Effect of Information Quality, Social Psychological Distance, and Trust on Consumer Purchase Intentions on Social Commerce Shopee

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ABSTRACT

This study aims to determine how the influence of information quality, social psychological distance, trust on consumer purchase intentions on e-commerce shopee. The test in this study used 202 respondents. The sampling technique used in this research is purposive sampling. This study uses the Structural Equation Modeling (SEM) Analysis tool which was developed to test the research hypotheses processed using the AMOS version 24 program. The data variables used in this study are the quality of information, social psychological distance, trust and consumer purchase intentions, these variables form four hypotheses. And the results of the analysis in this study indicate that the quality of information has a positive effect on social psychological distance, the quality of information has a positive effect on trust, Social psychological distance has a positive effect on trust, Trust has a positive effect on purchase intention.

Keywords: Information Quality, Social Psychological Distance, Trust, Purchase Intention

INTRODUCTION

Online business is any means that marketers use over the internet as a means to achieve goals and make profits. The development of e-commerce in Indonesia has experienced a shift, due to the interest of people who used to make purchases directly by coming to their stores, but now they are shopping online.

With the proliferation of online stores in Indonesia, this indicates that Indonesia is a promising market for a businessman. So this is what makes consumer interest change, because consumers used to make purchases by way of offline shifting to shopping online. This can also be supported by records of survey data conducted by the Indonesian Internet Service Providers Association (APJII) which states that the penetration survey for internet users in Indonesia from 2019 to 2020 has increased. Based on the survey results, the number of internet users increased to reach 196.7 million users in 2020, the number of internet users in Indonesia was 73.7 percent (1) according to (2) which states that In online transactions, the trust and quality of information is a strong foundation to be able to determine the success or failure of online shopping sites in the future. Because if the transaction is done online, the purchase made cannot see and cannot

hold the product directly, therefore sales will be needed to build very high trust to consumers and can convey useful information and have significant quality. for consumers in using products or services, so that this can help consumers in supporting decisions in making purchases.

It can be seen at this time that many online shops are developing in Indonesia, and there are several online shops that are very well known in Indonesia such as Lazada, Tokopedia, Shopee, Bukalapak, Blibli, JDID, and many others. Shopee is an online shopping platform that is more focused on the mobile platform so that it is easier for people to find, shop, and sell directly using their cellphones, this makes many parties take advantage of this opportunity by enlivening the mobile marketplace segment through mobile applications. Shopee itself has been launched on a limited basis in early 2015 in Southeast Asia, including Singapore, Malaysia, Thailand, Vietnam, the Philippines and Taiwan. This platform offers a wide range of products, equipped with secure payment methods, integrated delivery services and innovative social features to make buying and selling more fun, safe and practical (3)

Based on a survey conducted by DailySocial and JakPat, which stated that shopee was the most used online shopping service or most frequently used by respondents (34%) (4). This can make Shopee demonstrate its success as an online shopping service provider that can be done through active communication in the process of making online purchases in Indonesia.

Based on the background, this researcher uses the shopee application as the topic of e-commerce researchers. Considering shopee is a communication medium that has been widely used by the public and shopee can also make it easier for consumers to buy and sell without having a meeting in person. Where this research will take the title of "the influence of information quality, social psychological distance & trust on consumer purchase intentions on e-commerce shopee.

THEORETICAL FRAMEWORK
Online Business
The development of e-commerce in Indonesia has changed, because it is seen from the attitude of consumers who have carried out online shopping. According to (5) e-commerce is an electronic media used by consumers to buy and sell goods and services using the internet computer as an intermediary for business transactions.

Online business in Indonesia today can be said to be quite fast. Because Indonesia has many new e-commerce and online stores that appear every year. It can be seen based on data generated from the central statistical agency in Indonesia in 2019, as many as 45.30% of e-commerce in Indonesia have started using the Internet in 2017-2018, while in 2010-2016 as many as 28.06%, which just started using in 2019 as many as 25.11% and in 2010 as many as 1.53%. So the statistics record that using e-commerce in Indonesia in 2017 reached up to 139 million users, then increased to 10.8% in total to 154.1 million users in 2018, while in 2019 it reached 168.3 million users and 212.2 million can be estimated in 2023. Online businesses in Indonesia can grow very quickly because using online businesses is much more effective and efficient and can save costs. With an online business, an entrepreneur can reduce costs or cos on renting a place or building, human resources and promotions (6)

According to (7), internet marketing is an effort to market products and services to build bonds with customers through internet media. In addition, according to Kotler & Keller who explained that the internet is a vast public network consisting of PC networks that connect users from all over the world to each other and is a very large data container.

Online Shopping

According to (8) which states that Online shopping is a form of trade carried out through electronic devices that can attract consumers to make purchases of goods or services from sellers via the internet. Meanwhile, through an online shop, a consumer can see the various products that have been offered directly through the website and can be promoted by the seller before buying or even when deciding to buy an item. Online shopping is also a site that allows both parties between the seller and the buyer by not meeting in person, this allows sellers to buy goods from abroad or internationally. Using social media such as computers, notebooks, or mobile phones that are connected to the internet usually makes it easier for sellers and buyers, because there is no need to meet in person. Online shopping is a way of electronic commerce carried out for activities in transactions between sellers to sellers and sellers to consumers.

Purchase Intention

Buying interest can be said as a person's situation before taking an action that can be used as a basis for predicting a person's behavior in doing anything. So this is in accordance with the previous statement (9), which states that buying interest is a psychological activity that causes something because of thoughts and feelings towards a desired product or service.

According to (10), which reveals that buying interest is a willingness or desire to get the product, buying interest will arise if a consumer has been affected by the quality, benefits and quality of a product, information from the surroundings that discuss the product can be linked such as price, how to buy and the advantages and disadvantages of a product compared to other brands Based on the reviews regarding the opinions of the experts above, it can be said that buying interest will arise from within a consumer who can be influenced by the product reviews.

Predictors of Ecommerce Shopee Purchase Intention
Information Quality

Information quality is a quality that has to do with the amount, form of information and accuracy regarding products and services that can be offered on a website (11).

According to (12), which says that the information presented on the online store must provide information related to goods and services available in the online shop and provide useful and meaningful information in predicting the advantages and use of goods or services. To satisfy consumer expectations in obtaining information in making purchases online, usually have product or service information that is always up-to-date, in order to help online shoppers make decisions that are consistent, and easy to understand.

Activities in buying interest can be influenced by the quality and credibility of an information that is spread in the community as an illustration of research on word of mouth (13). The quality of information has an important role in knowing the subjective perception to receive persuasive information. Therefore, in assessing a product, usually the quality of word of mouth

has a very good influence and consumers have a good perception of its reliability (14). Information can be used as a basic foundation for a consumer's decision in order to form a clear understanding of the product or assistance that can make trust in the information of quality:

H1a. Information Quality has a positive impact on Social Psychological Distance

H1b. Information Quality has a positive effect on Trust

Social Psychological Distance

Different psychological representations that people create of the same object, event, or other person. This kind of representation refers to the use of the psychological distance experienced between people as a point of reference, and objects that are less distant than they think (15). A goal that is psychologically distant means that it does not have part of its own direct experience (16). If psychology has an increasing distance, then someone will tend to use a higher level of interpretation to be able to mark features that are simpler, abstract and non-contextual. And if the same distance decreases, one will tend to use a lower level of interpretation to be able to characterize information that is more flexible and detailed (17):

H2. Social Psychological Distance has a positive effect on trust

Trust

Trust is a central aspect in economic transactions involving social uncertainty and risk (18). Meanwhile, according to (19), which states that trust is the main structure in e-commerce and is a very important factor for e-commerce players. Because trust can be relied on to reduce people's uncertainty.In the exchange of information, consumer trust is usually repeatedly involved. Because the level of trust people can provide information asymmetry and consumers in the face of various risks that are not limited. People's trust can make a positive impression by reducing many risks, People's trust can be described in two ways, namely by cognitive and emotional (20).

Consumer buying interest can be generated through subjective feelings in order to meet good needs and desires through information (21). Consumer trust has a cognitive nature by having the ability and responsibility with everyone, especially for online consumers, because consumer buying interest will increase if they have strong emotional and cognitive (22). This gives confidence in buying interest, so that consumers can make decisions in buying an item or service:

H3. Trust has a positive effect on Purchase Intention.

Research Framework

From the results of the analysis that has been done by previous researchers and the elaboration of the theory regarding each variable, a framework can be formulated and this is a general rule when solving problems requires a foundation. This is intended so that the discussion has a definite direction of completion. Based on the literature review and previous research, the internal framework can be prepared for this research as presented in the following figure.
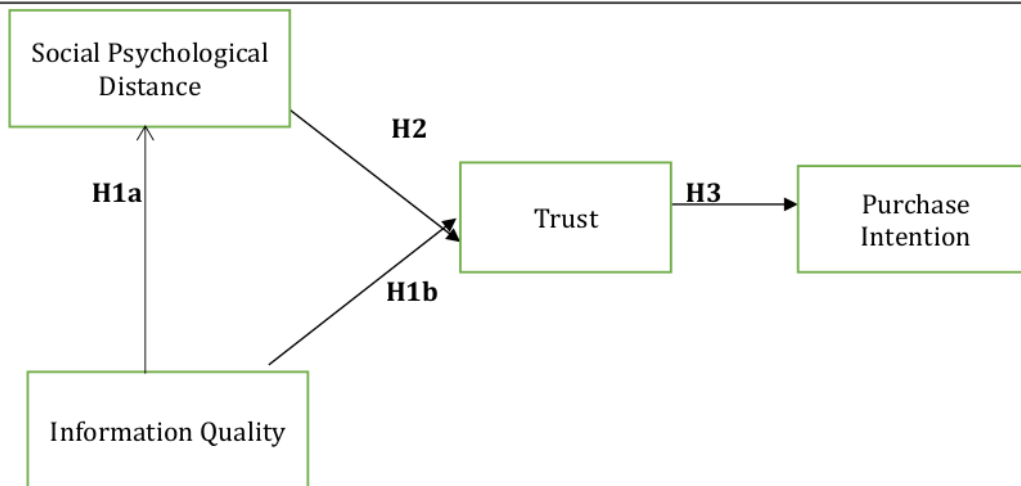
Picture 2.4 Research Framework

RESEARCH METHOD

Data Collection and Sample

This type of research was quantitative causality research. The approach used was a quantitative approach. The population that will be selected in this study is all Indonesian citizens who are interested in buying and using Shopee e-commerce. In this research, the sampling was carried out using purposive sampling technique, the criteria to be taken were all Indonesian citizens who were interested in buying and using e-commerce shopee. The samples quantity required using the Structural Equation Model (SEM) was 100-200 or at least 5 times the number of indicators. (23), (24) and (25) in (26) also explained that SEM usually uses the estimation method of Effective Maximum Likelihood Estimation (MLE) which is used for a sample size of 150-400.

The questionnaire method was carried out by researchers by providing a list of closed questions, meaning that from each question the respondent simply chose one answer that best suits his choice through the available answer choices. The researcher chose to use closed questionnaire media and the questionnaire was distributed online using the google form application to make it easier for researchers to collect data and analyze data. The answers provided are in a 7 Likert scale formula to measure each respondent's answer to the questions in the questionnaire.

Validity and Reliability Test for Research Instrument

Before distributing questionnaires for data collection, the validity and reliability of the questionnaires to be distributed were first tested. Validity and reliability test had been carried out on 50 respondents by providing questionnaires for respondents to answer and process it using SPSS. (27) said that validity test is a tool that measures the extent to which an indicator can measure what will be measured accurately and the question submitted are able to provide measured answers so that the questionnaire become valid. The indicator is said to be valid if it has a standardized regression weight value of 0.5. Meanwhile, according to (27), the reliability test is the level at which the independent variable is considered free from error. Reliability is a tool to measure a questionnaire which is an indicator of a variable. The statistical test tool to

measure reliability was Cronbach's Alpha. A questionnaire is declared reliable if a person's answer to the statement is consistent or stable from time to time. In SPSS a variable is declared reliable if Cronbach's Alpha > 0.70. The results of the validity and reliability test of all the questions in this research were declared valid and reliable or reliable. Thus, the questions in this research could be used in further research and distributed reaching 202 samples.

Data analysis technique

The next stage after the data quality test is to perform data analysis consisting of descriptive analysis and SEM (Structural Equation Modeling). Descriptive analysis contains profiles of respondents or research subjects who can explain the description of raw data into information that is easy to understand briefly and clearly without changing general conclusions. This research used an analytical tool which is a combination of two separate statistical methods, namely analysis factor developed in psychology and psychometrics and a simultaneous equation model called structural equation modeling (SEM) (27).

Operational Definition and Measurement of Research Variables

No.	Variable	Operational Definition	Measurement of Research
1	Information Quality	The quality of information can be maintained if the information is factual and qualified in the needs of its users (28). If the information obtained must make sense, then the information is obtained through analysis	1. Information is available in real-time on the shopee platform 2. all the information needs that I get are on the shopee platform 3. Any information about the artifacts that I deprived to invest is usually in the information on the shopee platform
2	Trust	Trust consumers can only be achieved by providing good quality (29)	1. I think shopee can be trusted 2. I think shopee is right 3. I think shopee provider can be trusted 4. I think shopee is reliable
3	Social Psychological Distance	the characteristic representation of the environmental measure to this paragraph or phenomenon is what is meant by social psychological distance (30).	1. Creator content influences my behavior to always use shopee social media. 2. People who are important to me think that I should continue to use shopee. 3. My friends think that I should keep using shopee. 4. I easily make friends with other users on shopee 5. I feel I have become closer to other users on shopee
4.	**Purchase Intention**	which states that buying interest is an act that appears as a response to an object that shows the consumer's willingness to make a purchase (31).	1. Shopee will be one of the referrals when you want to make a purchase. 2. My attitude and thoughts can change the way I buy by looking at the information on the shopee platform. 3. my decision to buy a product can be influenced by shopee 4. I can imagine buying products from shopee 5. I am very interested in buying products through shopee 6. I will buy products/brands promoted on shopee compared to other social media 7. I am willing to recommend products/brands promoted on shopee 8. I intend to buy products that are on shopee in the future.

Analysis Data Technique

The next stage after the data quality test is to perform data analysis consisting of descriptive analysis and statistical analysis. Descriptive analysis contains profiles of respondents or research subjects who can explain the description of raw data into information that is easy to understand briefly and clearly without changing general conclusions. And this study uses an analytical tool which is a combination of two separate statistical methods, namely factor analysis developed in psychology and psychometrics and a simultaneous equation model called structural equation modeling (SEM) (27). Then processed using the AMOS program.

DATA ANALYSIS AND DISCUSSIONS

Descriptive Analysis

In this section, the results of a descriptive analysis described respondents characteristics including the gender of the respondents, the age of the respondents, the educational background of the respondents, the occupations of the respondents, the average income of the respondents purchased online from 202 respondents. The data showed that 143 respondents were female and 59 respondents were male. Based on age category, the majority of respondents in this research were under 25 years old representing around 55% of the data in the age category. Meanwhile respondents of 26-35 years old were 41,1%, 36-46 years old were 3,5%, and above 55 years old were 0,5%. According to the respondents' educational background were high school with 28 respondents or representing around 13,9% of the respondents. According to the profession of the respondents, most of them were university students s1 114 respondents with percentage 56,4%, s2 25 respondents with percentage 12,4%, Diploma 30 respondents with percentage 14,9%, other 4 respondents with percentage 2,5% and respondents who have income below Rp. 2,500,000.- as many as 147 with percentage 72,8%, and respondents who have income above 7,500,000 as many as 4 with percentage 2%.

Constructing Path Diagrams and Structural Equations

Connecting endogenous and exogenous latent constructs and determining a model that connects endogenous and exogenous latent constructs can be done with indicator variables. The exogenous variables in this research were information quality and social psychological distance marketing. The endogenous variables in this research were trust (T) and consumer purchase intention. The Constructing Path Diagrams and Structural Equations were shown in Figure 1.
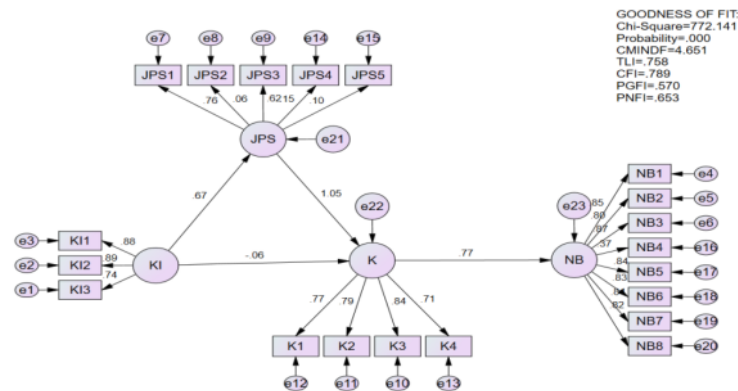

Figure 1. Path of Model

Normality Test

The normality test of this data through the value of the Critical Ratio (CR) observation of the data was used, where the multivariate data value was between the range of ± 2.58. Thus, the research was said to be normal. The assumption of normality of the data was used with the aim that the data can be further processed for SEM modeling. The multivariate normality showed that the value was 0,885 which was still in the range of ± 2.58, it means that the data also fulfilled the normal assumption.

Outliers

Outliers was evaluated using multivariate outliers analysis which was calculated using the chi-square value on the degree of freedom of 20 indicators at the level of $p < 0.001$ using the formula of X2 (20; 0.001) = 37,57 which was called the Mahalanobis Distance value that was known with the highest value Mahalanobis Distance square of 37,339 Thus, there were no outliers in the data because the results did not exceed the c-square value of 37,75.

Confirmatory Analysis Validity and Reliability Test

In this confirmatory analysis is carried out to test the concept by building several measurable indicators. In confirmatory analysis, what needs to be known is the value of the loading factor with each variable. The loading factor is used to determine the validity, with a loading value of > 0.5, ideally > 0.7. If the value is still below 0.5, then it is excluded from the analysis(Hair, 2010). All the indicators of this research were valid because the loading factor value in the table showed that all indicators of this research had a loading factor value of more than 0.5 except for JPS2 (with the value of 0.058), JPS4 (with the value of 0,147), JPS5 (with the value of 0,098), NB4 (with the value of 0,371) and must be excluded from the analysis because it was invalid; thus, this indicator must be dropped. The reliability coefficient ranged from 0-1, where the higher the coefficient approaches the number 1, the more reliable the measuring instrument is. If the construct reliability value is > 0.7 and the variance extracts value > 0.5, the construct reliability was good. It is known that all variables had construct reliability results of 0.7 and variance extract had a value of 0.5. Thus, it can be concluded that the questionnaires in this research were declared reliable. Afterwards, it is processed using the AMOS program with the results of the validity and reliability test of the instrument as summarized in Table 2.

Table 2. Validity and Reliability Test Result

Items	Loading Factor	Alpha
INFORMATION QUALITY		0.782
On the Shopee platform, information is available in real-time.		
all the information needs that I get are on the shopee platform	0,878	
Any information about the artifacts that I deprived to invest is usually in the information on the shopee platform	0.893 0,737	
SOCIAL PSYCHOLOGICAL DISTANCE		
I feel influenced by advertisements on all social media to always use the Shopee application.		0,889
Important people always think about me because I continue to use Shopee in making purchases.	0,760	
My close friends always think about me having to keep using Shopee in buying products.	0,058	
I find it easy to meet other Shopee users.	0.620	
After I use Shopee, I usually feel closer to other Shopee users.	0.147	
TRUST	0,098	
I don't think Shopee can be trusted.		
I think buying things at Shopee is always right.		0,780
I think the people who provide the Shopee app can't always be trusted.	0,771	
I think online shopping at Shopee is unreliable.	0,791 0.839	
PURCHASE INTENTION	0.714	
When I want to buy a product, usually Shopee will be my choice.		0,931
The information on Shopee can change my mind and attitude in buying a product.		
Shopee can influence my decision to buy.	0,845	
Before I buy a product at Shopee, I usually think first.	0,804	
I'm always interested in buying products on Shopee.		
I will buy the product/brand promoted on Shopee compared to other social media.	0,868	
I am willing to recommend to others to buy products on Shopee.	0,371	
In the future I will still make purchases on the products I see on Shopee.	0.843 0,830	
	0,841 0.816	

Source: Primary data processed, 2021

Goodness of Fit Measurement

From the results of the goodness of fit test, it indicated that there were still 3 criteria that were not fit. Therefore, the gof value will increase when used with a modification model that refers to the modification index table, in order to provide a covariance relationship by eliminating indicators that have very high MI(Modification Index) valuese. After modifying the results, it showed that the Goodness of Fit value had met all the criteria, although there was one marginal

fit criterion (PGFI) but according to (32), marginal fit can still be tolerated to be Fit by eliminating the indicator of NB4, JPS2, JPS4, JPS5.

Table 3. Goodness of Fit Models

Fit Index	Goodness of Fit	Cut off Value	Result	Evaluation
Absolute Fit	Chi-Square	Approach 0	100.278	Good
	Probability	≥ 0.05	0.053	Good
	CMIN/DF	≤ 2,00	1.269	Good
	TLI	≥ 0.90	0.987	Good
Incremental	CFI	≥ 0.90	0.991	Good
Fit	PGFI	≥ 0.60	0.548	Marginal Fit
	PNFI	≥ 0.60	0.633	Good
Parsimony Fit				

Hypotesis Testing

The results of hypothesis testing can be seen by considering the value (CR) and probability value (P). The direction of the relationship between variables can be seen from the estimate value, if the estimate value is positive then the relationship between the variables is positive, whereas if the estimate value is negative, the relationship is negative. Furthermore, if the results of the CR value are above 1.96 and the P value is still below 0.05/5%, then the relationship between exogenous and endogenous variables is significant. In detail, the research hypothesis testing will be discussed in stages according to the proposed hypothesis. Based on the analysis using AMOS 24, the proposed hypotheses testing explaining the causal relationship among the investigated variables is shown in the Figure 2 and table 4 below.
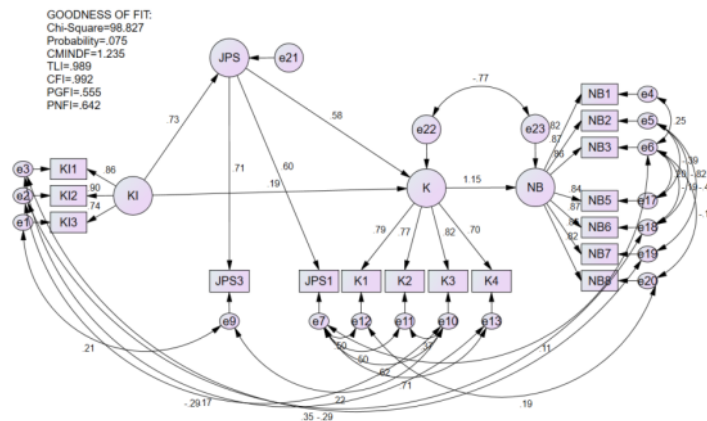

Figure 2. Final Model

Based on the analysis using AMOS 24, the following table details the proposed hypotheses testing explaining the causal relationship among the investigated variables:

Table 4. Evaluation of the Regression Weight

Hypothesis	Estimate	CR	P	Decisions
H1a	0.667	6.689	0.000	Supported
H1b	0.249	2.132	0.033	Supported
H2	0.810	4.967	0.000	Supported
H3	1.057	8.962	0.000	Supported

Source: Primary data processed, 2021

Discussion

This study analyzes 4 variables related to the purchase intention of e-commerce shoppe consumers, namely the influence of information quality (KI) and social psychological distance (JPS) on trust (K). This study also analyzes the effect of trust (K) on purchase intention (NB). The analysis in this study was carried out using the Structural Equation Modeling (SEM) method using AMOS software. From these 4 variables, based on the theory and previous research will be developed by analyzing 4 hypotheses. so that the results of the analysis in this study prove that all the hypotheses are supported.

H1a states that the quality of information affects social psychological distance in e-commerce shopee. The results showed that the quality of information affects social psychological distance on shopee. The results of the analysis in this study support the first hypothesis. Thus, it is empirically proven that with an increase in the quality of information, social psychological distance will increase significantly. This result is also supported by several previous studies by (33).

H1b states that the quality of information affects trust in e-commerce shopee. The results showed that the quality of information affects trust in shopee. The results of the analysis in this study support the first hypothesis, the second point. Thus, as evidenced by the increased quality of information, consumer confidence will increase. This result is also supported by several previous studies by (34).

H2 states that psychological distance affects trust in e-commerce shopee. The results showed that psychological distance affects trust in shopee. The results of the analysis in this study support the third hypothesis. Thus, it is proven that social psychological distance is good, so consumer confidence increases. This result is also supported by several previous studies by (35).

H3 states that trust affects purchase intention on e-commerce shopee. The results show that trust affects the purchase intention of shopee. The results of the analysis in this study support the fourth hypothesis. Thus, it is proven that the increase in trust will increase consumer buying interest. This result is also supported by several previous studies by (2), (34), (8).

CONCLUSION

Conclusion

The results of the analysis and discussion in this study regarding the analysis of the influence of information quality, social psychological distance, and trust on consumers' purchase intentions on e-commerce shopee, it can be concluded that the quality of information has a positive and significant influence on social psychological distance on shopee social media users. , the quality of information has a positive and significant effect on trust in shopee social media users, social psychological distance has a positive and significant influence on trust in shopee social media users, trust has a positive and significant influence on purchase intentions on shopee social media users.

Managerial Implications

From the results of the analysis in this study, the authors recommend managerial implications based on the findings of this study for e-commerce managers. Based on the results of this research analysis, e-commerce managers are expected to be able to form a marketing team that is able to move consumers as marketing agents through the quality of information. The quality of information can meet the requirements and expectations of all people who need information well, so that consumers can recommend it to people around them.

E-commerce managers are also expected to be able to do marketing through social media well, in complementing marketing instruments with well-managed social media because this has been proven to increase consumer confidence in the company. And e-commerce managers are expected to be able to increase trust by doing branding regularly and consistently so as to increase someone's buying interest in making purchases.

Limitations and future research

This research still has some limitations, the limitation in this research is that because the distribution is only in certain cities in Indonesia, it does not represent equally consumer opinions about e-commerce shopee throughout Indonesia. And this study is still analyzing buying interest and trust with limited variables, namely the quality of information and social psychological distance.

For further research, it is recommended to expand the scope of research by adding other variables in an effort to increase company trust and increase people's buying interest in e-commerce shopee, and be carried out in several regions in Indonesia with a wider reach. Future research is also expected to be able to combine analytical methods, namely using mixed methods by complementing quantitative findings with qualitative findings.

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