QUALITY PERCEPTION: NAVIGATING SATISFACTION AND REVIEW CREDIBILITY PATHWAYS

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ABSTRACT

This study investigates the impact of product quality on customer perceived value, customer satisfaction, and information review credibility, alongside the mediating role of customer satisfaction and information review credibility. The research employs the Information Adoption Model (IAM) to explore how these variables influence customer preferences in the e-commerce sector, focusing on Somethinc skincare products in Denpasar City. Data from 126 respondents were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). Results show that product quality positively affects customer perceived value, customer satisfaction, and information review credibility. Information review credibility effectively mediates the relationship between product quality and customer perceived value, while customer satisfaction does not. These findings provide theoretical contributions to IAM and practical insights for businesses to enhance customer trust and value perception through improved product quality and credible information dissemination.

KEYWORDS	*Product Quality, Customer Perceived Value, Customer Satisfaction, Information Review Credibility, E-commerce.*

INTRODUCTION

The development of information technology in Indonesia continues to increase every year and plays an important role in various aspects of life, including the business world. (Agustin & Reveria Hellianto, 2020). Since 1990, the adoption of information technology by companies has triggered fierce competition and huge investments in technological innovation (Lin et al., 2021). Information technology provides broad access to information and strengthens interactions in the product offering process. (Putra, 2021). One of the impacts is the emergence of e-commerce, which has changed the way people shop, provided a variety of choices, and facilitated business development. (German Ruiz-Herrera et al., 2023). (Li et al., 2023).

Figure 1. Top 10 *E-Commerce* in Indonesia
Source: Populix 2022

E-commerce is becoming the main platform for companies in Indonesia to sell and promote products, opening up new opportunities to reach a wider market. (Galuh Sembodo et al., 2021)(Gultom et al., 2019)(Zeng et al., 2023);Koe & Afiqah Sakir (2020). Platforms such as Shopee and Tokopedia have shown their dominance in attracting users through innovative features, attractive promotions, and ease of transactions. (Pratama Afrianto & Irwansyah, 2021) (Istikomah Nurul et al., 2021)(Wardhana et al., 2021). Other e-commerce such as Lazada has also grown rapidly with attractive services and a significant increase in visitors. (Kustiwi & Isnalita, 2018).

Table 1. Table Top Best Selling Local Skincare Brands in Indonesia

Name Brend	Year Established	Number of Followers
Somethinc	2019	3,8M
Scarlett	2017	4,9M
Ms. Glow	2016	61,4K
Avoskin	2014	1,2M
White Lab	2016	1,4M
Azarine	2002	2M

Source: (https://compas.co.id/article/brand-skincare-lokal-terlaris/)

The advancement of e-commerce also brings challenges for companies to fulfill customer perceived value of the products offered. (Tumanggor et al., 2022). The main factors that influence this perception are product quality, customer satisfaction, and information credibility (Girsang (2020) Farnaghi & Mansourian (2020). Customer satisfaction occurs when the product meets or exceeds expectations, while information credibility indicates the level of customer confidence in the information provided. (Chandra Wijaya and Sesilya Kempa, 2018) Erkan & Evans (2016). In this context, the IAM (Information Adoption Model) theory is used to understand how information is processed and adopted by customers. (Mofokeng, 2021) (Razak, 2019).

Previous research shows that product quality has a significant influence on perceived customer value. Alex & Thomas (2011) Naini et al. (2022) Suttikun & Meeprom (2021) Samudro et al. (2020) Andri et al. (2022) Taufik et al. (2022), although some studies show conflicting results (Akmal et al. (n.d.) Uzir et al. (2020)

Lee & Workman (2021). Therefore, mediating variables such as customer satisfaction and credibility of review information are proposed to bridge the inconsistency. (Afriani, 2020; Fiona & Hidayat, 2020). This study focuses on the relationship between product quality, customer satisfaction, information credibility, and perceived customer value using IAM theory as the basis for analysis.

This study was conducted in Denpasar City, which has a high digital society index, to explore how e-commerce can improve marketing strategies through product quality, customer satisfaction, and information credibility. This research is expected to make theoretical and practical contributions in the development of marketing strategies and decision-making for companies such as Somethinc to improve customer value perceptions and strengthen competitiveness in the e-commerce industry (Mamduh, 2022).

This study aims to analyze the effect of product quality on customer perceived value, customer satisfaction, and information review credibility, and how customer satisfaction and review credibility mediate the effect of product quality on customer perceived value. This research also aims to make a theoretical contribution by enriching related theories and providing practical insights for Somethinc product manufacturers in e-commerce about customer preferences and assessments of products, so that they can help improve product appeal and customer experience.

RESEARCH METHOD

This research was conducted in Denpasar City, Bali, which has a high population density and the highest percentage of internet users in the region (Bali Provincial Statistics Agency). Denpasar City was chosen because of the high internet usage that underlies people's behavior in utilizing e-commerce as a source of information before making a purchase. This study aims to explore the effect of product quality on customer perceived value with a focus on e-commerce users in the city.

The research population includes the people of Denpasar City who use e-commerce, with the research sample taken through non-probability sampling techniques, namely purposive sampling. (Sugiyono, 2018). The minimum sample size was determined using the Ten Times Rules formula by Hair et al. (2019), resulting in a total of 126 respondents who met the characteristics of the study. This study measures the variables of product quality, customer satisfaction, information credibility, and perceived customer value using indicators that have been formulated from previous research. (Erkan & Evans, 2018; Filieri, 2015).

Data analysis was conducted using the SEM-PLS (Partial Least Squares) method which included evaluation of the measurement model (outer model) and structural model (inner model) to test the relationship between latent variables. The evaluation includes validity and reliability testing, R-square, F-square, and Q-square analysis to assess predictive relevance, and hypothesis testing by comparing t-count and t-table values. The results of this study are expected to make theoretical and practical contributions in understanding the relationship between product quality, customer satisfaction, information credibility, and perceived customer value in e-commerce.

RESULT AND DISCUSSION

Data Description

Respondent Characteristics

Based on the analysis of respondent characteristics, the majority of respondents in this study were female (61.1%), while males amounted to 38.9%. In terms of occupation, the most dominating respondents were students (45.2%), followed by private employees (34.9%), self-employed (11.1%), and civil servants (8.7%). This shows that this study mainly involves young people who are studying.

All respondents in this study have used Somethinc skincare products, with the majority shopping through the Shopee platform (65.1%), followed by TikTok Shop (27.8%), and Tokopedia (7.1%). The dominance of using Shopee as the main platform indicates consumer preference for the features and convenience offered by the platform in purchasing Somethinc skincare products.

Instrument Testing Results

Validity Test

A valid instrument will produce research results that are expected to be feasible. In this study using construct validity, namely testing instruments that will be tested on a sample of the population taken. The validity test was carried out on 30 respondents first. The instrument is said to be valid if the *Product Moment* r-count correlation value is greater than the r-table or greater than 0.3 which is the minimum comparison value to get a valid correlation. The validity test aims to check whether the questionnaire used as a research instrument is correct in measuring research indicators. The validity test results are presented in table 2 as follows.

Table 2. Instrument Validity Test

No.	Variables	Grain	Correlation Coefficient	Description
1	*Product Quality* (PQ)	PQ1	0,987	Valid
		PQ2	0,992	Valid
		PQ3	0,983	Valid
		PQ4	0,990	Valid
2	*Customer Satisfaction* (CS)	CS1	0,971	Valid
		CS2	0,961	Valid
		CS3	0,978	Valid
		CS4	0,939	Valid
		CS5	0,952	Valid
3	*Information Review Credibility* (IRC)	IRC1	0,940	Valid
		IRC2	0,889	Valid
		IRC3	0,958	Valid
		IRC4	0,878	Valid
		IRC5	0,895	Valid
4	*Customer Perceived Value* (CPV)	CPV1	0,984	Valid
		CPV2	0,979	Valid
		CPV3	0,983	Valid
		CPV4	0,985	Valid

Source: Primary data processed, 2024

Based on the data in table 2, it is known that all instrument items can be declared valid because all correlation coefficients are greater than 0.30. Thus all question items are said to be valid and suitable for use in research.

Reliability Test

The reliability test in this study is useful for determining whether the questionnaire instrument can be used more than once, with the same or different respondents at different times. The reliability test was carried out on 30 respondents first. The technique used to test the reliability in this study is the *Cronbach-alpha* technique because the research instrument is said to be reliable if the *Cronbach alpha* value ≥ 0.60. Instrument reliability testing in this study will also be carried out using a computer with the SPSS *for windows* program. The reliability test results are presented in Table 3.

Table 3. Reliability Test Results

No.	Variables	Cronbach's Alpha	Description
1	*Product Quality*	0,991	Reliable
2	*Customer Satisfaction*	0,979	Reliable
3	*Information Review Credibility*	0,947	Reliable
4	*Customer Percieved Value*	0,988	Reliable

Source: Primary data processed, 2024

Based on the data in Table 3, it can be seen that all variables have a *Cronbach's Alpha* value of more than 0.6, so that all variables are reliable and suitable for further analysis.

Description of Respondents' Answers

This study analyzed four main variables: product quality, customer satisfaction, information review credibility, and customer perceived value. The results of the description of respondents' answers show that the product quality variable has the highest average on the statement "Somethinc has good quality and function" (6.72), indicating an appreciation of the product's function and quality. However, the lowest average was found in the statement "Somethinc offers products with superior quality" (6.48), indicating respondents' perception that superior quality has not been fully perceived.

On the customer satisfaction variable, the highest average was recorded on the statement "I am satisfied with my decision to buy Somethinc products" (7.54), reflecting the satisfaction of the majority of respondents with the products purchased. Conversely, the lowest average was found on the statement "I am happy and satisfied with Somethinc products" (6.79), indicating the presence of respondents who were less satisfied because the products did not meet expectations. This variable highlights that customer satisfaction remains an important area for improvement.

The information review credibility variable recorded the highest average on the statement "Somethinc's information on e-commerce is very convincing" (7.55), indicating that most respondents felt the information on Shopee was reliable and

convincing. However, the lowest average on the statement "Somethinc's information on e-commerce matches the product" (7.13) indicates that there are doubts on the accuracy of the product information provided on the e-commerce platform.

For perceived customer value, the highest average was found in the statement "Somethinc provides high quality services" (6.99), indicating recognition of the quality of services offered. However, the lowest average was on the statement "Trust, safety and confidence in purchasing products online" (6.75) reflecting the challenges in building customer trust and security towards purchasing products online. These findings provide important insights for marketing strategy development and service improvement.

PLS Analysis Results

The data in this study were analyzed using the Partial Least Squares (PLS) technique. This was chosen because the modeling estimates produced by SEM-PLS generally show a very large level of statistical power and show the estimated path coefficients and statistically significant results. (Filho et al., 2020). SEM-PLS is a statistical technique used to build and test statistical models in the form of cause and effect. (Sarwono, 2018). SEM-PLS has advantages in terms of modeling because SEM-PLS is able to allow modeling with a formative or reflective indicator. (Sarwono, 2018). SEM-PLS consists of an inner model and an outer model. Outer model is a measurement model (reflexive or formative) while Inner model is a structural model of the relationship between latent variables. The structural model is evaluated by considering the R^2 (R-square of exogenous variables) as a latent construct using the Stone-Geisser Q^2 test and paying attention to the structural path coefficient. Stability and estimation are evaluated on the t-statistic test with a bootstrapping procedure. (Jena, 2020a; Salisu, 2020).

a. Measurement Model Evaluation Results (*Outer model*)

In the outer model measurement, convergent validity, discriminant validity and uni-dimensionality tests are carried out. Convergent validity consists of outer loading and Average Variance Extracted (AVE). Discriminant Validity is composed of a comparison of the cross loading and outer loading values and the AVE root which exceeds the correlation variable. In addition, Cronbach's Alpha, rho-A, composite reliability, were carried out to test reliability. (Cohen et al., 2010; Henseler et al., 2015; Utama, 2018).. Discriminant and convergent validity in this research is done to show the statistical validity of an instrument (Adelekan et al., 2018a).
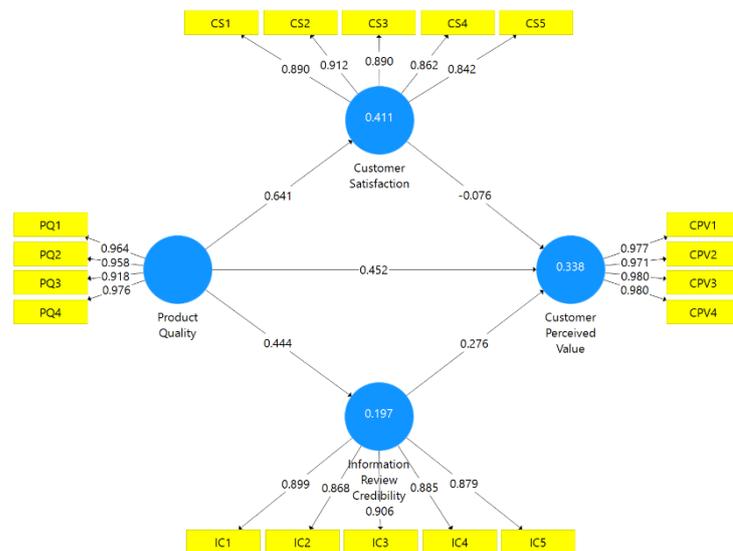
Figure 2. Outer Model

1) *Convergent Validity*

Convergent validity, Average Variance Extracted (AVE) value is used to establish that there is no convergent validity problem, the AVE value is above the 0.5 threshold. Outer loading value > 0.7. However, outer loading up to 0.5 is still tolerated. As well as seeing the Average Variance Extracted value> 0.5.

Table 4. Convergent Validity Test Results

	Customer Perceived Value	*Customer Satisfaction*	*Information Review Credibility*	*Product Quality*
CPV1	0.977			
CPV2	0.971			
CPV3	0.980			
CPV4	0.980			
CS1		0.890		
CS2		0.912		
CS3		0.890		
CS4		0.862		
CS5		0.842		
IC1			0.899	
IC2			0.868	
IC3			0.906	
IC4			0.885	
IC5			0.879	

PQ1	0.964
PQ2	0.958
PQ3	0.918
PQ4	0.976

Source: Primary data processed, 2024

Based on Table 4 above, it can be seen that all values in the *convergent* validity test are greater than 0.7. Thus it can be stated that the data in the study **are valid.**

Table 5. Convergent AVE Validity Test Results

	Average Variance Extracted (AVE)
Customer Perceived Value	0.955
Customer Satisfaction	0.774
Information Review Credibility	0.788
Product Quality	0.910

Source: Primary data processed, 2024

Based on the table above, it can be seen that all average variance extracted (AVE) values are more than 0.5. Thus it can be stated that the data in the study **are valid.**

2) Discriminat Validity Latent Variable Correlation

Discriminant validity analysis is described by looking at the outer loading value which must be greater than the cross loading value and the AVE root is greater than the correlation between variables listed in the following table.

Table 6. Outer Loading Results

	Customer Perceived Value	*Customer Satisfaction*	*Information Review Credibility*	*Product Quality*
CPV1	**0.977**	0.276	0.431	0.492
CPV2	**0.971**	0.331	0.421	0.535
CPV3	**0.980**	0.297	0.465	0.512
CPV4	**0.980**	0.303	0.441	0.515
CS1	0.284	**0.890**	0.358	0.491
CS2	0.310	**0.912**	0.362	0.530
CS3	0.327	**0.890**	0.362	0.523
CS4	0.233	**0.862**	0.243	0.626
CS5	0.213	**0.842**	0.216	0.629
IC1	0.358	0.287	**0.899**	0.353
IC2	0.324	0.250	**0.868**	0.305
IC3	0.370	0.270	**0.906**	0.372
IC4	0.478	0.409	**0.885**	0.485
IC5	0.427	0.287	**0.879**	0.408
PQ1	0.503	0.635	0.437	**0.964**
PQ2	0.475	0.635	0.408	**0.958**

PQ3	0.513	0.570	0.425	**0.918**
PQ4	0.515	0.604	0.424	**0.976**

Source: Primary data processed, 2024

Based on table 6, it can be seen that all *outer loading* values are greater than other *cross loading* values. Thus it can be stated that the data in the study **are valid**

Table 7 Comparison of AVE Roots

	Customer Perceived Value	Customer Satisfaction	Information Review Credibility	Product Quality
Customer Perceived Value	**0.977**			
Customer Satisfaction	0.309	**0.880**		
Information Review Credibility	0.450	0.347	**0.887**	
Product Quality	0.526	0.641	0.444	**0.954**

Source: Primary data processed, 2024

Based on Table 7 above, it can be seen that all latent variable correlation *discriminant validity* values on each variable are greater than 0.7. Thus it can be stated that the data in the study **are valid.**

3) *Reliability*

The reliability test is carried out for the measurement of the constancy of an internal consistency or variable, namely composite reliability, Cronbach's Alpha, and rho-A has a value > 0.7. The overall value of the composite reliability coefficient must have a value> 0.6, which means that the overall measure taken is reliable (Adelekan et al., 2018; Jena, 2020a). The results of the reliability test are described in the table below.

Table 8. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Customer Perceived Value	0.984	0.985	0.988
Customer Satisfaction	0.927	0.928	0.945
Information Review Credibility	0.933	0.947	0.949
Product Quality	0.967	0.967	0.976

Source: Primary data processed, 2024

Based on Table 8 above, it can be seen that all Cronbach's alpha values on each variable are greater than 0.7, also indicated by all rho_A values and Composite Reliability values of more than 0.7. Thus it can be stated that the data in the study is reliable**.**

b. **Measurement Model Evaluation Results (*Inner model*)**
In the measurement of the inner model, direct effect test and indirect effect test are carried out and test the effect size by analyzing the coefficient of

determination (R-Square), analyzing F-Square and Q-square. (Cohen et al., 2010; Henseler et al., 2015; Jonathan Sarwono, 2018). The structural model or inner model is evaluated by looking at the percentage of variance explained, namely by looking at R^2 (R-Square of exogenous variables) for the dependent latent construct using the Stone-Geisser Q Square test measure and also looking at the magnitude of the structural path coefficient. Potential mediation will be confirmed after further mediation analysis using the bootstrap method (Adelekan et al., 2018b).
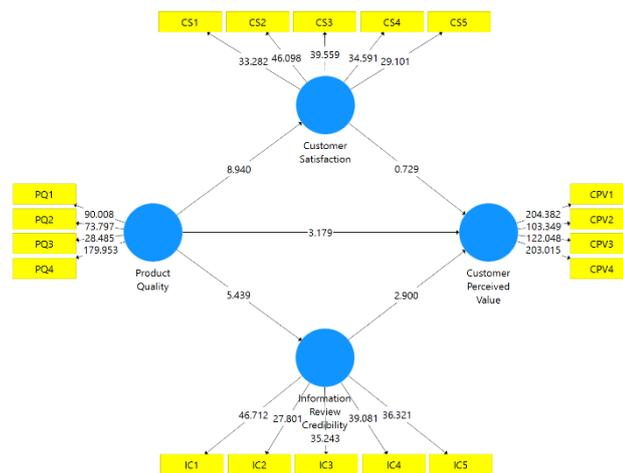

Figure 3. Inner Model
Source: Primary data processed, 2024

1) R - square

The R square value of endogenous constructs is seen as the main criterion for assessing the quality of the structural model. (Henseler et al., 2015; Jena, 2020). However, due to the unavailability of a commonly agreed R square value capability, this study followed Cohen's guidelines. The Godness of Fit value is symbolized by the R square value with ranges of 0.10, 0.25, and 0.36 defined as small, medium, and large, respectively (Cohen et al., 2010; Jena, 2020).

Table 9. R-square Test Results

	R Square	R Square Adjusted
Customer Perceived Value	0.338	0.322
Customer Satisfaction	0.411	0.406
Information Review Credibility	0.197	0.190

Source: Primary data processed, 2024

Based on Table 9 above, the R-square value for the product quality, customer satisfaction and information review credibility variables on customer percieved value is 0.338, including moderate, which indicates that it has a large influence of 0.338 x 100% = 33.8%. The R-square value for the product quality variable on customer satisfaction is 0.411, including large, which indicates that it has a large influence of 0.411 x 100% = 41.1% and the R-square value for the product quality

variable on information review credibility is 0.197, including small, which indicates that it has a large influence of 0.197 x 100% = 19.7%.

2) F- square

F-square analysis is used to determine the strength (effect size) of the influence on the mediating variable on the endogenous variable and the exogenous variable on the endogenous variable with a range of criteria> 0.35 declared strong, 0.35 s.d> 0.15 declared moderate and 0.15 s.d> 0.02 declared weak. The results of the f-square test can be explained as follows

Table 10. Test Results f-square

	Customer Perceived Value	*Customer Satisfaction*	*Information Review Credibility*
Customer Perceived Value			
Customer Satisfaction	**0.005**		
Information Review Credibility	0.091		
Product Quality	**0.165**	**0.697**	**0.245**

Source: Primary data processed, 2024

Based on the analysis of f^2 above, it is shown that the highest f-square value is obtained in the relationship between product quality and customer satisfaction, which is 0.697 which can be categorized as very strong (> 0.35). Furthermore, followed by the relationship between the product quality construct and information review credibility which obtained an f^2 value of 0.245 and the relationship between product quality and customer perceived value with f^2 of 0.165, each of which can be categorized as a moderate relationship strength (> 0.15). The relationship between the information review credibility construct and customer perceived value obtained an f^2 value of 0.091 which is categorized as a weak relationship strength (> 0.02). Meanwhile, the relationship between the customer satisfaction construct and customer perceived value obtained an f value^2 of 0.005 which is categorized as a very weak relationship between constructs (<0.02).

3) Q - square

Q-square analysis is conducted to determine whether the observed values have been reconstructed properly and to determine whether the model has predictive relevance or not. To find the amount of *Q-square*, manual calculations are carried out based on the *R-square* value. The *Q-square* value (Q^2) > 0 indicates that the observed values have been well reconstructed, while if the *Q-square* value (Q^2) < 0 indicates the absence of predictive relevance. (Jonathan Sarwono, 2018). The *Q-square* calculation can be seen as follows:

$Q^2 = 1 - (1 - R_1{}^2) (1 - R_2{}^2) (1 - R_3)_3{}^2$
$Q^2 = 1 - (1 - 0.338) (1 - 0.411) (1 - 0.197)$
$Q^2 = 1 - (0.662)(0.589)(0.803)$

$Q^2 = 1 - 0.313$

$Q^2 = 0.687 \sim 68.7\%$

Based on the above calculations, the *Q-square* value of 0.687 is more than 0 and close to 1, so it can be concluded that the model has a *predictive relvance* value or the model deserves to be said to have a relevant predictive value.

Hypothesis Testing

Hypothesis testing is the process of evaluating the null hypothesis, where the hypothesis can be accepted or rejected. The opposite of the null hypothesis is the alternative hypothesis which states that there is a difference between parameters and statistics. This hypothesis testing can be done by looking at the value of the *t-statistic* which uses a significance level of 95% (= 0.05 or 5%). The criteria for rejecting and accepting the hypothesis are Ha is accepted and Ho is rejected if the p-value> 0.05 and vice versa.

Table 11. Direct Effect Test Results

Research Hypothesis		Original Sample	T Statistics	P Values
H1	*Product Quality → Customer Perceived Value*	0.452	3.179	0.001
H2	*Product Quality → Customer Satisfaction*	0.641	8.940	0.000
H3	*Product Quality → Information Review Credibility*	0.444	5.439	0.000
H4	*Customer Satisfaction → Customer Perceived Value*	-0.076	0.729	0.233
H5	*Information Review Credibility→ Customer Perceived Value*	0.276	2.900	0.002

Source: Primary data processed, 2024

Based on the table above, the p-value and t statistics for each variable are explained as follows.

1) The p-value of the product quality variable on customer perceived value is 0.001 which is compared to a significance of 0.05. Because the p-value is < significant (0.001 < 0.05) with a path coefficient value of 0.452 and a statistical t value of 3.179 (> 1.65), it can be concluded that product quality has a positive and significant effect on customer perceived value. So that the hypothesis is accepted.

2) The p-value of the product quality variable on customer satisfaction is 0.000 which is compared to a significance of 0.05. Because the p-value is < significant (0.000 < 0.05) with a path coefficient value of 0.641 and a statistical t value of 8.940 (> 1.65), it can be concluded that product quality has a positive and significant effect on customer satisfaction. So that the hypothesis is accepted.

3) The p-value of the product quality variable on information review credibility is 0.000 which is compared to a significance of 0.05. Because the p-value is < significant (0.000 < 0.05) with a path coefficient value of 0.444 and a

statistical t value of 5.439 (> 1.65), it can be concluded that product quality has a positive and significant effect on information review credibility. So that the hypothesis is accepted.

4) The p-value of the customer satisfaction variable on customer perceived vaue is 0.233 which is compared to a significance of 0.05. Because the p-value> significant (0.233> 0.05) with a path coefficient value of -0.076 and a statistical t value of 0.729 (<1.65), it can be concluded that customer satisfaction has no significant effect on customer perceived value. So the hypothesis is rejected.

5) The p-value of the information review credibility variable on customer perceived value is 0.002 which is compared to a significance of 0.05. Because the p-value is < significant (0.002 < 0.05) with a path coefficient value of 0.276 and a statistical t value of 2.900 (> 1.65), it can be concluded that information review credibility has a positive and significant effect on customer perceived value. So that the hypothesis is accepted.

Table 12. Direct Effect Test Results

Research Hypothesis		Original Sample	T Statistics	P Values
H6	*Product Quality →* *Customer Satisfaction →* *Customer Perceived Value*	-0.049	0.707	0.240
H7	*Product Quality →* *Information Review Credibility→* *Customer Perceived Value*	0.122	2.812	0.003

Source: Primary data processed, 2024

Based on the table above, the p-value and t statistics for each variable are explained as follows.

6) The p-value of the product quality variable on customer perceived value mediated by customer satisfaction is 0.240 which is compared to a significant value of 0.05. Because the p-value> significant (0.240> 0.05) with a path coefficient value of -0.049 and a statistical t value of 0.707 (<1.65), it can be concluded that customer satisfaction is unable to mediate the effect of product quality on customer perceived value. So that the hypothesis is rejected.

7) The p-value of the product quality variable on customer perceived value mediated by information review credibility is 0.003 which is compared to a significant 0.05. Because the p-value is < significant (0.003 < 0.05) with a path coefficient of 0.122 and a statistical t value of 2.812 (> 1.65), it can be concluded that information review credibility is able to mediate the effect of product quality on customer perceived value. So that the hypothesis is accepted

Discussion of Research Results

The Effect of Product Quality on Customer Perceived Value

The results showed that product quality has a positive effect on customer perceived value, with a p-value of 0.001, a path coefficient of 0.452, and a t-statistic value of 3.179. This indicates that the higher the product quality, the higher the perceived customer value. Product quality includes the product's ability to meet customer needs, including function, durability, and convenience (Angela & Paramita, 2020). This finding is in line with previous studies by Saidani et al. (2018) and Mahendra & Jumhur (2020), which showed a significant effect of product quality on customer perceived value.

The Effect of Product Quality on Customer Satisfaction

Product quality also has a positive effect on customer satisfaction, with a p-value of 0.000, a path coefficient of 0.641, and a statistical t-value of 8.940. The better the product quality, the higher the level of customer satisfaction. In the context of e-commerce such as Shopee, product quality is the main factor that determines customer satisfaction through product conformity to their expectations. This research supports the findings of Garnida et al. (2022), which confirms that product quality has a significant relationship with customer satisfaction.

The Effect of Product Quality on Information Review Credibility

The study found that product quality has a positive effect on information review credibility, with a p-value of 0.000, a path coefficient of 0.444, and a statistical t-value of 5.439. This shows that good product quality increases consumer confidence in product information. This study supports the findings of Christiandinata (2016), which states that product quality makes a significant contribution to the credibility of information reviews, increasing customer confidence in the product.

The Effect of Customer Satisfaction on Customer Perceived Value

The results showed that customer satisfaction has no significant effect on perceived customer value, with a p-value of 0.233, a path coefficient of -0.076, and a t-statistic value of 0.729. This indicates that customer satisfaction, although important, does not directly increase perceived customer value. This finding is not in line with a previous study by Qomariah & Wibowo (2019), which found a significant influence between customer satisfaction and perceived customer value.

The Effect of Information Review Credibility on Customer Perceived Value

The credibility of information reviews has a positive effect on perceived customer value, with a p-value of 0.002, a path coefficient of 0.276, and a statistical t-value of 2.900. Credible information strengthens customer trust in the product, increasing perceived value. This study supports Erkan & Evans' (2016) research, which highlights the importance of information credibility in building perceived customer value.

The Effect of Product Quality on Customer Perceived Value with Customer Satisfaction as a Mediator

Customer satisfaction is unable to mediate the relationship between product quality and perceived customer value, with a p-value of 0.240, a path coefficient of -0.049, and a statistical t-value of 0.707. These results indicate that product quality has a direct influence on perceived customer value without going through customer satisfaction. This study does not support the findings of Hapsari et al. (2016), which shows the partial mediating role of customer satisfaction between product quality and perceived customer value.

The Effect of Product Quality on Customer Perceived Value with Information Review Credibility as a Mediator

The credibility of information reviews is able to mediate the relationship between product quality and perceived customer value, with a p-value of 0.003, a path coefficient of 0.122, and a statistical t-value of 2.812. This confirms that credible information about product quality has a significant impact, both directly and indirectly, on perceived customer value. This finding supports the research of Erkan & Evans (2016) but is not in line with Wahid et al. (2023), which states that information has no significant effect on SMEs.

CONCLUSION

This study concludes that product quality has a positive influence on customer perceived value, customer satisfaction, and information review credibility. However, customer satisfaction does not affect perceived customer value directly or as a mediator between product quality and perceived customer value. In contrast, information review credibility is able to mediate the relationship. These findings support the development of the Information Adoption Model (IAM) theory that integrates the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM), showing the importance of information quality in influencing customer valuation of a product.

Practically, this study emphasizes the importance of companies improving product quality, customer satisfaction, and the credibility of information reviews to increase customer value perceptions. The results of this study can serve as a reference for companies in designing relevant strategic policies to increase customer satisfaction and trust in product information. In addition, the results of this study provide guidance for future research, especially to explore more deeply the influence between variables that have not been consistent with previous research. Future research is also recommended to pay attention to the respondent's uncertainty factor to deepen understanding of the variables that affect customer value perceptions.

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