8%
	Rp. 2.000.000 - Rp. 4.000.000	44	17.5%
	Rp. 4.000.000 - Rp. 6.000.000	8	3.2%
	Rp. 6.000.000 - Rp. 8.000.000	1	0.4%
	< Rp. 5.000.000	223	88.8%
Expenses	Rp. 5.000.000 - 6.000.000	21	8.4%
	Rp. 6.000.000 - 7.000.000	3	1.2%
	>Rp. 7.000.000	4	1.6%

Source: Data Processed using SPSS 21

Descriptive statistics serve as a classification tool for data variables, making it easier for researchers to understand the results. In analyzing descriptive using the average value (mean) and standard deviation value. While the mean value shows the average assessment given by respondents for each measurement item, the standard deviation value shows the level of variation in respondents' responses.

Validity is a measure to determine the extent to which an indicator accurately represents the variable to be measured (Sekaran Uma & Roger Bougie, 2017). The concept of validity emphasizes that the results of a study must be supported by facts or data relevant to the study. Thus, the results of the study can be considered as truth that can be proven and trusted

Reliability test is used to assess the extent of consistency between indicators in measuring the variables under study. indicators in measuring the variables under study. If the instrument used proves reliable, then the instrument is considered stable and reliable to support research. support research. An instrument is declared reliable if the Cronbach's Alpha value is ≥ 0.60. Alpha value ≥ 0.60.

Table 2. Validity, Reability and Statistic Descriptive

Measuring Questions	Factor Loading	Cronbach's Alpha	Mean	Std. Deviation
Information Credibility		0.926		
Menurut saya, review di situs jejaring sosial meyakinkan	0.908		4.05	0.648
Menurut saya review di situs jejaring sosial dapat diandalkan	0.881		4.03	0.595

Menurut saya review di situs jejaring sosial dapat dipercaya	0.913	4.00	0.695
Menurut saya review di situs jejaring sosial benar adanya	0.917	3.99	0.669
Information Usefulness		0.947	
Review di situs jejaring sosial secara umum berguna bagi saya untuk mengevaluasi produk	0.951	4.28	0.629
Review di situs jejaring sosial secara umum membantu saya untuk mengevaluasi produk	0.970	4.29	0.595
Review di situs jejaring sosial secara umum informatif bagi saya untuk mengevaluasi produk	0.933	4.31	0.595
Attitude Towards Information		0.917	
Saya selalu melihat Review di situs jejaring sosial ketika saya ingin membeli suatu produk	0.945	4.39	0.564
Saya merasa Review di situs jejaring sosial membantu saya dalam mengambil keputusan untuk membeli suatu produk	0.948	4.37	0.553
Saya merasa Review di situs jejaring sosial membuat saya lebih percaya diri dalam membeli produk	0.898	4.28	0.660
Information Adoption		0.889	
Saya mempelajari sesuatu yang baru tentang merek melalui Review di situs jejaring sosial	0.912	4.12	0.497
Saya menerima Review di situs jejaring sosial terkait brand (merek)	0.938	4.12	0.481
Saya menerima rekomendasi tentang brand-brand dari Review di situs jejaring sosial	0.874	4.12	0.560
Online Purchase Intention		0.932	
Setelah mempelajari Review di situs jejaring sosial tentang suatu produk kemungkinan besar saya akan membeli produk tersebut	0.946	4.20	0.677
Setelah mempelajari Review di situs jejaring sosial tentang suatu produk, saya akan membeli produk tersebut pada saat saya membutuhkan produk	0.830	4.32	0.609
Setelah mempelajari Review di situs jejaring sosial tentang suatu produk, saya pasti akan mencoba produk tersebut	0.929	4.21	0.699
Setelah mempelajari Review di situs jejaring sosial tentang suatu produk, saya	0.937	4.24	0.647

akan merekomendasikan produk ini kepada teman-teman saya	

Source: Data Processed using SPSS 21

Hypothesis testing aims to determine whether there is a positive and significant relationship between variables. Two primary factors serve as the basis for decision-making in hypothesis testing. First, we compare the p-value to the alpha value (significance level): if the p-value is less than 0.05, we reject Ho, indicating a significant relationship and concluding that the hypothesis is supported; if the p-value is greater than 0.05, we accept Ho, indicating no significant relationship and thus no support for the hypothesis. The second step involves analyzing the estimate value to ascertain the direction of influence. If the estimate value is positive (+), the variable has a positive influence, supporting the hypothesis; if the estimate value is negative (-), the variable has a negative influence, supporting the hypothesis.

Table 3. Hypothesis Testing Results

| Hypothesis	Estimate	P-Value	Decision
Information Credibility has a positive effect on Information Usefulness	0.566	0.000	H1 Accepted
Information Credibility has a positive effect on Online Purchase Intention	0.234	0.000	H2 Accepted
Information Credibility has a positive effect on Information Adoption	0.260	0.000	H3 Accepted
Information Usefulness has a positive effect on Attitude Towards Information	0.860	0.000	H4 Accepted
Information Usefulness has a positive effect on Online Purchase Intention	0.230	0.046	H5 Accepted
Information Usefulness has a positive effect on Information Adoption	-0.281	0.012	H6 Rejected
Attitude Towards Information has a positive effect on Online Purchase Intention	0.483	0.000	H7 Accepted
Attitude Towards Information has a positive effect on Information Adoption	0.630	0.000	H8 Accepted
Information Adoption has a positive effect on Online Purchase Intention	0.271	0.001	H9 Accepted

Source: Amos Graphics
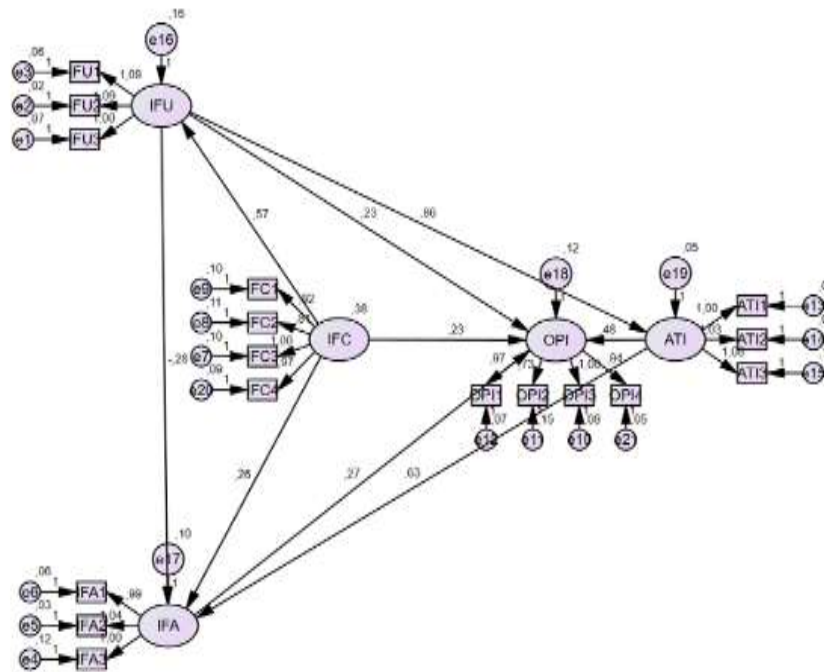
Figure 2. Amos Graphics Results
Source: Amos Graphics

The hypothesis testing results regarding the influence of social media reviews on perceived information usefulness, information adoption, and online purchase intention. Overall, most hypotheses were accepted, indicating that social media reviews play a significant role in shaping consumer decision-making.

The findings reveal that credible, trustworthy, and accurate social media reviews positively influence the perceived usefulness of information in product evaluation (H1 accepted, β = 0.566, p = 0.000). This indicates that the more reliable a review is, the more likely consumers will find it useful in assessing a product. Additionally, review credibility significantly impacts online purchase intention (H2 accepted, β = 0.234, p = 0.000) and information adoption (H3 accepted, β = 0.260, p = 0.000), suggesting that trustworthy reviews encourage consumers to learn more about a product, ultimately influencing their purchasing decisions and recommendations.

Furthermore, the study finds that the perceived usefulness of social media reviews positively affects attitudes toward information (H4 accepted, β = 0.860, p = 0.000). This means that consumers who perceive reviews as useful are more likely to rely on them when making purchasing decisions. However, an interesting finding emerges in H5 (β = 0.230, p = 0.046), which shows that while useful reviews do not necessarily increase online purchase intention, they do encourage consumers to try and recommend the product to others.

Notably, H6 was rejected (β = -0.281, p = 0.012), indicating that even though social media reviews are considered useful, they do not always enhance consumers' willingness to learn more about a brand or accept brand recommendations. This finding aligns with the role of Information Satisfaction (Cheung et al., 2009), which suggests

that information usefulness alone is insufficient for adoption; rather, information must also generate user satisfaction. When information is perceived as engaging and relevant, users are more likely to feel satisfied and, in turn, develop a positive attitude toward it.

Moreover, the findings indicate that attitudes toward information positively influence online purchase intention (H7 accepted, $\beta = 0.483$, p = 0.000) and information adoption (H8 accepted, $\beta = 0.630$, p = 0.000). This suggests that the more positive consumers' attitudes toward social media reviews, the more likely they are to adopt and apply the information in their purchasing decisions.

Finally, the study confirms that information adoption positively impacts online purchase intention (H9 accepted, $\beta = 0.271$, p = 0.001). This implies that consumers who adopt and accept information from social media reviews are more likely to purchase the recommended product, try it, and even recommend it to their peers.

Discussion

The findings of this study highlight the critical role of credible social media reviews in influencing consumer perceptions, information adoption, and online purchase intention. The results confirm that when consumers perceive social media reviews as reliable, trustworthy, and accurate, they are more likely to find them useful in evaluating products and making informed purchasing decisions. This aligns with previous research on electronic word-of-mouth (eWOM), which emphasizes that credibility is a key factor in information acceptance and behavioral intention (Coursaris & Van Osch, 2016)

Interestingly, while perceived usefulness significantly influences

attitudes toward information (H4 accepted), it does not directly translate into higher online purchase intention (H5 accepted). This suggests that even though consumers find reviews helpful in assessing a product, they may still require additional motivation to proceed with a purchase. Factors such as price sensitivity, brand reputation, and trust in the seller may moderate the relationship between information usefulness and purchasing behavior.

The rejection of H6 (negative relationship between information usefulness and information adoption) provides valuable insights into consumer behavior. The findings suggest that while consumers recognize the value of reviews, they may not necessarily adopt them unless they feel personally satisfied with the information provided. This supports the Information Satisfaction Theory (Coursaris & Van Osch, 2016), which argues that information must not only be useful but also engaging and satisfying to drive adoption. For businesses, this underscores the need to ensure that online reviews are not only informative but also compelling and emotionally resonant to encourage consumer action.

Furthermore, the strong influence of attitudes toward information on both purchase intention (H7) and information adoption (H8) reinforces the importance of shaping positive consumer perceptions through high-quality and interactive content. Engaging with consumers through credible and professionally crafted reviews can help brands build trust and encourage greater consumer engagement.

Lastly, the confirmation of H9 (positive impact of information adoption on online purchase intention) highlights that once consumers accept and internalize information from social media reviews, they are more likely to

make a purchase. This finding aligns with the Information Adoption Model (IAM) (Sussman & Siegal, 2003), which emphasizes that information must be persuasive and relevant for it to influence consumer decision-making.

CONCLUSION

This study provides strong empirical evidence that social media reviews significantly influence consumer behavior, particularly in shaping perceived information usefulness, adoption, and online purchase intention. The results highlight the importance of maintaining credibility in online product reviews to enhance consumer trust and engagement.

From a managerial perspective, businesses selling products on platforms such as WhatsApp, Instagram, Facebook, TikTok, Telegram, and Twitter/X should prioritize the following strategies:

1. Ensuring Information Credibility – Brands must maintain high credibility in their social media communications by providing clear product specifications, transparent pricing, and reliable customer service policies. Using verified data, customer testimonials, and professional language in promotional content can strengthen consumer trust. Collaborating with reputable influencers can also enhance information credibility.

2. Monitoring Consumer Perceptions – Companies should regularly assess how consumers perceive their information credibility through customer satisfaction surveys, social media sentiment analysis, and review monitoring. Periodic evaluations ensure that all published content remains accurate and relevant, preventing misinformation and building long-term consumer confidence.

3. Enhancing Consumer Engagement – By maintaining consistent and credible messaging, brands can foster long-term relationships with consumers. Interactive engagement through live Q&A sessions, responsive comment sections, and real-time discussions can improve credibility and emotional connections with customers. Additionally, training marketing teams in effective communication, professional social media interactions, and responsible information dissemination will further strengthen brand trust.

Future research could explore the moderating role of Information Satisfaction in the relationship between information usefulness and adoption, as well as investigate other influencing factors such as brand loyalty, product category differences, and consumer trust in social media influencers. Understanding these dynamics will help brands refine their digital marketing strategies to optimize consumer engagement and conversion rates.

In conclusion, credibility is a fundamental element in driving consumer trust and purchase behavior on social media platforms. By implementing strategic efforts to enhance the reliability of online reviews and engaging directly with consumers, brands can establish a strong market presence and foster long-term consumer loyalty.

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