

THE INFLUENCE OF EWOM DIMENSIONS, PURCHASE INTENTION ON BUYING BEHAVIOR IN WOMEN'S CLOTHING PRODUCTS IN JAVA ISLAND

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ABSTRACT

This research aims to analyze the influence of information quality, information quantity, information credibility, information task-fit, information needs and attitudes towards information on purchasing behavior for women's clothing products directly or through the mediation of purchase intentions. This research was applied to social media users such as Tiktok, Instagram and Facebook. The sample was determined using a purposive sampling technique so that 140 respondents were obtained. Research data was collected using a research questionnaire and carried out statistical analysis using partial least squares. The research results show that information quality, information quantity, information credibility, information task-fit, information needs and attitudes towards information partially have a positive and significant effect on purchase intentions, then purchase intentions have a positive and significant effect on purchasing behavior for women's clothing products. The purchase intention variable plays its role well as a mediating variable

KEYWORDS Quality, Quantity, Credibility, Task-Fit, Needs, Attitudes, Intentions, Behavior



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INTRODUCTION

The shift in community activities from what is usually carried out face-to-face is now online due to the implementation of social restrictions during the Covid-19 pandemic (Wijanto & Edastama, 2023). The policy of limiting activities in Indonesia to overcome the spread of Covid-19 weakens the economy because trade interactions must have minimal contact and the solution is to shop online (Purwa & Krismaningtyas, 2021). The trend of switching from conventional shopping to online shopping has not decreased even after the easing of restrictions on activities and public mobility, due to the convenience factor of consumers in shopping online

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(Hoseini & Valizadeh, 2021). Changes in online buying behavior occur in various business lines, including clothing products. Currently, conventional clothing stores are faced with the phenomenon of empty buyers, as happened in Tanah Abang Market and other conventional stores. This change in online clothing buying behavior is possible due to the role of social media as an instrument in marketing. According to (Wijanto & Edastama, 2023) Cultural influences directly and indirectly influence online purchase intent.

Social media is one of the consumer instruments in finding information, becoming an important marketing medium to attract consumers and wrapped up in e-commerce social platforms (Liao & Huang, 2021). Consumers are looking for information online. Recent trends through platforms such as social media, websites, blogs, and others, which increase interest in word of mouth (*WOM*) in line with electronic word of mouth (*eWOM*) (Leong et al., 2022). Consumers rely on *eWOM* information to minimize their risk doubts when making a purchase attempt (Rahaman et al., 2022). Perusahaan yang dapat memanfaatkannya menarik keuntungan dari sana, namun perusahaan yang tidak dapat mengontrolnya dapat dirugikan (Leong et al., 2022). Beyond what the company provides, senders are independent based on their decisions. Buyers can also read comments from anyone without having to know them (He et al., 2023).

Electronic word of mouth is derived from the *Information Adoption Model*, which explains the role of information in 4 components, namely the quality of arguments, credibility of sources, usefulness of information and adoption of information (Leong et al., 2022). Misinformation spread by consumers based on their experience can make purchase intent disappear. Social media is easily accessible to many users without a clear identity, meaning that the quality and credibility of information is lost even though it is very important. Trust is an important factor for buyers, especially fashion products that have many types, models, colors that will continue to emerge.

The factor of *eWOM* (electronic Word-of-Mouth) plays an important role in shaping consumer intentions, as evidenced by various studies. In the Information Acceptance Model (IACM), *eWOM* is built upon several factors such as information quality, where high-quality information can enhance consumer trust in *eWOM*. Accurate, relevant, and beneficial information can provide better understanding to consumers, reinforce positive perceptions of products or services, and increase purchase intentions. Previous research has shown a positive influence between information quality and purchase intention (Erkan & Evans, 2018; Leong et al., 2022). Additionally, adequate information quantity can provide a more comprehensive overview of products or services. Consumers tend to trust *eWOM* with rich information as it can help them make more informed purchasing decisions. Quantity of information influences purchase intention positively (Le-Hoang, 2020).

The credibility of *eWOM* sources (users or reviewers) can also influence how much consumers trust that information. Reviews or recommendations from sources considered credible can increase purchase intention. *eWOM* credibility has a positive and significant effect on purchase intention both directly and through *eWOM* adoption mediation (Tien et al., 2019). Information that aligns with consumers' needs and goals will have a greater impact on purchase intention. When *e-*

WOM provides information relevant to potential buyers' needs, the likelihood of purchase intention increases. Previous research has also found a positive influence of information relevance and eWOM on purchase intention (Leong et al., 2022; Tarkang et al., 2022).

Consumers are also more likely to be influenced if e-WOM can meet their informational needs. e-WOM that answers questions or provides solutions to consumer needs can increase the tendency to make a purchase (Leong et al., 2022). Additionally, consumers' attitudes toward e-WOM information can influence the extent to which that information affects purchase intention. If consumers have a positive attitude toward e-WOM and consider it a valuable source of information, they may be more inclined to make a purchase. Studies (Verma et al., 2023) found that attitude towards eWOM has a positive impact on purchase intention.

Various studies have not specifically linked eWOM forming factors such as information quality, quantity of information, information credibility, task information relevance, information needs, and information attitude directly to purchasing behavior. The research by Leong et al. (2022) only connects factors of information quality, information credibility, task information relevance, information needs, and information attitude to purchase intention. In the study by Verma et al. (2023), more research is needed on the impact of source identity on consumer response to eWOM communication. According to Yang (2022), only one type of product is considered; other studies can broaden the types of products.

This research becomes interesting by linking e-WOM dimensions to purchasing behavior both directly and through purchase intention mediation as a combination of the Information Adoption Model (Erkan & Evans, 2016) and the Theory of Planned Behavior (Ajzen, 2015). This research becomes interesting when applied to female clothing consumers facing the phenomenon of shifting purchasing behavior from conventional to online shopping based on eWOM via social media.

Therefore, this research aims to understand the purchasing behavior of women's clothing products based on information through social media based on dimensions of information quality, quantity of information, information credibility, task information relevance, information needs, and information attitude both directly and through purchase intention mediation. This research contributes to the literature on purchase intention with the Information Adoption Model.

RESEARCH METHOD

This study used a data collection method through surveys by distributing questionnaires primarily conducted online. Measurements were done using a Likert scale ranging from 1 to 5 (1 = strongly disagree and 5 = strongly agree). Measurement of the Quantity of Information variable was adopted from Le-Hoang (2020) with 3 questions. Measurement of the Quality of Information variable was adopted from Abedi et al. (2020) and Leong et al., (2022) with 5 questions. Then, measurement of the Information Credibility from Leong et al. (2022) with 4 questions. Measurement of Task Information was adopted from Tarkang et al. (2022) with 3 questions. Measurement of Information Needs was adopted from Leong et al. (2022) with 4 questions. Measurement of Attitude toward Information was adopted from Leong et al. (2022) with 4 questions. Finally, measurement of Purchase

Intention was adopted from Leong et al. (2022) with 4 questions. The total measurements amounted to 27 questions on the variables measured in this study, as detailed in the operational variables in Appendix 2 and the questionnaire in Appendix 3.

The respondents of this study or population are women as users of women's clothing, residing on the island of Java, and using social media. Purposive sampling technique was used to select respondents for this study with criteria; 1) Have made purchases of clothing products online; 2) Belong to Gen-Z (1997-2012) and Gen Y (1981-1996). The minimum sample size for this study was calculated using the formula $n = 5 \times \text{number of indicators}$ (Hair et al., 2014). There are 27 indicators, so the minimum sample size is 135 respondents (Ruswanti, 2015). The questionnaire consists of three parts. Part A consists of questions about respondent profiles such as gender, age, and others. Part B consists of questions related to Quality of Information, Credibility of Information, Information Needs, Task Information Relevance, Attitude toward Information, Part C questions focus on Purchase Intention.

RESULT AND DISCUSSION

This study was applied to 135 Social Media users such as TikTok (44.4%), Instagram (46.7%), and Facebook (8.9%). Respondents in this study were women aged between 11 and 25 years (67.4%) and 27 to 42 years (32.6%). Respondents in this study had completed high school (18.5%), D1/D3 graduates (4.4%), Bachelor's degree (67.4%), and Master's degree (9.6%). Respondents in this study have also made online purchases of women's clothing products, with the majority having bought more than 6 items (57.8%). Research data was collected through a questionnaire instrument, and then respondent answers were scored using a Likert scale. Most respondents provided agree or strongly agree responses to every statement in the research questionnaire, as evidenced by average scores for each statement exceeding four.

Further analysis of the research data was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 3. PLS analysis is divided into two stages of evaluation, namely outer model and inner model evaluation. Through outer model evaluation, it was found that each indicator met the convergent validity requirements with loading factors > 0.7 and average variance extracted (AVE) > 0.5 (Hair et al., 2014). Meanwhile, the Fornell-Larcker Criterion indicated that the indicators in each variable met the discriminant validity requirements, as the square root of AVE was greater than the correlation with other latent variables. Further evaluation of the outer model related to indicator reliability was detected using Cronbach's alpha and composite reliability, where values > 0.70 were considered reliable.

The results of the outer model evaluation found that the indicators in each variable were valid in terms of convergent and discriminant validity as well as reliability, indicating that the indicators could effectively measure the research variables. Subsequently, inner model evaluation was performed based on the R Square value, which showed an R Square value of 0.886. The R Square value indicates that the variance of the variables Quality of Information, Quantity of Information,

Information Credibility, Task Information Relevance, Information Needs, and Attitude toward Information can explain the variance of Purchase Intention by 88.6%, which is more than 50%.

The research model has passed both outer and inner model evaluations, enabling interpretation of the following hypothesis tests.

Table 1. Research Hypothesis Testing

		Value T	Explanation
		Statistics	
H1	Quantity of eWOM information positively influences purchase intention	4,751	Data supports hypothesis
H2	Quality of eWOM information positively influences purchase intention	5,224	Data supports hypothesis
H3	Credibility of eWOM information positively influences purchase intention	2,233	Data supports hypothesis
H4	Task information relevance of eWOM positively influences purchase intention	3,308	Data supports hypothesis
H5	Information needs of eWOM positively influence purchase intention	2,081	Data supports hypothesis
H6	Attitude toward eWOM information positively influences purchase intention	2,871	Data supports hypothesis

Source: Primary data processed with SmartPLS version 3 (2024)

The results of the t-test analysis obtained T-statistic values and p-values, where when the T-statistic value > 1.96, the hypothesis is accepted. Thus, H1, H2, H3, H4, H5, and H6 are accepted, or the data supports the hypotheses.

Discussion

Influence of Information Quantity on Purchase Intention

The analysis results indicate that H1 is accepted, meaning that the quantity of eWOM information has a positive and significant influence on purchase intention. The acceptance of this hypothesis is due to the fact that the quantity of eWOM information can build consumer trust in the product. The more information available, the more confident consumers tend to feel and trust the opinions of others about the product or service. When many consumers share the same opinion, that opinion is believed to be more credible. With more people talking about a product and interested in providing reviews, the likelihood of that information spreading and reaching more consumers increases, creating a domino effect where an increase in the quantity of eWOM information contributes to an increase in purchase intention. From the frequently used social media questions, it is evident that consumers use various types of social media. If reviews appear on various social media platforms, it becomes easier for consumers to obtain eWOM information. These research findings are consistent with studies conducted by Indrawati et al., (2023), which found that information quantity positively influences information usefulness and its impact on information adoption and purchase intention. Furthermore, Le-Hoang (2020) found that information quantity affects purchase intention.

Influence of Information Quality on Purchase Intention

The analysis results indicate that H2 is accepted, meaning that the quality of eWOM information has a positive and significant influence on purchase intention. The acceptance of this hypothesis is because high-quality eWOM information is more relevant and meets the needs or desires of potential buyers. The more relevant the information, the greater the likelihood that potential buyers will feel that the product or service meets their needs or desires, thus increasing purchase intention. The quality of eWOM information is also often seen in its ability to provide factual support and supporting evidence. Reviews supported by real experiences, testimonials, or objective data can provide additional confidence to consumers, influencing their purchase intention positively. These research findings are consistent with studies conducted by Zhao et al., (2020), where information quality shapes trust, ultimately positively affecting purchase intention. Information quality and information credibility influence eWOM information usefulness, and attitude toward eWOM information affects purchase intention (Abedi et al., 2020). Previous research has shown a positive influence between information quality and purchase intention (Erkan & Evans, 2018; Leong et al., 2022).

Influence of Information Credibility on Purchase Intention

The analysis results indicate that H3 is accepted, meaning that the credibility of eWOM information has a positive and significant influence on purchase intention. The acceptance of this hypothesis is because credibility is a key factor in building trust. Consumers tend to trust information from credible sources more. If eWOM information is considered credible, consumers will feel more confident and trust the reviews or recommendations, which can increase their trust in the promoted product or service. Consumers often use information from others as a guide to making decisions. If eWOM information is considered credible, it can have a greater effect on purchase intention because people tend to follow the actions or opinions of others they consider credible. The credibility of eWOM information can influence consumer perceptions of the product or service. If the information comes from a source considered credible, consumers are more likely to view the product or service more positively and as having more value, which can increase purchase intention. The extent to which someone evaluates eWOM information as trustworthy, liked, or genuine is determined by its credibility (Iqbal et al., 2022). These research findings are consistent with studies conducted by Verma et al. (2023), where eWOM credibility positively influences purchase intention. Information credibility plays a role as a determinant of consumer decision-making, with recent research finding a positive influence between information credibility and consumer purchase intention, especially when the information is useful and adaptable (Torres et al., 2018; Leong et al., 2022). eWOM credibility has a positive and significant influence on purchase intention, both directly and through eWOM adoption mediation (Tien et al., 2019).

Influence of Information Task-Fit on Purchase Intention

The analysis results indicate that H4 is accepted, meaning that the task fit of eWOM information has a positive and significant influence on purchase intention. The acceptance of this hypothesis is because the task fit of eWOM refers to how well the information provided aligns with the tasks faced by consumers. When eWOM information is consistent with the tasks faced by consumers, it can have a positive and significant impact on purchase intention. Task fit indicates that eWOM information is more relevant to consumer needs and purchase objectives. Relevant information increases the likelihood that consumers will see the product or service as a solution to their needs, which can increase purchase intention. Task fit can also help reduce information ambiguity. When eWOM information is task-appropriate, consumers may feel more confident and understand how the information affects their purchasing decisions. This can reduce uncertainty and increase trust, which in turn can increase purchase intention. These research findings are consistent with studies conducted by Torres et al. (2018), where positive eWOM information acceptance influences consumer purchase intention. Previous research has also found a positive influence of information task-fit and eWOM on purchase intention (Leong et al., 2022; Tarkang et al., 2022).

Influence of Needs of Information on Purchase Intention

In the study by Leong et al. (2022), the need for information was found to be not significantly influential on information usefulness in the purchase of new bubble tea flavors. The analysis results indicate that H5 is accepted, meaning that the need for eWOM information has a positive and significant influence on purchase intention. The acceptance of this hypothesis is because consumers often face uncertainty when making purchase decisions. The need for eWOM information may arise because consumers want to reduce their uncertainty about certain products or services. eWOM information can provide insights and perspectives from other people's experiences, helping to overcome uncertainty and make consumers feel more confident in their purchases. The need for eWOM information often arises when consumers want to compare products or services before making purchase decisions. Reviews and experiences from others can provide information comparing the advantages and disadvantages of various options, helping consumers choose the product or service that best suits their needs and preferences. The need for eWOM information may arise because consumers want confirmation from others that the products or services they are considering are the right choice, and this social validation can positively influence purchase intention. These research findings are consistent with studies conducted by Erkan & Evans (2018), which found a positive influence between the need for information and purchase intention.

Influence of Attitude Towards Information on Purchase Intention

The analysis results indicate that H6 is accepted, meaning that attitude toward eWOM information has a positive and significant influence on purchase intention. The acceptance of this hypothesis is because consumer attitudes toward eWOM information can be influenced by social influence. If consumers see that others respond positively to eWOM information, it can affect their attitude. This condition is often referred to as the snowball effect, where positive comments result in more

positive responses and strengthen positive attitudes toward the product, which in turn can increase purchase intention. eWOM information often has emotional elements, especially when it involves personal consumer experiences or stories from other users. If consumers do not read reviews beforehand, they may feel worried. If consumers empathize or emotionally connect with the information, positive attitudes can emerge, motivating purchase intention. Emotions such as happiness, satisfaction, or a sense of connection can play a significant role in shaping positive attitudes. Through positive attitudes toward eWOM information, the likelihood that consumers will accept and trust the message increases. Acceptance of a good message can help influence consumer perceptions of the product or service, which in turn can increase purchase intention. These research findings are consistent with studies conducted by Verma et al. (2023), where attitude toward eWOM positively influences purchase intention.

CONCLUSION

Information quality is the variable that has the most dominant influence on increasing the purchase intention of women's clothing products. The objectivity of the opinion giver influences the findings of Verma et al. (2023) as one of the indicators of information quality. Adding to the research by Leong et al. (2022), information quality influences purchase intention and ranks second. Like other products, based on the research, the purchase intention of women's clothing products is also influenced by six predictor variables, including the quantity of eWOM information, the quality of eWOM information, the credibility of eWOM information, the task fit of eWOM information, the need for eWOM information, and the attitude toward eWOM information significantly answering the limitations of Yang (2022).

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