

# Tiktok Live Stream Shopping Information: Consumer Purchase Behavior in Gen Z

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## Abstract

This study aims to influence the quality of information and the credibility of information on purchase intentions with hedonic experience and the use of information as a mediator and affordability of interactivity as a moderator. The population of this study were all TikTok social media users whose exact number is unknown because it always changes every time, with a sample size of 115. Data collection was carried out by distributing questionnaires using the Google form. The data analysis technique used is SEM-PLS. The results of this study indicate that the quality of information, hedonic experience, the usefulness of information has a positive and significant effect on purchase intention. Information credibility has no significant effect on purchase intention. Information quality, information credibility has a positive and significant effect on hedonic experience. The quality of the information has no significant effect on the usefulness of the information. Information credibility has a positive and significant effect on the usefulness of information. Information quality and information credibility have a positive effect on purchase intention with hedonic experience as a mediator. Information quality, information credibility has a positive effect on purchase intention with the use of information as a mediator. Interactivity affordability is not able to moderate the effect of information quality and information credibility on purchase intention.

**Keywords:** *Information Quality, Information Credibility, Purchase Intention, Hedonic Experience, Information Usability, Affordability of Interactivity.*



## A. INTRODUCTION

Indonesia is one of them from countries with Lots resident that is as much as 278 million soul (Annur, 2023). This thing causing Indonesia to also commemorate position 4th ( fourth ) as a country with the most internet usage in the world (Widiasih & Darma, 2021). Association Organizer Internet services available in Indonesia or normal called APJII mentioned that growth Internet usage in Indonesia in the 2021-2022 period was 210,026,769 million. Through enhancement internet usage, level the penetration amounting to 77.02% (Suharno, 2023). His height internet users that occur in Indonesia cause this country own great potential in development of digital markets and e-commerce (Purnamasari et al., 2022). It's fast development social media nowadays This accompanied with sophistication technology and features that social media has myself, like current social media This is on the rise that is application TikTok (Indrawati et al., 2022).

In Indonesia itself, users TikTok amount around 99.1 million user with 18 years old more than in the quarter first in 2022, so that the Indonesian State occupies ranking to 2 ( two ) with average usage active as much as 23.1 hours per month spent time on TikTok (Investormuda.com, 2023) Spread user TikTok capable seen via the following image this.



**Figure 1 Usage Data TikTok Year 2022**

Source: (Investormuda.com, 2023)

No only works as application make content, however TikTok launch feature shop online via TikTok Shop. Based on the data in Figure 1.1 above, it shows that usage TikTok by generation young is usage with percentage highest. Even generation Z is the highest generation do purchase through TikTok Shop with percentage of 42 percent, even though Gen Z is in the period age from children until with teenagers are the majority Not yet work, meanwhile generation above that already Work precisely own more intent low. Phenomenon This show that purchase intention from user TikTok is interesting thing for researched. Purchase intention is feeling consumers who want do purchase to A product or service (Mishra et al., 2020). Desire consumer For do purchase to A product in fact influenced by several factor, accordingly with theory digital marketing that behavior consumer For buy can improved with do strategy good marketing (Tjiptono & Diana, 2019:4) , (Sari et al., 2021) ; (Sari et al., 2023).

One from which elements can be give rise to influence on purchase decisions in online purchasing is information quality (Wijayanti et al., 2021). Information quality is level quality A information received by consumers who can cause consumer consider For buy (Wei et al., 2023). Refers to theory marketing that consumer tend interested For do purchase when they feel quality from product, p this is one of them mirrored through quality their information accept about product. These results are also given support by research conducted by Mishra et al., (2020) which illustrates that quality information can increase desire buy from consumer. Things align expressed by Rakib et al., (2022) who provide results If quality experienced by users will increase his wish Dakan stage purchase in online shopping. Conflicting results given by

Mardiani et al., (2020) and Sa'diyah & Rafikasari (2022) describe that quality information No give impact to desire purchase consumer.

Besides information quality, information credibility is also one of them elements that can produce influence purchase intention from consumer (Gaber et al., 2019) Credible information is information with level high trust, or to what extent a information accurate show circumstances Actually (Sadeli et al., 2023). The more credible A information, then consumer will the more believe and improve desire in carry out purchase to A product in system online shopping. That result strengthened by the research carried out Saffanah et al., (2022) which illustrates that credible information can increase desire buy from consumer. Similar thing presented by Hidayat et al., (2021) show that credibility from information obtained can increase purchase decision. Research results different discovered by Sonata & Astuti (2022) show that credibility information No give rise to influence to intention buy from consumer.

Behavior shop online often triggered by desire mere from someone, because of interest For buy interesting products visually (Barta et al., 2023). This work examines the determinants of the success of influencer marketing on the youth-focused TikTok, the fastest growing social network. It analyses the effects of influencers' account characteristics (originality, quality, quantity and humor) on their followers' hedonic experience and perceived opinion leadership, and how these impact on their intentions to follow influencers' accounts and advice. A survey of followers of a popular Spanish TikTok influencer showed that originality and opinion leadership play important roles and that, because TikTok is distinctive, humor increased the effectiveness of messages (through hedonic experience). Suggestions are made to advance the understanding of this novel phenomenon This thing in accordance with results research conducted by Ma (2023 ) shows that hedonic experience is behavior that can push purchase behavior from self consumer. Research results differently carried out by Widakdhono et al., (2021) and Zayusman & Septrizola (2019) show that behavior hedonic no give rise to influence to loyalty and intent buy consumer. Besides That, information usefulness is also factor important in A behavior online shopping. Usefulness or usefulness in theory marketing is one variables that can influence behavior purchase from consumer (Chmielarz et al., 2022). Results of research carried out Novianti et al., (2020) show that usefulness from information No influence intention buy from consumer.

There is inconsistency results study previous cause exists uncertainty influence quality information and credibility information purchase intention so exists gap For added variable mediation in study This is for influence the can depicted with more clear. Theory digital marketing, explained that intention buy from consumer can caused by various factor, in the digital era of course convenience consequence exists development technology as well as experience shop cause intention buy can created (Tjiptono & Diana, 2019). This thing cause hedonic experience and information usefulness are used as variable mediator.

Purchase intention from a user e-commerce can also be built through interactivity affordance. Interactivity affordance is the ability from a technology or platform for doing interactivity with consumer (Ma, 2023). Theory of digital marketing explains that consumers in the digital era enjoy their activities done on their device. For surfing in cyberspace, this explains that interactivity affordance as a moderator indicated can strengthen influence from quality information and credibility information purchase intention. Interactivity affordance is one interesting variable for research, because this study uses application social media TikTok, where the platform is a digital activity medium that is creative and has high interactivity, so interactivity affordance in use of social media is important for awakening purchase decision.

Based from a number of ongoing research done related with desire to buy on digital platforms, however still limited research that discusses about linkages between variable information good quality, credibility or usefulness or usefulness of information received by the user, in addition that placement variable interactivity affordance as a moderator also becomes new and exciting relationships for research, so this study can give picture related with attitude consumer specifically in application purchase intention TikTok Shop.

## **B. LITERATURE REVIEW**

### **1. Digital Marketing**

Digital marketing is something activities in the field marketing to use give a benefit to platforms that exist on the internet reach target consumers, besides that digital marketing is also called go away something marketing form product or services performed with internet network or normal mentioned with marketing through web marketing, online marketing, e-marketing, or e-commerce. Digital marketing is a capable marketing give use in the field digital technology. Role from digital marketing is very thing important in adjustment development technology digitally as well development a capable plan give withdrawal customers and deliver instruction in combination between communication in a way conventional or in a way electronics.

### **2. Information Quality**

Information quality or often called quality information is how much far information obtained by a person individual in a way consistent capable fulfil expectations and requirements need information that alone for operate the process. Draft this usually connected with various draft product the usual information utilize data to be input as well as information is also mentioned as existing data done processing so that capable give something meaning to the recipients information (Rakib et al., 2022).

### **3. Information Credibility**

Credibility information is superiority and capability trusted information in delivery something product through ability Power pull is a the reason for that main

in give a celebrity become A supporter for advertise. Someone who is capable give confidence to others is a capable person believed as well as own good communication and knowledge in introduction brand.

#### **4. Hedonic Experience**

“Hedonic Shopping Motivation is motivation that is based on subjective thinking or emotional, fun five senses, dreams, and judgment esthesis”. Hedonic shopping motivation is A motivation from a consumer capable do spending based on his thoughts in a way subjective, This because shop is very thing pleasant so that not enough show benefit from product that.

#### **5. Information Usefulness**

perceived usefulness become A capability in a way subjective that a person has which future users with usage That Alone application or information system certain will give help in give enhancement performance contained in a organization. Perceived usefulness capable describe that the users own feeling believe to A technology capable information with easy used as well as Not yet difficult understandable, then from That perceived usefulness will capable give impact in a way positive to interests you have somebody in use technology

#### **6. Interactivity Affordance**

Interactivity is A ability from a user for do proper communication direct with several computers as well give A impact to all written message. Ability in do control media messages or participate, no only in a way passive capable obtain the media message that becomes form interactivity.

#### **7. Purchase Intention**

When a consumer will do decision for do purchase about products available in the store certain usually based on will motivation or encouragement because intentions you have. Intention buy is A possibilities for consumers For do purchase from A product (Mishra et al., 2020) (Martini et al., 2023).

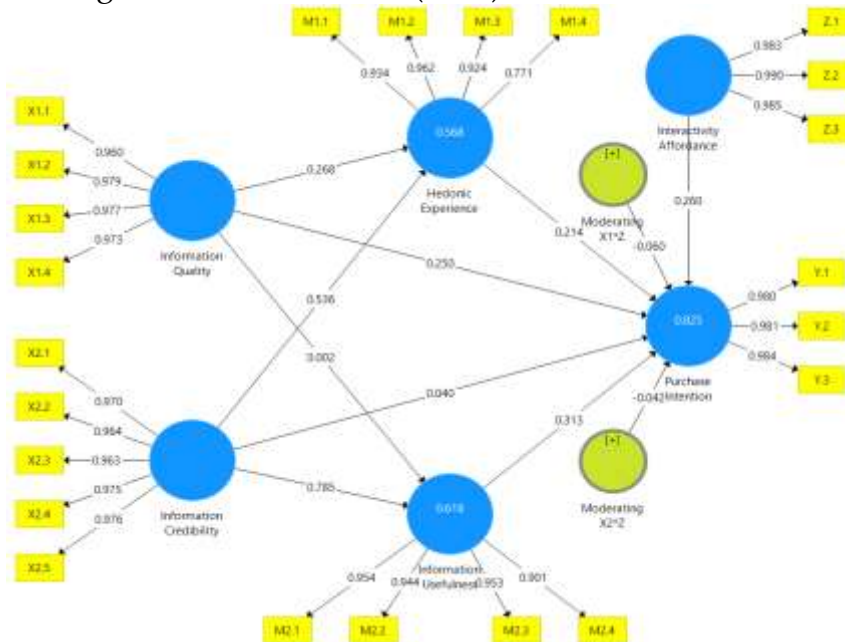
### **C. METHODS**

Bali Province is used as location research that takes respondents that is Generation Z users application TikTok Shop. Population used that is all social media users application TikTok with total amount Certain No Can determined because will always changed each time. Of the population the 115 samples were taken respondents. Collected data furthermore analyzed with Partial Least Squares (PLS) technique.

## D. RESULTS AND DISCUSSION

### 1. Results of the Measurement Model (Outlier model)

In measuring the external model, convergent validity, discriminant validity and uni-dimensionality tests were carried out. Convergent validity consists of outer loading and Average Variance Extracted (AVE).



Picture 2. Outer Model

### Convergent Validity

Convergent validity, the Average Variance Extracted (AVE) value is used to determine that there is no convergent validity problem, the AVE value is above the threshold of 0.5

Table 1 Validity Test Results Convergent Validity

	Hedonic Experience	Information Credibility	Information Quality	Information Usefulness	Interactivity Affordance	Purchase Intention
M1.1	0.934					
M1.2	0.962					
M1.3	0.924					
M1.4	0.771					
M2.1				0.954		
M2.2				0.944		
M2.3				0.953		
M2.4				0.901		
X1.1			0.960			
X1.2			0.979			
X1.3			0.977			
X1.4			0.973			
X2.1		0.970				
X2.2		0.964				
X2.3		0.963				

	Hedonic Experience	Information Credibility	Information Quality	Information Usefulness	Interactivity Affordance	Purchase Intention
X2.4		0.975				
X2.5		0.976				
Y.1						0.980
Y.2						0.981
Y.3						0.984
Z.1					0.983	
Z.2					0.990	
Z.3					0.985	

Exposure the results in Table 1 Can found If all over the value produced in the validity test convergent surpass figure 0.7. Therefore, that can stated if the data is used in research Already **valid**.

**Table 2 Validity Test Results Convergent AVE**

	Average Variance Extracted (AVE)
Hedonic Experience	0.812
Information Credibility	0.940
Information Quality	0.945
Information Usefulness	0.881
Interactivity Affordance	0.972
Purchase Intention	0.964

Figures shown in the table state whole mark average variance extracted (AVE) exceeds 0.5. On results the Can decided if research data This **valid**.

### Discriminate Validity Correlation Variable Latent

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

**Table 3 Outer Loading Results**

	Hedonic Experience	Information Credibility	Information Quality	Information Usefulness	Interactivity Affordance	Purchase Intention
M1.1	0.934	0.688	0.586	0.697	0.617	0.758
M1.2	0.962	0.701	0.624	0.672	0.666	0.776
M1.3	0.924	0.664	0.578	0.661	0.645	0.750
M1.4	0.771	0.575	0.591	0.507	0.676	0.570
M2.1	0.697	0.747	0.574	0.954	0.631	0.767
M2.2	0.639	0.730	0.547	0.944	0.582	0.700
M2.3	0.647	0.713	0.485	0.953	0.566	0.719
M2.4	0.672	0.760	0.547	0.901	0.596	0.698
X1.1	0.661	0.706	0.960	0.558	0.796	0.758
X1.2	0.622	0.715	0.979	0.529	0.805	0.746
X1.3	0.609	0.713	0.977	0.561	0.811	0.742
X1.4	0.666	0.702	0.973	0.583	0.818	0.782

	Hedonic Experience	Information Credibility	Information Quality	Information Usefulness	Interactivity Affordance	Purchase Intention
X2.1	0.724	0.970	0.692	0.779	0.704	0.797
X2.2	0.687	0.964	0.703	0.755	0.691	0.693
X2.3	0.694	0.963	0.721	0.766	0.702	0.725
X2.4	0.710	0.975	0.704	0.754	0.704	0.753
X2.5	0.729	0.976	0.716	0.757	0.709	0.767
Y.1	0.760	0.750	0.757	0.758	0.787	0.980
Y.2	0.787	0.760	0.769	0.738	0.816	0.981
Y.3	0.799	0.761	0.770	0.770	0.817	0.984
Z.1	0.729	0.720	0.816	0.610	0.983	0.808
Z.2	0.704	0.714	0.818	0.631	0.990	0.803
Z.3	0.696	0.709	0.824	0.633	0.985	0.819

Referring from results You can process the data in Table 4 is known If whole mark outer loading value exceed from cross loading others. So, from That Can decided if data for study valid.

**Table 4 Comparison AVE Root**

	Hedonic Experience	Information Credibility	Information Quality	Information Usefulness	Interactivity Affordance	Purchase Intention
Hedonic Experience	0.901					
Information Credibility	0.731	0.970				
Information Quality	0.659	0.729	0.972			
Information Usefulness	0.708	0.786	0.574	0.938		
Interactivity Affordance	0.720	0.724	0.831	0.633	0.986	
Purchase Intention	0.797	0.771	0.779	0.769	0.822	0.982

Whole mark from discriminant validity of correlation variable latent in each variable exceeds 0.7 therefore the data is concluded if the data is in study **valid**.

## Reliability

All composite reliability coefficients must have results greater than the specified level, namely 0.6 and the Cronbac's alpha value is more than 0.7, meaning that all variables in this study are reliable.

**Table 5 Composite Reliability Coefficient Test Results and Cronbach's Alpha**

	Cronbach's Alpha	Composite Reliability
Hedonic Experience	0.920	0.945
Information Credibility	0.984	0.987
Information Quality	0.980	0.986

Information Usefulness	0.955	0.967
Interactivity Affordance	0.986	0.991
Purchase Intention	0.981	0.988

The results in Table 5 contain information If whole mark Cronbach's alpha on each tiao variable exceed of 0.7 and the overall Composite Reliability value exceeds 0.6. With thereby Can said if the data is in research reliable.

## 2. Results of the Measurement Model (Inner Model)

In measuring the inner model, a direct effect test and an indirect effect test were carried out as well as testing the size of the effect by analyzing the coefficient of determination (R-Square), analyzing F-Square and Q-square

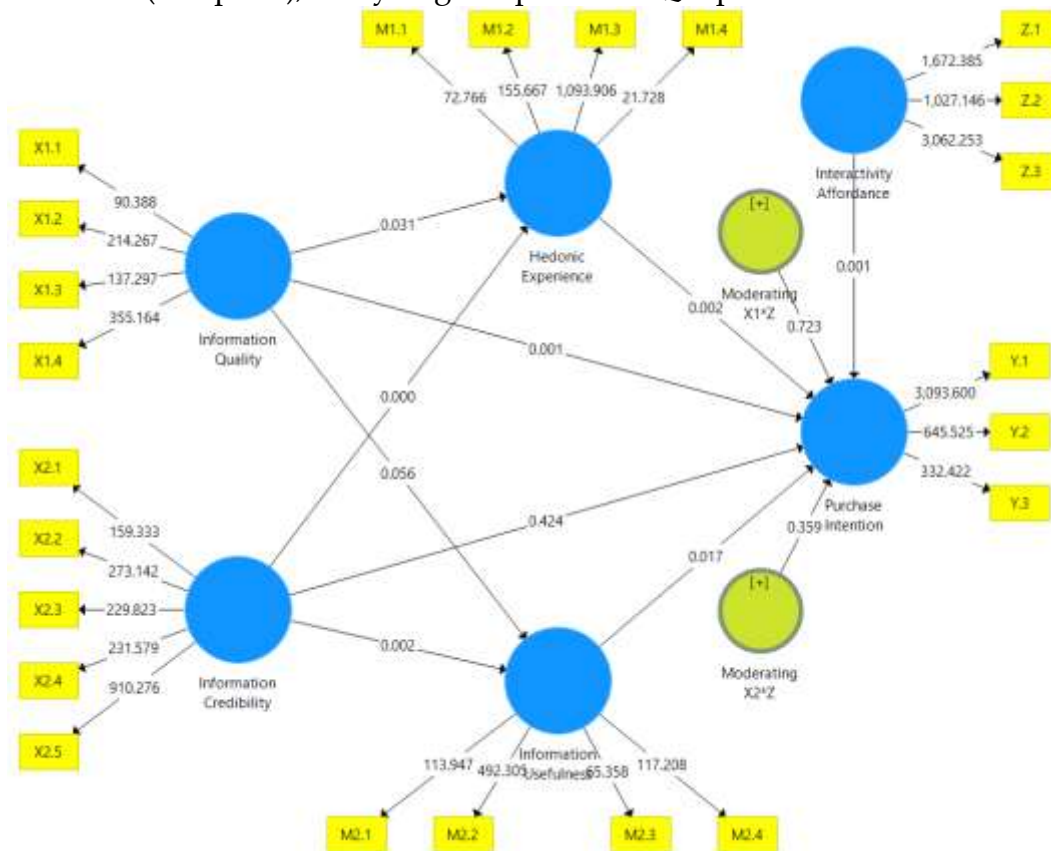


Figure 1 Inner Model

### R-square

The R square value of the endogenous construct is seen as the main criterion for assessing the quality of the structural model

Table 6 R-square test results

	R Square	R Square Adjusted
Hedonic Experience	0.568	0.561
Information Usefulness	0.618	0.612
Purchase Intention	0.825	0.813

From the results Table 6 obtained mark R-square for variable information quality, information credibility and interactivity affordance in hedonic experience worth 0.568 in describing category big impact  $0.568 \times 100\% = 56.8\%$ . R-square value for variable information quality, information credibility and interactivity affordance to information usefulness of 0.618 in category big give description big impact  $0.618 \times 100\% = 61.8\%$ . R-square value for variable information quality, information credibility and interactivity affordance to purchase intention of 0.825 incl great showing own big influence  $0.825 \times 100\% = 82.5\%$ .

### Q-square

Based on calculation, obtained magnitude results the Q-square which is 0.975 exceeds 0 and is close with 1, which is meaningful if the model has mark predictive relevance or model is called worthy of value relevant predictive.

### Testing Hypothesis

Testing this hypothesis can be done by looking at the value of the t-statistic using a significance level of 95% (= 0.05 or 5%).

**Table 7 Effect Test Results Direct**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Hedonic Experience -> Purchase Intention	0.210	0.113	0.010	20,157	0.002
Information Credibility -> Hedonic Experience	0.574	0.671	0.008	69,601	0,000
Information Credibility -> Information Usefulness	0.775	0.782	0.037	20,777	0.002
Information Credibility -> Purchase Intention	0.079	0.189	0.080	0.996	0.424
Information Quality -> Hedonic Experience	0.224	0.059	0.041	5,501	0.031
Information Quality -> Information Usefulness	0.030	-0.013	0.007	4,029	0.056
Information Quality -> Purchase Intention	0.240	0.126	0.009	27,864	0.001
Information Usefulness -> Purchase Intention	0.296	0.285	0.040	7,476	0.017
Interactivity Affordance -> Purchase Intention	0.262	0.419	0.009	27,675	0.001
Moderating X1*Z -> Purchase Intention	-0.027	-0.138	0.065	0.408	0.723
Moderating X2*Z -> Purchase Intention	-0.075	-0.014	0.063	1,182	0.359

P- value variable hedonic experience for purchase intention of 0.002 if done comparison with significance worth 0.05. Because of value p-value < significant (0.002 < 0.05) with beta value of 0.210 and statistical t value amounting to 20,157 which if done comparison with t- table as big as 1.96. Because the t-statistic value > t-value (20.157 > 1.96) then Can taken conclusion if hedonic experience give rise to influence

positive and significant to purchase intention. Which means the hypothesis can be accepted.

P- value variable information credibility for hedonic experience of 0.000 if done comparison with significance worth 0.05. Because of value p-value < significant (0.000 < 0.05) with beta value of 0.574 and statistical t value amounting to 69,601 which if done comparison with t- table as big as 1.96. Because the t- statistic value > t-value (69.601 > 1.96) then Can taken conclusion if information credibility give rise to influence positive and significant to hedonic experience. Which means the hypothesis can be accepted.

P- value variable information credibility for information usefulness of 0.002 if done comparison with significance worth 0.05. Because of value p-value < significant (0.002 < 0.05) with beta value of 0.775 and statistical t value amounting to 20,777 which if done comparison with t- table as big as 1.96. Because the t-statistic value > t-value (20.777 > 1.96) then Can taken conclusion if information credibility give rise to influence positive and significant to information usefulness. Which means the hypothesis can be accepted.

P-value variable information credibility for purchase intention of 0.424 if done comparison with significance worth 0.05. Because of value p-value > significant (0.424 > 0.05) with beta value of 0.079 and statistical t value of 0.996 which if done comparison with t- table as big as 1.96. Because the t- statistical value < t-value (0.996 < 1.96) then Can taken conclusion if information credibility No give rise to influence significant to purchase intention. So the hypothesis is rejected.

P-value variable information quality for hedonic experience of 0.031 if done comparison with significance worth 0.05. Because of value p-value < significant (0.031 < 0.05) with beta value of 0.224 and statistical t value amounting to 5,501 which if done comparison with t- table as big as 1.96. Because the t- statistic value > t-value (5.501 > 1.96), then Can taken conclusion if information quality give rise to influence positive and significant to hedonic experience. Which means the hypothesis can be accepted.

P- value variable information quality for information usefulness of 0.056 if done comparison with significance worth 0.05. Because of value p-value > significant (0.056 > 0.05) with beta value of 0.030 and statistical t value of 4.029 which if done comparison with t- table as big as 1.96. Because the t- statistic value > t-value (4.029 > 1.96), then Can taken conclusion if information quality No give rise to influence significant to information usefulness. So the hypothesis is rejected.

P-value variable information quality for purchase intention of 0.001 if done comparison with significance worth 0.05. Because of value p-value < significant (0.001 < 0.05) with beta value of 0.240 and statistical t value amounting to 27,864 which if done comparison with t- table as big as 1.96. Because the t-statistic value > t-value (27.864 > 1.96) then Can taken conclusion if information quality give rise to influence positive and significant to purchase intention. Which means the hypothesis can be accepted.

P- value variable information usefulness for purchase intention of 0.017 if done comparison with significance worth 0.05. Because of value p-value < significant (0.017

< 0.05) with beta value of 0.296 and statistical t value amounting to 7.476 which if done comparison with t- table as big as 1.96. Because the t- statistic value > t-value (7.476 > 1.96) then Can taken conclusion if information usefulness give rise to influence positive and significant for purchase intention. Which means the hypothesis can be accepted.

P-value variable interactivity affordance for purchase intention worth 0.001 which if done comparison with mark significant namely 0.05. Due mark p-value < significant (0.001 < 0.05) with beta value of 0.262 and statistical t value worth 27,675 which if done comparison with t- table with big 1.96. Because the t- statistic value > t-value (27.675 > 1.96) then Can taken conclusion If interactivity affordance give rise to influence positive and significant on purchase intention. Which means the hypothesis can be accepted.

P- value variable information quality to purchase intention with interactivity affordance as moderator of 0.723 if done comparison with significance worth 0.05. Because of value p-value > significant (0.723 > 0.05) with beta value of -0.027 and statistical t value of 0.408 which if done comparison with t- table as big as 1.96. Because the t- statistic value < t-value (0.408 < 1.96) then Can taken conclusion if interactivity affordance No capable moderate influence information quality to purchase intention. So the hypothesis is rejected.

P-value variable information credibility to purchase intention with interactivity affordance as moderator with large 0.359 if done comparison with significance worth 0.05. Due mark p-value > significant (0.359 > 0.05) which is the beta value with large - 0.075 and statistical t value equal to 1.182 which if done comparison with t- table worth 1.96. Due t- statistical value < t-value (1.182 < 1.96) then Can taken conclusion if interactivity affordance No capable moderate influence information credibility to purchase intention. So the hypothesis is rejected.

**Table 8 Effect Test Results Indirect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Information Credibility -> Hedonic Experience -> Purchase Intention	0.120	0.076	0.008	15,219	0.004
Information Quality -> Hedonic Experience -> Purchase Intention	0.047	0.007	0.005	9,035	0.012
Information Credibility -> Information Usefulness -> Purchase Intention	0.229	0.224	0.042	5,513	0.031
Information Quality -> Information Usefulness -> Purchase Intention	0.009	-0.003	0.002	5,478	0.032

P-value variable information credibility on purchase intention through hedonic experience is worth 0.004 which if done comparison with significance a number of 0.05. Because of value p-value < significant (0.004 < 0.05) with beta value of 0.120 and statistical t value amounting to 15,219 which if done comparison with t- table as big as 1.96. Because the t- statistic value > t-value (15.219 > 1.96) then Can taken conclusion

if information credibility give rise to influence positive to purchase intention with hedonic experience as mediator. Which means the hypothesis can be accepted.

P-value variable information quality on purchase intention through hedonic experience is 0.012 if done comparison with significance worth 0.05. Due mark p-value < significant ( $0.012 < 0.05$ ) where the beta value is 0.047 and statistical t value as many as 9,035 which if done comparison with t- table as big as 1.96. Because the t- statistic value > t-value ( $9.035 > 1.96$ ), then Can determined conclusion If information quality give rise to positive influence on purchase intention with hedonic experience as mediator. Which means the hypothesis can be accepted.

P-value variable information credibility to purchase intention through information usefulness is 0.031 which if done comparison with significance worth 0.05. Due mark p-value < significant ( $0.031 < 0.05$ ) where the beta value is 0.229 and the t statistic value a total of 5,513 which if done comparison with t- table worth 1.96. Because the t- statistic value > t-value ( $5.513 > 1.96$ ), then Can determined conclusion that information credibility give rise to positive influence on purchase intention with information usefulness as mediator. Which means the hypothesis can be accepted.

P-value variable information quality on purchase intention through information usefulness is 0.032 which if done comparison with significance worth 0.05. Because of value p-value < significant ( $0.032 < 0.05$ ) with beta value of 0.009 and statistical t value worth 5,478 which if done comparison with t-table worth 1.96. Because the t- statistic value > t-value ( $5.478 > 1.96$ ), then Can determined conclusion If information quality give rise to positive influence on purchase intention with information usefulness as mediator. Which means the hypothesis can be accepted.

### **3. Influence Information Quality to Purchase Intention**

From the results of the data analysis that has been done done, found results large p-value variable information quality to purchase intention of 0.001 if done comparison with significance worth 0.05. Due big p- value < significant ( $0.001 < 0.05$ ) with beta value with large 0.240 and statistical t value with big 27,864 which if done comparison with t- table with big 1.96. Due large t-statistic > t-value ( $27.864 > 1.96$ ) then Can taken conclusion If information quality give rise to influence positive and significant to purchase intention. Which means the hypothesis can be accepted. These results give meaning If increasingly good information quality so purchase intention will the more increases.

### **4. Influence Information Credibility to Purchase Intention**

From the results of the data analysis that has been done done, found results big p-value variable information credibility on purchase intention worth 0.424 if done comparison with significance worth 0.05. Due big p-value > significant ( $0.424 > 0.05$ ) with beta value with large 0.079 and statistical t value with big 0.996 which if done comparison with t- table with large 1.96. Due large t- statistic < t-value ( $0.996 < 1.96$ ) then Can taken conclusion if information credibility No give impact significant impact

on purchase intention. So the hypothesis is rejected. This result give meaning If changes in information credibility No give significant influence to purchase intention.

### **5. Influence Hedonic Experience to Purchase Intention**

From the results of the data analysis that has been done done, found results big p-value variable hedonic experience to purchase intention with a magnitude of 0.002 if done comparison with significance worth 0.05. Due big p-value < significant (0.002 < 0.05) with beta value with large 0.210 and statistical t value with big 20,157 which if done comparison with t- table with big 1.96. Due large t- statistic > t-value (20.157 > 1.96) then Can taken conclusion If hedonic experience give impact positive and significant on purchase intention. Which means the hypothesis can be accepted. These results give meaning If increasingly high hedonic experience so purchase intention will increasingly increases.

### **6. Influence Information Usefulness to Purchase Intention**

From the results of the data analysis that has been done done, found results large p-value variable information usefulness to purchase intention with a magnitude of 0.017 if done comparison with significance worth 0.05. Due big p-value < significant (0.017 < 0.05) with beta value with a value of 0.296 and statistical t value with a big 7,476 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value (7.476 > 1.96) then Can taken conclusion if information usefulness give rise to influence positive and significant to purchase intention. Which means the hypothesis can be accepted. These results give meaning If increasingly high information usefulness so purchase intention will the more increases.

### **7. Influence Information Quality to Hedonic Experience**

From the results of the data analysis that has been done done, found results large p -value variable information quality to hedonic experience with a magnitude of 0.031 if done comparison with significance worth 0.05. Due big p-value < significant (0.031 < 0.05) with beta value with a value of 0.224 and statistical t value with a big 5,501 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value (5.501 > 1.96) then Can taken conclusion if information quality give rise to influence positive and significant to hedonic experience. Which means the hypothesis can be accepted. These results give meaning If increasingly good information quality so the more increase hedonic experience.

### **8. Influence Information Quality to Information Usefulness**

From the results of the data analysis that has been done done, found results large p -value variable information quality to information usefulness with a magnitude of 0.056 if done comparison with significance worth 0.05. Due big p-value > significant (0.056 > 0.05) with beta value with a value of 0.030 and statistical t value with a large 4,029 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value (4.029 > 1.96) then Can taken conclusion if information quality No

give rise to influence significant to information usefulness. So, the hypothesis is rejected. This thing means Good or the bad information quality No influence information usefulness.

### **9. Influence Information Credibility to Hedonic Experience**

From the results of the data analysis that has been done done, found results large p -value variable information credibility to hedonic experience with a size of 0,000 if done comparison with significance worth 0.05. Due big p-value < significant (0.000 < 0.05) with beta value with a value of 0.574 and statistical t value with a big 69,601 which if done comparison with t- table with large 1.96. Due large t-statistic > t-value (69.601 > 1.96) then Can taken conclusion if information credibility give rise to influence positive and significant to hedonic experienc. Which means the hypothesis can be accepted. These results give meaning If increasingly good information credibility so the moretall hedonic experience.

### **10. Influence Information Credibility to Information Usefulness**

From the results of the data analysis that has been done done, found results large p -value variable information credibility to information usefulness with large 0.002 if done comparison with significance worth 0.05. Due big p-value < significant (0.002 < 0.05) with beta value with a value of 0.775 and statistical t value with a large 20,777 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value (20.777 > 1.96) then Can taken conclusion if information credibility give rise to influence positive and significant to information usefulness. Which means the hypothesis can be accepted. These results give meaning If increasingly good information credibility so the more tall information usefulness.

### **11. Connection Information Quality to Purchase Intention with Hedonic Experience as Mediator**

From the results of the data analysis that has been done done, found results large p-value variable information quality to purchase intention through hedonic experience with a magnitude of 0.012 if done comparison with significance worth 0.05. Due big p-value < significant (0.012 < 0.05) with beta value with a value of 0.047 and statistical t value with a size of 9,035 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value (9.035 > 1.96) then Can taken conclusion if information quality give rise to influence positive to purchase intention with hedonic experience as mediator. Which means the hypothesis can be accepted. This result meaningful through exists hedonic experience so influence influence information quality to purchase intention will the more increases.

### **12. Connection Information Quality Against Purchase Intention with Information Usefulness as Mediator**

From the results of the data analysis that has been done done, found results large p-value variable information quality to purchase intention through information

usefulness with a magnitude of 0.032 if done comparison with significance worth 0.05. Due big p-value < significant ( $0.032 < 0.05$ ) with beta value with a value of 0.009 and statistical t value with a big 5,478 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value ( $5.478 > 1.96$ ) then Can taken conclusion if information quality give rise to influence positive to purchase intention with information usefulness as mediator. Which means the hypothesis can be accepted . This result give meaning through exists information usefulness so influence information quality to purchase intention will increasingly increases.

### **13. Connection Information Credibility Against Purchase Intention with Hedonic Experience as Mediator**

From the results of the data analysis that has been done done, found results large p-value variable information credibility to purchase intention through hedonic experience with a magnitude of 0.004 if done comparison with significance worth 0.05. Due big p-value < significant ( $0.004 < 0.05$ ) with beta value with a value of 0.120 and statistical t value with a large 15,219 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value ( $15.219 > 1.96$ ) then Can taken conclusion if information credibility give rise to influence positive to purchase intention with hedonic experience as mediator. Which means the hypothesis can be accepted. This result give meaning if exists information usefulness so influence information quality to purchase intention will the more increases.

### **14. Connection Information Credibility to Purchase Intention with Information Usefulness as Mediator**

From the results of the data analysis that has been done done, found results large p -value variable information credibility to purchase intention through information usefulness with a value of 0.031 if done comparison with significance worth 0.05. Due big p-value < significant ( $0.031 < 0.05$ ) with beta value with a value of 0.229 and statistical t value with a large 5,513 which if done comparison with t- table with large 1.96. Due large t- statistic > t-value ( $5.513 > 1.96$ ) then Can taken conclusion if information credibility give rise to influence positive to purchase intention with information usefulness as mediator. Which means the hypothesis can be accepted. This thing means with exists information usefulness so influence information credibility to purchase intention will the more increases.

### **15. Connection Information Quality Against Purchase Intention with Interactivity Affordance as Moderator**

From the results of the data analysis that has been done done, found results large p-value variable information quality to purchase intention with interactivity affordance as moderator with a magnitude of 0.723 if done comparison with significance worth 0.05. Due big p-value > significant ( $0.723 > 0.05$ ) with beta value with a magnitude of -0.027 and statistical t value with a magnitude of 0.408 which if done comparison with t- table with large 1.96. Due large t- statistic < t-value ( $0.408 <$

1.96) then Can taken conclusion if interactivity affordance No capable moderate influence information quality to purchase intention. So the hypothesis is rejected. This thing means interactivity affordance No capable strengthen influence information quality to purchase intention.

#### **16. Connection Information Credibility to Purchase Intention with Interactivity Affordance as Moderator**

From the results of the data analysis that has been done done, found results large p-value variable information credibility to purchase intention with interactivity affordance as moderator with a magnitude of 0.359 if done comparison with significance worth 0.05. Due big p-value > significant ( $0.359 > 0.05$ ) with beta value with a magnitude of -0.075 and statistical t value with a size of 1.182 which if done comparison with t- table with large 1.96. Due large t- statistic < t-value ( $1.182 < 1.96$ ) then Can taken conclusion if interactivity affordance No capable moderate influence information credibility to purchase intention. So the hypothesis is rejected. This thing means interactivity affordance No capable strengthen influence information credibility to purchase intention.

#### **E. CONCLUSION**

Information quality give rise to influence positive and significant on purchase intention. Information credibility No give rise to influence significant impact on purchase intention. Hedonic experience give rise to influence positive and significant on purchase intention. Information usefulness give rise to influence positive and significant on purchase intention. Information quality give rise to influence positive and significant on hedonic experience. Information quality No give rise to influence significant impact on information usefulness. Information credibility give rise to influence positive and significant on hedonic experience. Information credibility give rise to influence positive and significant on information usefulness. Information quality give rise to influence positive on purchase intention with hedonic experience as mediator. Information quality give rise to influence positive on purchase intention with information usefulness as mediator. Information credibility give rise to influence positive on purchase intention with hedonic experience as mediator. Information credibility give rise to influence positive on purchase intention with information usefulness as mediator. Interactivity affordance No capable moderate influence information quality to purchase intention. Interactivity affordance No capable moderate influence information credibility to purchase intention.

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