The effect of e-WOM on purchase intention in e-commerce in Indonesia through the expansion of the information adoption model

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CHRONICLE	ABSTRACT
	Technological advancements in Indonesia have been on the rise, and the advent of technology has brought about significant changes in various aspects of society. The integration of technology into human life has greatly enhanced various activities, making information exchange and communication more accessible. As we observe the continuous evolution of technology, it has created new business prospects for companies to harness the power of the internet in providing online shopping services that connect consumers, service providers, and intermediary traders. E-commerce has emerged as a vital platform supporting commercial transactions via the internet. Prior to making a purchase, consumers frequently turn to social media for product reviews, where electronic word of mouth enables users to share their product-buying experiences. This study seeks to investigate the impact of user-generated information through electronic word of mouth on purchase intentions within the e-commerce landscape of Indonesia, utilizing the Information Acceptance Model (IACM). Employing a causal descriptive research approach, this study targeted e-commerce users in Indonesia, with 155 respondents participating. Data collection was carried out through Google Forms, and the collected data was analyzed using SmartPLS 3. Hypothetical testing included t-tests, p-tests, and path coefficient assessments. The study's findings revealed that variables such as information quantity, information needs, attitudes toward information, information usability, and information adoption all play a significant role in influencing purchase intentions, while information quality and information credibility had no discernible impact on purchase intentions.

1. Introduction

Technological developments in Indonesia are increasing, the emergence of technology has many impacts and changes in various social aspects. The presence of technology in human life really helps a series of human activities and activities, the presence of technology certainly brings benefits in facilitating humans in the process of exchanging information and communicating with each other. This increasingly rapid technological progress has become one of the foundations that drives the development of the internet, the convenience of the community in supporting all activities in every field is of course influenced by the internet. One of them is in the economic sector. According to data from We Are Social, (2023) states that in January 2023 there were 212.9 million Indonesians who use the internet, compared to the previous year in 2022, there were only 204.7 million internet users in Indonesia. It can be concluded that internet users have increased by 8.2% from the previous year. The presence of the internet, which continues to grow rapidly, opens new opportunities to enhance development in the business sector, by adopting the internet in business activities such as buying and selling activities online. This can provide convenience such as time and cost efficiency, expanding sales and market reach, improving customer relationships, and following

globalization trends. By looking at the growing technological phenomenon, business opportunities arise for companies to take advantage of the internet in creating online shopping services and facilities that involve consumers, service providers, and intermediary traders using the internet (Fahmi, 2018).

Indonesia enters the fifth rank as a country that has the world's fastest e-commerce growth with a percentage value of 36%. E-Commerce continues to experience an increase in its users from year to year, according to a survey conducted by the Central Statistics Agency (BPS) in 2022 it states that 34.10% of business entities use e-commerce platforms to sell, compared to 2021 only there is 32.23% of businesspeople using the E-Commerce platform, which means there is an increase of 2% from 2021 to 2022. In terms of e-commerce data, Tokopedia holds the top spot with 157.2 million visitors, followed by Shopee in second place with 132.8 million, Lazada in third place with 24.7 million, Bukalapak in fourth with 23.1 million, Blibli in fifth place with 16.3 million, Ralali in sixth place with 8.9 million, Zalora in seventh place with 2.8 million, and JD.ID in eighth place. (Databoks.Co.Id, 2023). Before deciding to buy a product, consumers usually first look at a product review. Product reviews help consumers make purchase intentions for a product, especially on e-commerce sites. E-WOM itself has an important role in consumer decisions in buying or using a product or service, because it can provide honest information about a product or service and provide perceptions and a sense of trust in the brand or product (Setyaning & Nugroho, 2020). According to Rahman Md et al., (2020) E-WOM refers to the dissemination of information, reviews or reviews, and product and service recommendations through social media.

The image above demonstrates that there are many different types of product reviews carried out by consumers, starting from positive and negative reviews, wherein the positive reviews include comments stating ensuring that the acquired item aligns with the positive review. E-commerce applications provide features like stars, photos, comments, and videos to display reviews from their consumers, helping Tokopedia users find information related to the products they are about to buy. In the e-commerce industry, consumers are often confronted with enormous amounts of information. According to Hariono, (2018) Information overload or the large quantity of this information can reduce the effectiveness of EWOM in influencing consumer purchasing decisions. The large number of reviews, recommendations, and other information available can make consumers confused and it is difficult to choose information that is relevant and reliable. Information quality and credibility are also important aspects in the process of adopting information carried out by consumers in determining purchases, according to Indrawati et al., (2022) stating that information credibility exerts a constructive and notable impact on information adoption, therefore consumers must be able to distinguish between sources of information those who are qualified and credible from those who are not, because often the reviews found on e-commerce are sometimes not of high quality and not credible.

Then according to data from (*Kominfo*, 2023) states that Indonesia is still a country with low digital literacy, with a percentage value of 62%. Low digital literacy has a close relationship with limited or slow adoption of information. Digital literacy refers to a person's ability to use, understand, and interact with digital technology and information presented through digital platforms (Putra et al., 2022). Low digital literacy can make it more difficult for someone to comprehend and analyze information, access information sources presented through digital platforms, and make individuals more vulnerable to misinformation and hoaxes. This can lead to difficulties in sorting out valid, relevant, and accurate information from those that are not, which in turn affects an individual's capacity to appropriately embrace and utilize information. From previous study showed that there is still research gap that there has been no research that specifically analyzes the impact of E-WOM on purchase intention through information acceptance models in the e-commerce industry, So this research aims to see how much respondents assess E-WOM as measured by the IACM variables (Information Quality, Information Credibility, Information Quantity, Information Needs, Attitudes towards Information, Information Usefulness, and Information Adoption) in e-commerce in Indonesia. then to find out purchase intention in e-commerce in Indonesia and see the influence of E-WOM as measured by the IACM variable on purchase intention.

From several phenomena that occur in several e-commerce in Indonesia, and the background description explained as above, Consequently, the researcher is motivated to carry out research entitled "The Influence of E-WOM on Purchase Intention in E-Commerce in Indonesia Through the Expansion of the Model Information Adoption".

2. Literature Review

2.1 Electronic Word of Mouth

Electronic word-of-mouth, referred to as E-WOM or online referral, electronic word of mouth or the shape of websites, digital videos, electronic mail, weblogs, social platforms, and various captivating promotional initiatives, facilitating consumers to readily share these with their peers (Kotler & Keller, 2019). Electronic word of mouth is negative and positive statements about products or services from consumers who have previously used the brand, which are spread via the internet (Hariyanti et al., 2020). The effects of electronic word of mouth (E-WOM) on the company might be either favorable or unfavorable. Positive dialogues can practically provide free exposure for the business, raise brand recognition, boost sales, and more when they spread quickly (Wahab et al., 2022).

2.2 Information Acceptance Model (IACM)

The Information Acceptance Model (IACM) is an expanded model of a combination of Sussman & Siegal, (2003) Information Adoption Model, by integrating sections connected to Fishbein & Ajzen, (1975) employ the Theory of Reasoned Action (TRA) for elucidation factors of electronic word of mouth information on social media that influence consumer buying interest. Information Acceptance Model (IACM) is a model used to predict and explain individual acceptance of information. This paradigm emphasizes that how information is received and processed by an individual determines how that individual will act upon the information. The Information Acceptance Model (IACM) describes the attributes of digital word-of-mouth, which focuses on the characteristics of information, namely quality, credibility, and usability (Erkan & Evans, 2016).

2.3 Information Quality

The notion of data excellence is associated with the power of persuasive messages, evaluation is often also defined as persuasive messages and is usually measured by their relevance, timeliness, accuracy, and completeness (Erkan & Evans, 2016). Information quality pertains to how well information possesses distinct attributes, substance, structure, and timeliness tailored to recipients. (O'Brien & Marakas, 2007).

2.4 Information Quantity

Information Quantity or information quantity is how many reviews a product and service have, according to Erkan & Evans, (2016) states that most of the people interviewed highlighted the value of the quantity of reviews and mentioned that they rarely saw their friends write on social media about brands, products, or services. However, there are numerous product reviews on purchasing websites, which makes it possible to contrast various remarks. Therefore, one of the reasons why customers favor online evaluations is the wealth of information. And according to Indrawati et al., (2022) states that A greater frequency or volume of reviews, rather than fewer reviews or infrequent ones, assists customers in appraising the caliber of a brand or item.

2.5 Information Credibility

Information credibility or information credibility is how much customer trust in an information, Information credibility is existing or recent literature means demonstrating how the veracity of information affects the effectiveness of a communication, source credibility is defined as identifying sources of information in a way that is considered credible by readers (Farid & Yanti, 2018). In addition, with the many information equations found, the consumer's sense of trust in a product or service increases (Rosdiana et al., 2019).

2.6 Needs of Information

Consumers seek relevant information about the product before the purchase process to reduce the risks that arise after the purchase process is complete. It is well known that humans analyze information and employ it methodically to influence behavior (Leong et al., 2022). Consumers with high information needs usually collect information from others when they desire to purchase a good or service (Yousuf Bhat et al., 2020).

2.7 Attitude Towards Information

Attitude towards information is modified from the theory of (Fishbein & Ajzen, 1975), namely Theory of Reasoned Action (TRA), where this theory states that attitudes towards information are a reference to behavioral intentions, this is supported by findings from studies conducted by Kau et al., (2022) which stated that the positive attitude of customers affects the purchase intention of other customers.

2.8 Information Usefulness

Information Usefulness pertains to individuals' perceptions that their effectiveness will improve through the utilization of novel information. Tjongirin et al., (2020) consumers also tend to be more involved with information when they feel the information, they get is useful according to their wishes. According to Erkan & Evans, (2016) consumers who find information useful tend to be more confident in adopting it, especially on social media, with the amount of eWOM information they get, they are more likely to adopt it when users view eWOM content to be beneficial and useful (Yousuf Bhat et al., 2020).

2.9 Information Adoption

Information adoption is how a person adopts information and changes their intentions and changes their behavior in a communication network mediated by the internet (Sussman & Siegal, 2003). Consumers often involve the information they find in their buying process, especially on the internet (Ilhamalimy & Ali, 2021).

2.10 Purchase Intention

A person's behavior can be influenced by several factors, external and internal factors, as well as buying interest in a product, consumer buying interest can be influenced by several factors such as various types of marketing or broad marketing (Kotler & Keller, 2014). On deciding how to use technology, customers' intentions matter because they ultimately influence their actual behavior (Aljabari et al., 2023). According to Daowd et al., (2020) a customer's behavior is having a buying intention. That describes how far they are committed to purchasing goods or services, there are several indicators that can measure consumer buying interest, such as the consideration to buy a product reviewed on the internet soon, the desire to purchase a product evaluated on the internet, the desire to try the product reviewed soon. And recommend products reviewed on the internet to others (Leong et al., 2022).

2.11 Hypothesis

When customers perceive eWOM information as advantageous, they are inclined to participate in eWOM interactions. Consumers who utilize eWOM content generally display a tendency to complete purchases when such information has been shared among fellow customers or friends (Leong et al., 2022). According to Indrawati et al., (2022) claims that the adoption of information affects purchasing intention in a favorable and significant way. Consequently, the first hypothesis in this research is:

H₁: *Information adoption has a positive and significant influence on purchase intention in e-commerce in Indonesia.*

Information through eWOM can be reached by customers and the quality of the information is a major concern for its readers, where if they find the information useful it means that the quality of the information is good (Leong et al., 2022). Subsequently, the utilization of information emerges as a crucial element in the assimilation of data (Indrawati et al., 2022). Consequently, the second hypotesis on this study is:

H₂: *Information usefulness has a positive and significant influence on information adoption in e-commerce in Indonesia.*

Information through eWOM can be reached by customers and the quality of the information is a major concern for its readers, where if they find the information useful it means that the quality of the information is good (Leong et al., 2022). Subsequently, the utilization of information emerges as a crucial element in the assimilation of data (Indrawati et al., 2022). Consequently, the second hypothesis on this study is:

H₂: *Information usefulness has a positive and significant influence on information adoption in e-commerce in Indonesia.*

This is also in line with research conducted by Hancer et al., (2018) which indicates that the effectiveness of information is significantly enhanced by its quality. And this is also in line with research conducted by Indrawati et al., (2022) which suggests that the quality of information positively and significantly impacts its usefulness. Consequently, the third hypothesis on this study is:

H₃: *Information quality has a positive and significant influence on information usefulness in e-commerce in Indonesia.*

The quantity of information Has a positive and significant effect on the usefulness of information, where a high quantity allows the recipient of information to find useful information Indrawati et al., (2022). Research (Porto et al., 2022) states that the quantity of information is an important aspect in determining purchasing decisions. Consequently, the fourth hypothesis on this study is:

H₄: *Information quantity has a positive and significant influence on information usefulness in e-commerce in Indonesia.*

Consumer persuasion depends on credible information provided through eWOM (Leong et al., 2022). The research aligns with Daowd et al., (2020) findings This suggests that information credibility has a significant and positive influence on the utility of the information. Additionally, this is consistent with studies done by Indrawati et al., (2022) which states that information credibility has a positive and significant effect on information usefulness. Consequently, the fifth hypothesis on this study is:

H₅: *Information credibility has a positive and significant influence on information usefulness in e-commerce in Indonesia.*

All eWOM information is useful for everyone because people may only be looking for relevant information about the information they are looking for in determining their purchase intention Daowd et al., (2020). Consequently, the sixth hypothesis on this study is:

H₆: *Needs of information has a positive and significant influence on information usefulness in e-commerce in Indonesia.*

Attitudes towards information have a positive and significant effect on the usefulness of information. Because of this, this proves the degree to which users experience benefits of eWOM information and contribute to the perceived benefits (Leong et al., 2022). This is consistent with studies carried out by Daowd et al., (2020). It claims that attitudes about information have an impact on its usefulness in a favorable and meaningful way. Consequently, the seventh hypothesis on this study is:

H7: *Attitude toward information has a positive and significant influence on information usefulness in e-commerce in Indonesia.*

A research model is then established as shown in the following by referring to the findings of earlier studies and the developed hypotheses.
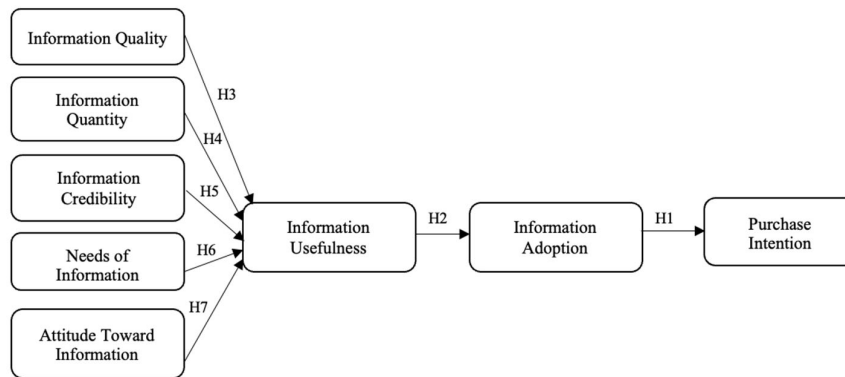

Fig. 1. Framework

3. Methodology

This study adopts a quantitative approach with a descriptive orientation. The aim of this investigation is to assess how the variables of the Information Acceptance Model influence e-WOM and purchase intention within the context of Indonesian e-commerce. Given that the total population of online shoppers from Tokopedia and Shopee constitutes the subject group, purposive sampling, a non-probability technique, has been employed. A cross-sectional design has been chosen due to the study's limited timeframe, spanning from the initiation to the completion of data collection, followed by the analysis of results. The research sample encompasses 155 participants who responded to surveys distributed via Google Form.

4. Result and Discussions

With 85% of people in Indonesia agreeing, the results of the analytical description indicate a notable inclination of e-commerce users in Indonesia towards information. This suggests that e-commerce users in Indonesia show attitudes toward information on Indonesia's e-commerce in determining the use of information. The value of information use is great, with 84% of respondents agreeing, and e-commerce users in Indonesia have a significant need for information, with 84% of respondents agreeing. These attitudes toward information about the use of information may be noticed. where the need for information on e-commerce users in Indonesia is high enough. while information quality in e-commerce in Indonesia is quite high with 83% of respondents agreeing, in this aspect e-commerce in Indonesia has shown a fairly good quality of information in providing information about products or services, the quantity of information is also important in determining quality information, this can be seen by the value of information quantity with 82% of respondents agreeing, whether or not the quantity of information shows the credibility of the information, where the value of information credibility shows 81% of respondents agree, which determines the adoption of information on e-commerce in In Indonesia, this can be seen from the value of adopting information by 83% of respondents who agree. where the high value of information adoption means that purchase intention in e-commerce in Indonesia is also high, as evidenced by the value of 83% of respondents agreeing on this.

This study uses analysis with the Partial Least Squares Structural Equation Modeling (PLS-SEM) measurement approach, using the SmartPLS 3.2.9 application. validity and reliability tests are completed through evaluation of the outer measurement model, where the external model seeks to evaluate both the authenticity and dependability, validity and reliability are tested through model measurements of the indicators that make up a variable (Ghozali, 2021). The results of the outer model evaluation are presented as an overview of the analysis.

Table 1 revealed the percentages of the Average Variance Extracted (AVE) values. The results showed that all the variables had an AVE value greater than 0.50, and a Composite Reliability (CR) value > 0.7 indicated that the indicators and each variable were interrelated and adequately represented each variable. Therefore, they can be expected to be valid and reliable.

Table 1
Validity and Reliability Result

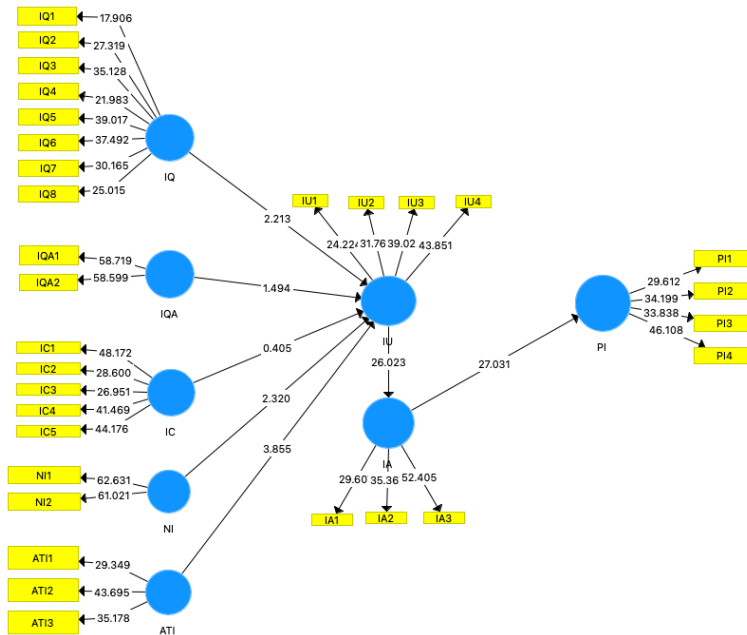| Variable	AVE Value	CR Value
Information Quality	0.714	0.895
Information Quantity	0.822	0.895
Information Credibility	0.771	0.944
Need of Information	0.856	0.937
Attitude toward Information	0.810	0.902
Information Usefulness	0.802	0.890
Information Adoption	0.810	0.922
Purchase Intention	0.771	0.910

Fig. 2. Result PLS Algorithm Measurement Model

Furthermore, validity and reliability tests were carried out to assess whether each indicator in this study could be said to be valid and reliable. The determination of validity relies on the Average Variance Extracted (AVE) score, and for evaluating reliability, the Composite Reliability (CR) score is employed. AVE and CR values can be seen in Table 2:

Furthermore, the R Square test (R2) was conducted to determine the extent to which exogenous variables can explain variations in endogenous variables and to measure the level of their influence. The results of the R Square test are as follows:

Table 2
R Square Result

Endogen Variable	R-Square Value
Information Usefulness	0.682
Information Adoption	0.829
Purchase Intention	0.669

According to Table 2, the information usefulness variable has an R square value of 0.779, followed by the information adoption variable at 0.878 and the purchase intention variable at 0.756. According to Ghozali (2021) the model is good in the year 2021 if the R square value is 0.67, moderate in the year 2021 if the R square value is 0.33, and weak in the year 2021 if the R square value is 0.19. Therefore, it may be said that the study's model is sound. Q^2 Predictive Relevance is used to represent synthesis or validation as well as fitting functions with predictions between manifest variables and estimation of construct parameters. where Q square > 0 indicates that the model has a predictive relevance value, but if Q square < 0 indicates that the model lacks predictive relevance value (Ghozali, 2021).

Based on Table 3, the value of Q^2 predictive relevance, the information usefulness variable obtained a value of 0.513, then the information adoption variable obtained a value of 0.538 and the purchase intention variable obtained a value of 0.520. Therefore, one can deduce that the model utilized in this investigation has predictive relevance, because all exogenous or independent variables have a value above 0.

Table 3
Q Square Result

	SSO	SSE	Q^2 (1-SSE/SSO)
Information Quality	36.102	36.102	
Information Quantity	168.012	168.012	
Information Credibility	96.424	96.424	
Needs of Information	36.341	36.341	
Attitude toward Information	54.181	54.181	
Information Usefulness	65.332	31.838	0.513
Information Adoption	58.705	27.113	0.538
Purchase Intention	72.639	34.899	0.520

Hypothesis validation was conducted utilizing the PLS bootstrapping technique on the sample data. The t test involved comparing t-statistical values against the t-table through bootstrapping (Shohilin & Ratmono, 2020). The application of the bootstrapping approach aimed to mitigate anomalies within the research data. The assessment of significant relationships between latent variables relied on the comparison of the observed t-statistic values with the t-table; this constitutes the core of hypothesis testing. In the context of SEM-PLS, hypothesis testing encompasses the t test, p test, and path coefficient values (Hair et al., 2011). The t test employs resampling, and if the computed t-statistic value exceeds the t-table value, the alternative hypothesis is accepted; conversely, if the t-table value is higher than the t-table value, the alternative hypothesis is rejected. This study adopts a 95% confidence level and a 5% error margin, yielding a t-statistic value of 1.96 for a two-tailed test and a t-table value of 1.64 for a one-tailed test, (Shohilin & Ratmono, 2020)

The p test is then used to figure out whether a hypothesis is significant. If the p-value is below 0.005, then the variable has a significant influence, because otherwise there is no significant effect. (Hair et al., 2011). To determine if a variable has a positive or negative effect, one uses the path coefficient value. (Hair et al., 2011). The outcomes of the hypothesis examination in Table 4.

Table 4
Hypothesis Result

Hypothesis	Causality	Path Coefficient	T-statictic	P-value	Conclusion
H1	IA - PI	0.869	27.031	0.000	Accepted
H2	IU - IA	0.883	26.023	0.000	Accepted
H3	IQ - IU	0.115	1.494	0.136	Rejected
H4	IQA - IU	0.331	2.213	0.027	Accepted
H5	IC - IU	0.048	0.405	0.685	Rejected
H6	NI - IU	0.173	2.320	0.021	Accepted
H7	ATI - IU	0.337	3.855	0.000	Accepted

The hypothesis testing results from this study are shown in Table 4 hypothesis results. Out of the 7 hypotheses put forth, 5 are accepted and 2 are rejected. The study's findings indicate a significant connection between purchasing intention and adoption information. Engagement, consumption intentions, and behavioral contributions are all significantly correlated. The adoption and usage of information are significantly related to one another. The quantity of information and its utility exhibit a notable connection. Information needs and information usability share a strong correlation. Additionally, attitudes towards information are significantly linked to its effectiveness.

The adoption of information significantly and positively influences the intention to make a purchase. These findings align with the cognitive component theory of consumer attitudes, which encompasses knowledge, opinions, beliefs, and awareness. In this case, the cognitive component, related to the desire to make a purchase, is impacted by information adoption, as indicated by acceptance and knowledge indicators. Moreover, according to Sussman & Siegal (2003), the theory of information adoption suggests that individuals adopt information and alter their intentions and behaviors within an internet-mediated communication network. This suggests that the information provided by platforms like Tokopedia and Shopee contributes new knowledge to readers, and this, in turn, leads to recommendations that can increase the recipients' interest and purchase intent. In summary, it can be concluded that information adoption in Indonesia's e-commerce sector has a positive and significant influence on purchase intention (Indrawati et al., 2022).

Information usefulness has a positive and significant impact on information adoption. A consumer who may be looking for products or services on Tokopedia and Shopee and finds useful information about products and services available on e-commerce feels helped by this information and recommendations, so this can increase purchase intention. This is in line with research conducted by Indrawati et al., (2022) which shows that information usefulness has a positive and significant effect on information adoption. According to Erkan & Evans, (2016) consumers who find information useful tend to be more confident in adopting it, especially on social media, with the amount of eWOM information they get, they are more likely to adopt it when they find eWOM information useful and useful (Yousuf Bhat et al., 2020). This is also in line with research conducted by Leong et al., (2022) who stated in their research that information usefulness has a positive and significant effect on information adoption.

Information quality has a negative and not significant impact on information usefulness. This happens because of a lack of accuracy in information, consumers still feel that the information on e-commerce regarding the products being distributed is still unclear so that the information is not informative and useful for them (Adi Ramadhanty & Widodo, 2018).

Information quantity has a positive and significant impact on information usefulness. Erkan & Evans, (2016) conducted interviews with some people to highlight the importance of review count, Additionally, they mentioned that they rarely see friends post on social media about the company, their goods, or their services. However, there are numerous product reviews on purchasing websites, which makes it possible to contrast various remarks. Therefore, one of the reasons why customers favor internet evaluations is the amount of information. When comparing the quality of a brand or product, buyers find that a high frequency or quantity of reviews is more helpful than one with a low frequency or few reviews. (Indrawati et al., 2022). So it can be concluded that the amount of information or reviews that exist on the e-commerce industry in Indonesia such as Tokopedia and Shopee can increase consumers' sense of trust in a product, and this can increase purchase intention.

Information credibility has a negative and not significant impact on information usefulness. consumers in e-commerce in Indonesia still feel that the credibility of product information in e-commerce is still not credible in terms of perceived usefulness, this is consistent with studies done by Abro et al., (2020) It claims that the usefulness of information is unaffected by the credibility of the information.

The need for information has a positive and significant impact on information usefulness. Consumers look for relevant information about products on Tokopedia and Shopee e-commerce before the purchase process to reduce the risks that arise after the purchase process is complete, Consumers have a reputation for processing information and applying it methodically to alter behavior (Leong et al., 2022). Attitude toward information has a positive and significant impact on information usefulness. attitude towards information is a reference for behavioral intention, attitude is an affective evaluation or knowledge of a matter and can influence the tendency to make decisions or actions regarding this matter (Fishbein & Ajzen, 1975). Beliefs, expectations, and product attribute values in Tokopedia and Shopee e-commerce are important for consumers, where the high attitude towards information affects the usefulness of information. This is consistent with analysis by Leong et al., (2022) which states that attitude toward information has a positive and significant effect on information usefulness. Therefore, consumers' perceptions of the advantages of accessing eWOM information play a role in how beneficial they find it to be.

5. Conclusion

This research aims to pinpoint the primary determinants of purchase intent as outlined in the introduction's research goals. SmartPLS data analysis reveals that, in comparison to other variables, information adoption yields the most significant impact on purchase intent in the context of Indonesian e-commerce. Consequently, Indonesian e-commerce administrators should prioritize and improve the quality of product information to optimize information adoption and, consequently, purchase intention.

Information or other people's experiences play an important role in shaping consumer perceptions of a product or service. Information about product features, specifications, benefits, how to use, and materials must be clear and complete. Then, create product demonstration videos that visually explain how the product is used and its features. Videos can aid in providing a better understanding than just text and images. Finally, create instructions for use and maintenance. These are still incredibly uncommon for products or services in Indonesia's e-commerce sector, but they can help customers feel more at ease with products or services so they can maximize their benefits.

The higher the qualification of a product's attributes such as features, the higher the purchase decision that will be made by consumers, therefore highlighting the main features, such as explaining the main features of the product clearly and briefly, where the points explained can explain what makes the product or services into products that are different from competitors and can provide benefits to consumers.

There are multiple limitations on this study. Tokopedia and Shopee are the only respondents included in the sample of this study, and they serve as tangible representations of the Indonesian e-commerce market. Tokopedia and Shopee were chosen as the research objects for this study because they receive the most e-commerce visits, even though they do not yet fully represent the country's whole e-commerce market. The study's subject is the Indonesian e-commerce market. The researcher advises adopting a larger study object for future studies, such as the entire Indonesian e-commerce market, both the lowest and maximum number of e-commerce visits, or even a comparison of the Indonesian e-commerce market with e-commerce overseas.

Second, there are 155 respondents in the sample who are Indonesian consumers of online goods. The outcome will be different. It is recommended that further research takes research with a wider range of objects. Subsequent investigations could consider employing a comprehensive strategy involving a combination of quantitative and qualitative approaches to strengthen the reliability of the results. Additionally, incorporating novel variables into the research could lead to updates in the study. For instance, exploring the impact of visual information on consumer perception could be an avenue for future exploration.

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