Investigation The Influence of Information Quality, Information Seeking, and Familiarity with Purchase Intentions: A Perspective of Instagram Users in Indonesia

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Abstract—**Instagram is one of the social media that is often used to conduct commerce transactions in Indonesia. Even though the e-commerce marketplace is available, Indonesian people still choose Instagram as a platform for purchasing products or services. This opportunity can be used by sellers and marketers to market and sell their products through Instagram. This research supports that opportunity by analyzing the factors that influence Purchase Intention on Instagram including (1) Hedonic Motivation, (2) Review, (3) Information Quality, (4) Media Richness, (5) Trust, (6) Familiarity, and (7) Information Seeking. The data obtained in this study were processed with Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of this study are Information Quality, Information Seeking, and Familiarity was proven to affect Purchase Intention on Instagram.**

Keywords—Social Commerce, Information Quality, Information Seeking, Familiarity, Purchase Intention.

I. INTRODUCTION

Instagram is known as a social media platform whose use includes capturing videos, images, and messages through a mobile application to be shared with family, friends, and the community. Instagram makes it easy for users to click, edit, and upload content about their lives to be known by those around them [1]. Furthermore, Instagram allows users to use captions, hashtags with the # symbol, and mentions with the @ symbol on the message delivered [2]. Instagram allows collaboration that involves other users by giving comments, liking other people's posts, and forwarding messages to specific people through Instagram itself or other social media applications.

In 2019, 849.9 million Instagram users claimed to get advertisements for a product or service through Instagram [3]. Besides, 620 million users expressed interest in buying a product or service after seeing Instagram stories, and 110 million users decided to purchase via Instagram [4]. This shows that Instagram can be used as a means to advertise products or services followed by purchase transactions.

In Indonesia, Instagram users in 2019 reached 62 million with a composition of 51% women and 49% men [5]. The high number of Instagram users triggers opportunities for marketers to advertise their services or products to increase the number of sales [2]. Based on statistical data compiled by the Indonesian E-Commerce Association, 16% of Indonesian people still use Instagram and other social media to trade e-commerce, and 16% use the marketplace [6]. This shows that Instagram is always an alternative platform for searching and

purchasing goods in Indonesia, even though several e-Commerce marketplaces are available. Based on the explanation above, Instagram is one of the most popular social media for e-commerce transactions and is known as social commerce [7].

This study will analyze the factors that influence Purchase Intention from Instagram users in Indonesia. The factors to be analyzed from this study are adjusted to the condition of Instagram users in Indonesia, with the majority of age are between 20-35 years. These factors include Hedonic Motivation, Review, Information Quality, Media Richness, Trust, Familiarity, and Information Seeking. This research contributes to practice and literature. For practice, this research can be a guide for sellers and marketers who use Instagram as a platform for buying and selling products or services to get new customers and increase sales. As for the literature, this study analyzes several factors that influence Purchase Intention with the perspective of Instagram users in Indonesia.

II. LITRATURE REVIEW

A. Previews Research

Define Several studies have analyzed the factors that influence Purchase Intention, especially on social commerce and Instagram. Research conducted by [8] examined the relationship between Perceived Value and Satisfaction to Purchase Intention on Airbnb in Taiwan. The Perceived Value factor is influenced by Rating, Rating Volume, and Review, while Satisfaction is influenced by Information Quality and Media Richness. This research concludes that Perceived Value and Satisfaction are the main determinants of Purchase Intention, whereas Review, Information Quality, Rating Volume, and Media Richness are important precursor factors. Research conducted by [9] analyzes Trust, Information Seeking, Familiarity, and Social Presence of Purchase Intention on Facebook. The results of this study are that Trust on Facebook users can improve Information Seeking and Familiarity. Also, this study produces the conclusion that Familiarity and Social Presence increase the occurrence of Purchase Intention.

Research conducted by [10] examines the factors of Perceived Utilitarian Value, Perceived Shopping Value, Trust, Familiarity, Information Seeking, and Social Presence of Purchase Intention in several social commerce in Indonesia. Social Commerce used in this study includes Kaskus, Eventbrite, Instagram, and Groupon. The results of this study

are Social Presence and Trust are proven to affect Purchase Intention. Instagram's role as a supporting media of advertising and marketing activities that influence one's Purchase Intention to buy products in Jordan has also been investigated by [11]. This study utilizes the Unified Theory of Acceptance and Use of Technology (UTAUT2) framework to analyze the Hedonic Motivation, Interactivity, Performance Expectancy, Informativeness, Perceived Relevance, and Habit factors on Purchase Intention.

Other research that analyzes the factors that influence purchase intention on Instagram is conducted by [12]. This study discusses the influence of trust factors on Purchase Intention based on three dimensions, namely Information, Technology, and People. The results of this study can be used by sellers on Instagram to increase buyer confidence with the information that is considered by someone before making a purchase. Also, there is research from [13] which analyzes the accuracy of Instagram as a marketing platform. This study investigates the effect of Social Influence and Image Quality on Perception of Quality and Purchase Intention. The result of this research is that Image Quality influences the Perception of Quality and Purchase Intention.

B. Social Commerce

According to the theory put forward by [7], social commerce is defined as a combination of e-commerce, e-marketing that utilizes social media or web 2.0. The presence of social commerce is a need to collaborate with customers, employees, partners, and worldwide. Based on this, social commerce utilizes the traditional shopping experience with the customer's social life [14]. The benefits obtained from social commerce are increased brand awareness of a product by consumers through peers [10]. Social commerce in Indonesia is developing and supported by the behavior of social buyers in Indonesia. Research conducted by [15] in 2019, stated that 20% of Indonesian consumers chose Instagram as social commerce to get information about a product.

C. Hypothesis Development

The author uses several factors to develop a research model, namely Hedonic Motivation, Review, Information Quality, Media Richness, Trust, Familiarity, and Information Seeking. The seven factors will be analyzed to see the effect on Purchase Intention on Instagram users in Indonesia.

Venkatesh added hedonic Motivation to the UTAUT2 framework [16] with a customer context involving the role of extrinsic and intrinsic motivation. Hedonic Motivation is defined as pleasure resulting from the use of technology, and this factor has an essential role in the acceptance of a technology [17]. Users will be motivated to interact with social media due to Hedonic Motivation [18]. Hedonic motivation, when associated with Instagram users in Indonesia, is a pleasant sensation when purchasing a product that is favored by many users. In this study, users believe that shopping through Instagram is associated with feelings that are fun, entertaining, and exciting [11]. Therefore, we suggest the following hypothesis:

H1. Hedonic Motivation (HM) will significantly affect the Purchase Intention (PI)

According to [8], Review is defined as the free comment from the consumer in the form of text and explains the experience when using a service or product. This Review can be a reference for prospective consumers to decide on Purchase Intention. Research conducted by [19] states that reviews depend not only on bias but also on product ratings that reflect customer satisfaction. For Instagram users in Indonesia, the right product or service review can help in deciding on making a purchase. In this study, the Review is explained by the reviews given by Instagram users having precise, reliable, trustworthy, and true goals. Therefore, the suggested hypothesis is:

H2. Review (RE) will significantly affect the Purchase Intention (PI)

Based on [8], Information Quality can be explained by the completeness, accuracy, usability, clarity, and reliability of the information. If the information is represented in the form of images, then good quality in the way of high-pixel pictures has an impact on the best quality of a product advertised by sellers on Instagram. Besides, information that obeys the rules of a media is liked and considered credible [20]. In this study, Information Quality is explained as providing information by a Seller in conditions that correspond to reality, are not fictitious, reliable, and of good quality. So the suggested hypothesis is:

H3. Information Quality (IQ) will significantly affect the Purchase Intention (PI)

Media Richness is defined as a change in the delivery of information from text and graphics into an interactive virtual experience to ensure the information needed is relevant to the needs of prospective buyers, thereby increasing confidence to make purchases [8]. The form of media wealth owned by Instagram is the availability of features to chat directly with sellers. Prospective buyers and sellers can interact by sending messages in text, pictures, and videos privately. Also, potential buyers can use the story feature to view moments about the products offered in real-time. In a study conducted by [8], media richness as an essential precursor when a user wants to rent with Airbnb. So the hypothesis offered is:

H4. Media Richness (MR) will significantly affect the Purchase Intention (PI)

Trust is represented as an internal process of prospective buyers, which is an essential factor in determining behavior in using internet-based applications [21]. Besides, trust can be represented in the form of promises that are kept and show integrity [22]. The type of trust that a potential buyer has for the seller is expressed through the belief that the seller is honest and reliable. In addition, there is a belief that Instagram has a concern for its users. Based on this, the hypotheses offered are:

H5. Trust (TR) will significantly affect the Purchase Intention (PI)

The habit of using search features, buying products, and rating through social commerce is a representation of Familiarity [10]. Besides, the ability of prospective buyers to provide reviews will cause potential buyers to become familiar with ranking policies, search tools, content recommendations, and enable the buying process [9]. In this study, Familiarity is represented as a habit of prospective buyers using the product search feature, viewing products through the Story feature, giving reviews, and buying products through Instagram. Therefore, the suggested hypothesis is:

H6. Familiarity (FA) will significantly affect the Purchase Intention (PI)

Information Seeking on social commerce will increase the prospective buyer's knowledge about a product through open access to a collection of information [9]. Also, the ease of obtaining information will help the decision-making process for purchasing on social commerce [23]. In this research context, Instagram allows prospective buyers to get information through forums and online communities, other buyer reviews, and recommendations from other users as a reference before making a purchase. Based on this, the recommended hypothesis are:

H7. Information Seeking (IS) will significantly affect the Purchase Intention (PI)

Purchase Intention is represented as a desire to use and recommend to friends or family for the use of a website or mobile application to support product purchases [8]. Whereas in the context of social commerce, Purchase Intention is represented as the desire of buyers to buy products that are advertised, promoted, and the choice to use social commerce as a medium for spending [10].
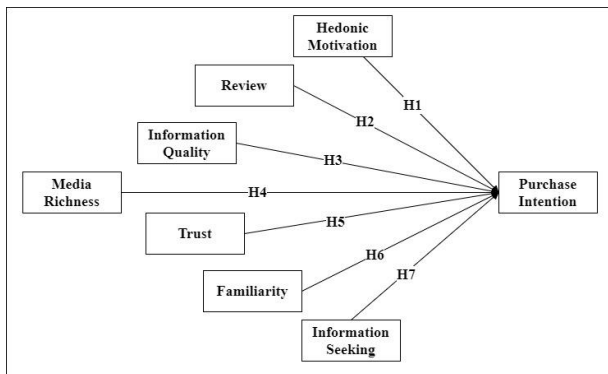

Fig. 1. The Research Model

III. RESEARCH METHODS

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A. Samples and Data Collection

This study utilizes samples obtained from Instagram users who purchase products or services through Instagram. This study found 175 respondents distributed in the period of 10 October to 18 December 2019. The questionnaire distributed to respondents was built based on the research model described earlier. Before the questionnaire was distributed to respondents, researchers conducted a readability test on five prospective respondents. This legibility test aims to get respondents' interpretations, find sentences that are difficult to understand, or terms that cause ambiguity.

B. Research Instrument

This study uses an instrument consisting of 31 indicators to represent Hedonic Motivation, Review, Information Quality, Media Richness, Trust, Familiarity, and Information

Seeking. This study uses indicators adapted from previous studies. Indicators of Hedonic Motivation were adapted from research [11] [18]; Review [8]; Information Quality [8]; Media Richness [8]; Trust [10] [22]; Familiarity [9] [10]; Information Seeking [9] [10]; and Purchase Intention [8] [10] [11]. The questionnaire distributed in this study consisted of two parts. The first part is a question about the demographics of respondents, while the second part is to get research supporting variables. This study uses a Likert Scale with intervals of 1 to 4, which contains strongly disagree to strongly agree.

C. Data Analysis

The research model that is the basis of this research is built from theories contained in previous research on social commerce, Instagram, and Purchase Intention. In addition to the approach, there are also theories of the factors that influence Purchase Intention, such as Hedonic Motivation, Review, Information Quality, Media Richness, Trust, Familiarity, and Information Seeking. Supporting the achievement of research objectives, an analytical technique called Partial Least Square (PLS) is used. PLS is one type of Structural Equation Modeling (SEM) technique that has the advantage of being able to analyze models with very few samples [24]. This study uses the help of SmartPLS is a software tool for conducting PLS-based analysis. This study uses the PLS technique to test hypotheses developed from previous studies. Also, the PLS technique is appropriate for use in this study because of the insufficient number of samples.

IV. RESULT

A. Respondent Demography

This study involved 175 respondents who filled out questionnaires online through Google Form. Most respondents of this study were women, with the majority of the age range being 21-25 years. Respondents demography can be seen in Table 1.

TABLE I.　RESPONDENT DEMOGRAPHY

Variable	Measure	Sample	Percentage
Gender	Female	132	75
	Male	43	25
Age	<20 years old	50	29
	21-25 years old	89	51
	26-30 years old	9	5
	31-35 years old	19	11
	36-40 years old	6	3
	> 41 years old	2	1
User coverage	Jakarta, Bogor, Depok, Tangerang, and Bekasi	135	77
	Central Java	6	3
	West Java (exclude Bogor, Depok, and Bekasi)	8	5
	East Java	18	10
	Yogyakarta	1	1
	Kalimantan	1	1
	Sumatera	6	3
Educational background	High school degree	101	58
	Diploma degree	7	4
	Bachelor degree	57	32s
	Master degree	10	6

B. The Evaluation of Measurement Model

The PLS algorithm calculation results are used to determine the measurement results of the outer and inner models. In the measurement of the outer model, the values of discriminant validity, convergent validity, and reliability were tested [25]. Convergent validity test can be done by looking at the value of the loading factor and the roots of the Average Variance Extracted (AVE). The value of the loading factor can be seen from the outer loading output with the value of must be above 0.70, and the root value of AVE must be above 0.50 [25]. When observing the loading factor value, six indicators must be eliminated because the value is less than 0.70, namely FA1, IS2, IS3, MR1, TR1, and PI5. While at the time of testing the AVE value, there were no indicators that had a value of less than 0.50. The value of the loading factor and AVE can be seen in Table II, with the indicator printed in red color being the eliminated indicator.

The method that can be used to evaluate the discriminant validity is through observation of the cross-loading value of each indicator. A construct is considered to have a good discriminant validity value if the correlation value between each indicator and the construct is higher than the other constructs [24]. The reliability test aims to ensure the measurements used in the study are consistent and can be seen from the value of Composite Reliability (CR) [26]. In addition to the CR value, for testing reliability can also see the value of Cronbach Alpha (CA). Following best practice, the model is considered suitable if it has a CR and CA values of more than 0.7. CA and CR values can be seen in Table II.

TABLE II.   RESULT OF MEASUREMENT MODEL EVALUATION

Construct	Indicator	Loading factor	√AVE	CA	CR
HM	HM1	0.901	0.886	0.865	0.917
	HM2	0.883			
	HM3	0.876			
RE	RE1	0.753	0.840	0.859	0.905
	RE2	0.881			
	RE3	0.872			
	RE4	0.847			
IQ	IQ1	0.823	0.832	0.777	0.871
	IQ2	0.844			
	IQ3	0.827			
MR	MR1	0.511	0.815	0.756	0.855
	MR2	0.780			
	MR3	0.881			
	MR4	0.767			
TR	TR1	0.579	0.900	0.884	0.928
	TR2	0.891			
	TR3	0.884			
	TR4	0.880			
FA	FA1	0.404	0.801	0.719	0.842
	FA2	0.864			
	FA3	0.810			
	FA4	0.710			
IS	IS1	0.753	0.916	0.808	0.912
	IS2	0.638			
	IS3	0.669			
	IS4	0.835			
PI	PI1	0.822	0.830	0.850	0.899
	PI2	0.747			
	PI3	0.849			
	PI4	0.811			
	PI5	0.569			

C. The evaluation of Structural Model

After the research model is considered to meet the measurement test, the model will undergo structural testing. Structural model testing can be done by analyzing the value of R2 and path coefficient as in Fig. 2. The value of R2 means how well the model fits the data and how well the statistical sample estimates the population value [13]. The value of R2 has a variation in the range from 0 to 1, meaning that the higher the value, the better the accuracy model. In this study, the R2 value on the PI factor was 0.449. This value indicates that the variability of PI constructs can be explained by the constructs of HM, RE, IQ, MR, TR, FA, and IS by 44.9%, while 55.1% is explained by other constructs outside this study.
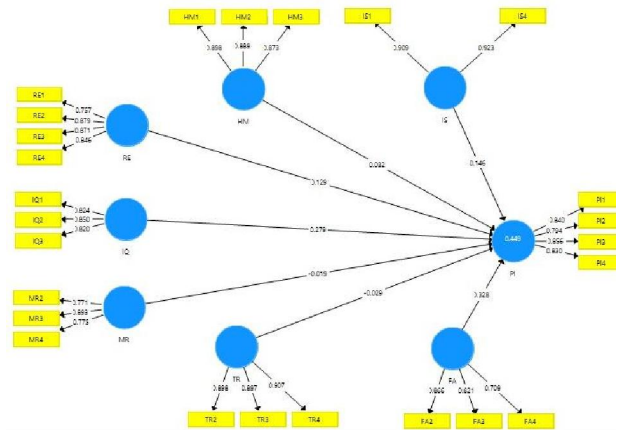

Fig. 2. The Result of The Research Model

D. Hypothesis Testing

This research uses the two-tailed type because the direction of the hypothesis of this study is unknown and will be examined in this study. This study uses a significance level of 0.05 in the bootstrap calculation setting, so the t-value must be above 1.64. Table II shows the results of hypothesis testing, namely IQ, FA, and IS, which significantly affect PI. Whereas HM, RE, MR, and TR did not significantly affect PI.

TABLE III.   HYPOTHESIS TESTING

	Path coefficient	t-value	Result
HM → PI	0.660	0.440	Insignificant
RE → PI	0.088	1.708	Insignificant
IQ → PI	**0.007**	**2.705**	**Significant**
MR → PI	0.787	0.271	Insignificant
TR → PI	0.777	0.283	Insignificant
FA → PI	**0.001**	**3.326**	**Significant**
IS → PI	**0.018**	**2.378**	**Significant**

V. DISCUSSION

The results obtained from testing the hypothesis is Hedonic Motivation does not affect Purchase Intention. These results are not in line with research conducted by [11], which explains that Hedonic Motivation influences Purchase Intention. These are because Instagram users do not feel excited when shopping on Instagram; besides, shopping on Instagram is not fun and entertaining activity. These can also be triggered because some Marketplace in Indonesia often do activities such as flash sales that are more entertaining, fun, and make users excited.

The results of this study also prove that the Review does not influence Purchase Intention. These results are not in line with research conducted by [8]. These are because the reviews given by Instagram users cannot be trusted, are not following the purchase intentions, and the purpose of providing reviews is often unclear.

Media Richness is one of the factors that does not influence Purchase Intention, and this is not in line with research conducted by [8]. These are because Instagram users feel sellers often do not respond quickly, communication with sellers on Instagram is difficult, and privately sending messages can not improve communication efficiency with sellers.

The results of this study also explain that Trust does not affect Purchase Intention, and these results are not in line with research conducted by [10] [22]. These can be since there are still sellers on Instagram who are dishonest and unreliable, so prospective buyers are reluctant to spend via Instagram.

Meanwhile, this research explains that Information Quality is proven to influence Purchase Intention. These are in line with research conducted by [8]. Good Quality Information can be considered as one of the needs when shopping through Instagram. Currently, the information provided by sellers on Instagram is reliable. Also, products or services sold on Instagram are valid. For Instagram Users in Indonesia, a product or service that is sold has good Information Quality if available information about prices, stock, materials used, ordering procedures, and display of photos or videos of the highest quality. In this case, Instagram is considered to have provided excellent quality information.

Familiarity in this study is proven to influence Purchase Intention and is in line with research conducted by [9] [10]. These can be explained that prospective buyers who are accustomed to seeing products through the Story feature and providing reviews will increase the desire to make purchases via Instagram.

This study also proves that Information Seeking is shown to influence Purchase Intention, and this is in line with research conducted by [9] [10]. It can be explained that Instagram allows prospective buyers to search for product or service information through trusted forums and online communities on Instagram.

VI. CONCLUSION

This research concludes that the factors that influence Purchase Intention through Instagram are Information Quality, Familiarity, and Information Seeking. This research shows that information about a complete product with the support of excellent picture and video quality can increase the desire to spend via Instagram. Buyers believe that forums and online communities can be relied upon to provide information about products and services that they want to buy through Instagram. Also, the more accustomed prospective buyers to use features on Instagram, such as searching products with hashtags, seeing stories from sellers, and giving product reviews on Instagram, the more desire to shop through Instagram.

This research generates findings that are useful for the seller and marketer to market and sell their products through Instagram. It can be done by making sure the product or service information sold is complete, adding hashtags, and utilizing the Story feature to explain the product. Also, the seller can develop forums and communities of users of products or services being sold to facilitate the search for reviews of products or services.

VII. LIMITATIONS AND FUTURE WORKS

There are some shortcomings in this study, namely the number of samples and geographic location, which is still limited, even though Instagram users cover all regions in Indonesia. Another limitation of this study is that it uses only one social commerce, namely Instagram. The recommendation for future research is to use other social commerce sites such as Twitter, WhatsApp, Telegram, Qzone, and WeChat. Also, future research can add other factors that are not explained in this study.

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APPENDIX A. MEASUREMENT

Factor	Indicator Factor	Items
Hedonic Motivation (HM)	HM1	Shopping on Instagram is fun.
	HM2	Shopping on Instagram is entertaining.
	HM3	Shopping on Instagram makes me excited.
Review (RE)	RE1	Comments provided by Instagram users have a clear purpose.
	RE2	Comments provided by Instagram users are reliable.
	RE3	Instagram users gave comments according to reality.
	RE4	Comments given by Instagram users can be trusted.
Information Quality (IQ)	IQ1	Information provided by the seller's account is reliable.
	IQ2	The information provided by the seller's account is accurate.

Factor	Indicator Factor	Items
	IQ3	Instagram provides valuable quality information.
Media Richness (MR)	MR1	Customers expect to get a response from the seller account owner on Instagram.
	MR2	Instagram provides various ways to communicate with the seller's account.
	MR3	Customers think they can have a good relationship with the seller account via Instagram.
	MR4	Customers think that direct messaging can improve communication efficiency with the seller account owner.
Trust (TR)	TR1	Based on experience, customers know that Instagram cares about users.
	TR2	Based on experience, customers know that the seller account owner is honest with the buyer.
	TR3	Customers do not doubt the honesty of the seller's account owner.
	TR4	Based on the products offered, the customer knows that the seller account owner is reliable.
Familiarity (FA)	FA1	Customers are accustomed to using the search feature on Instagram.
	FA2	Customers are accustomed to buying products on Instagram.
	FA3	Customers are accustomed to giving user ratings and reviews on Instagram.
	FA4	Customers are accustomed to seeing products through stories shared by sellers.
Information Seeking (IS)	IS1	Customers use forums and online communities on Instagram to get information.
	IS2	Customers are accustomed to using user ratings and reviews as a reference before buying a product.
	IS3	Customers are accustomed to using recommendations from other users before buying a product.
	IS4	Customers trust other users in forums and online communities on Instagram.
Purchase Intention	PI1	Customers will buy products that are advertised on Instagram.