

**THE EFFECT OF INFORMATION QUALITY, SOCIAL
PSYCHOLOGICAL DISTANCE, SENSE OF POWER & TRUST ON
CUSTOMER PURCHASE INTENTION TOKOPEDIA CONSUMERS IN
NUSA TENGGARA BARAT**

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ABSTRACT

In the situation of the COVID-19 pandemic which lasted for approximately 1.5 years, it has slightly changed the activity or order in life in society, one of which is in the world of shopping. This change in activity can be seen through the increasing use of e-commerce in shopping to meet daily needs. Therefore, companies must compete with each other to attract consumers' hearts so that the services provided can continue to be used. Efforts to use e-commerce by the community have triggered an increase in people's buying interest online, not least what happened at Tokopedia. This increase in people's buying interest can also be seen by the increase in public visits to the company's website in the e-commerce industry and the increase in sales which is also directly proportional to the increase in purchases.

The purpose of this study was to determine the effect of the quality of information available on the Tokopedia platform, social psychological distance, and consumer trust on the purchase intention of Tokopedia consumers. In addition, this study also aims to examine the effect of the moderating role of the sense of power that Tokopedia consumers have in providing information to foster a sense of trust among other consumers.

The phenomena that occurred in this study were analyzed using quantitative methods. Researchers do not have the authority to intervene in the data with individual units of analysis and the time the study was carried out in a cross-section. The population chosen to be respondents in this study is the people of the city of Nusa Tenggara Barat. In order to obtain data, the author will distribute a questionnaire in the form of a google form to 450 respondents. The data was obtained in the form of an ordinal scale (Likert), processed, and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) technique through the SmartPLS 3 software.

The results of the study show that the information quality variable has a positive effect on social psychological distance, information quality (IQ) has a positive effect on trust, social psychological distance has a positive effect on trust, social psychological distance has a positive effect on mediating the relationship between information quality and trust, trust has a positive effect on the purchase. intention and sense of power have a positive effect on moderating the relationship between information quality and trust.

The author hopes that through this research Tokopedia can pay attention to the quality of the information in its application to increase user confidence in using Tokopedia. In addition, Tokopedia can choose content creators who are able to be close to the community so that more people use the application.

Keywords: Information Quality, Purchase Intention, Sense of Power, Social Psychological Distance, Trust

1.0 INTRODUCTION

In the situation of the Covid-19 pandemic which lasted for approximately 1.5 years, it has slightly changed the activity or order of life in society, one of which is in the world of shopping. During the pandemic situation, there was an increase in public interest in visiting and shopping online, thus encouraging an increase in the value of e-commerce transactions (Merdeka, 2021). Online shopping has become an alternative for people to meet their needs while reducing the spread of the virus in crowded places (Rizal, 2021).

In this case, product sales on the Tokopedia platform recorded an increase in three regions outside Java in 2020, namely in Nusa Tenggara Barat, Central Sulawesi, and South Sulawesi. The largest increase in the value of Tokopedia's sales transactions in the three provinces increased by 144.6% in Nusa Tenggara Barat, 73.4% in Central Sulawesi, and 73.3% in South Sulawesi (Suyudi, 2021). On the other hand, based on research conducted by the Research Institute for Economic and Community Research, Faculty of Economics and Business, University of Indonesia (LPEM FEB UI) in 2020, every seven out of 10 business actors on the Tokopedia platform experienced a 133% increase in sales volume (Rizal, 2021). If it is calculated, the average amount of customer spending each month on Tokopedia has increased by 71% during the pandemic.

With the increase in the number of transactions, traffic shares, and monthly web visitors on the Tokopedia site in 2021, companies must be able to determine what factors influence the increase in buying interest made by their customers. That way, this trend of increasing sales can last for a long time and benefit the company. In this regard, researchers are interested in further research on the influence of information quality, social psychological distance, sense of power & trust as factors that influence the purchase intention of Tokopedia customers in Nusa Tenggara Barat. The purpose of this study was to determine the effect of the quality of information available on the Tokopedia platform, social psychological distance, and consumer trust on the purchase intention of Tokopedia consumers. In addition, this study also aims to examine the effect of the moderating role of the sense of power that Tokopedia consumers have in providing information to foster a sense of trust among other consumers.

2.0 LITERATURE REVIEW

According to Wahyuni and Sofyan (Silalahi and Sahara, 2017) information quality is a quality related to the accuracy, amount and form of information about products and services offered by companies on websites. In the opinion of Park et al. in Yosse (2021) the quality of information can be measured through electronic word of mouth, where in information there are four quality measures, namely relevance, understandability, sufficient, and objectivity. In an effort to satisfy consumers, the information needs of products and services must be up-to-

date so as to assist consumers in making decisions that are consistent and easy to reach (Ayuningtiyas and Gunawan, 2018). Based on the above, it can be concluded that the quality of information is a form of quality of the information provided by information sources for recipients of information related to products or services offered. The better the quality of the information available, the more it will help consumers in making purchases.

Social psychological distance is the scope between individuals and others and is a subjective measure of the extent to which the individual feels close to a group (Yosse, 2021). If individuals feel that their social psychological distance is less than that of others, it is more likely that they will interact with other individuals who are close to them than individuals who have a larger social psychological distance (Zhao et al., 2020). Psychological distance is a multi-faceted concept consisting of four dimensions, which together contribute to its formation: temporal distance (when; short vs. long), spatial distance (where; near vs. far), social distance (who; in-group vs out-group), and hypothetical distance (whether; certainty vs uncertainty) (Hernández-Ortega, 2018). Social distance distinguishes between oneself and others or individuals inside and outside the group (Hernández-Ortega, 2018). An object will feel psychologically distant when it is not part of the individual's direct experience (Hernández-Ortega, 2018). Social psychological distance explains how an individual feels himself to be the same or close to other individuals in his group. The higher the level of social psychological distance possessed by an individual, the easier it will be for the individual to equate himself with other individuals and vice versa.

Consumer trust can be defined as a willingness to accept the risk of actions taken by other parties with the hope that the other party will try to take actions that are considered important regardless of the ability to monitor and control the actions taken by trusted parties (Priansa, 2017). Consumer confidence in a product or service can be designed by explaining or communicating the product based on the specifications advertised on the company's website (Rosdiana et al., 2019). Consumer trust can be generated through the honesty possessed by producers or marketers in conveying in detail the characteristics of the products or services sold to consumers (Rosdiana et al., 2019). Trust can be divided into two variants, namely cognitive-based and emotion-based variants (Zhao et al., 2020). Consumer cognitive trust is based on belief in the ability and responsibility of the source of information, while emotional trust is more directed at reminding or directing consumers to interpersonal relationships and emotional information (Zhao et al., 2020). Trust is a form of belief that is carried out by both the seller and the consumer as a basis for building relationships. Trust is important because both parties can rely on each other in the process of buying and selling products or services. Trust can be built by means of openness carried out by companies and consumers regarding the need for information on products or services.

According to Jiang et al. (Zhao et al., 2020) power is a form of presence that is able to influence a person's cognition, emotion, and behavior. A sense of power is able to influence consumers' views of information (Yosse, 2021). Consumers with a high sense of power are more likely to process information than consumers with a low sense of power (Yosse, 2021). That way, it can be said that a sense of power can affect consumers in processing information related to their needs.

According to Priansa (2017), consumer buying interest can be interpreted as the concentration of attention made by consumers on something accompanied by feelings of pleasure. Furthermore, the individual's intention creates a desire to create a convincing feeling that the item has value and benefits, which then makes consumers have the feeling to have the item by paying or exchanging it for money (Priansa 2017). Purchase intention is consumer behavior in making decisions to consider a reason before they decide to buy something (Utami et al., 2020). Individuals who behave with the intention to buy a particular product or service can be identified as customer purchase intention (Zulkiffli et al., 2017). Purchase intention shows how consumers are willing to buy a product or service based on considerations and calculations that the product or service is valuable and worth buying (Utami et al., 2020). Purchase intention refers to the process of making purchase decisions, where consumers will consider the conditions and reasons (Nuseir, 2019).

The framework used in this study was adapted from research conducted by Zhao et al., (2020).

Figure 2.1 Conceptual Framework

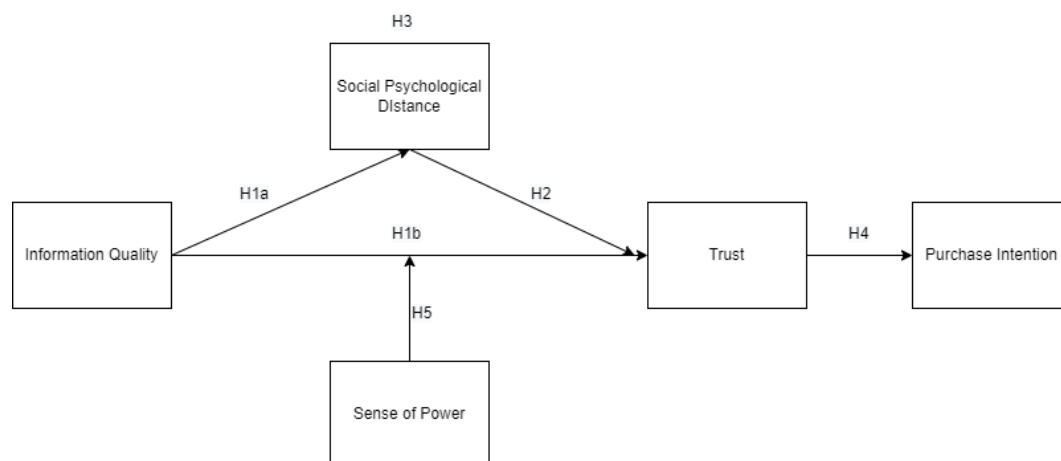


Table 2.1 Research Hypothesis

No.	Research Hypothesis
H _{1a}	Information quality has a positive effect on social psychological distance for Tokopedia consumers in Nusa Tenggara Barat.
H _{1b}	Information quality has a positive effect on trust in Tokopedia consumers in Nusa Tenggara Barat.
H ₂	Social psychological distance has a positive effect on trust in Tokopedia consumers in Nusa Tenggara Barat.
H ₃	Social psychological distance has a positive effect in mediating the relationship between information quality and trust in Tokopedia consumers in Nusa Tenggara Barat..
H ₄	Trust has a positive effect on purchase intention of Tokopedia consumers in Nusa Tenggara Barat.
H ₅	Sense of power has a positive effect in moderating the relationship between information quality and trust in Tokopedia consumers in Nusa Tenggara Barat.

3.0 METHOD AND RESULT

The purpose of this study was to determine the effect of the quality of information available on the Tokopedia platform, social psychological distance, and consumer trust on the purchase

intention of Tokopedia consumers. In addition, this study also aims to examine the effect of the moderating role of the sense of power that Tokopedia consumers have in providing information to foster a sense of trust among other consumers. In order to obtain data, the author will distribute a questionnaire in the form of a google form to 450 respondents. The data was obtained in the form of an ordinal scale (Likert), which was processed and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) technique through the SmartPLS 3 software.

Based on the result of descriptive analysis, Information Quality (IQ) has a percentage of 86,6%, Social Psychological Distance (SPD) has a percentage of 80%, Sense of Power (SOP) has a percentage of 82,5%, Trust (T) has a percentage 87,2%, and Purchase Intention (PI) has a percentage 86,4%.

In this study, the selection of the PLS-SEM approach was carried out by analysis using the SmartPLS3 software. PLS-SEM allows the estimation of complex simultaneous equations which usually involve latent unobservable constructs which can be endogenous or exogenous (Hair et al., 2020). It is a variance-based technique that maximizes the value of R² for all endogenous variables but does not require normally distributed data or large sample sizes (Hair et al., 2020). PLS-SEM has two components, namely the outer model and the inner model. The outer model is closely related to the estimation of indicator loading, reliability, and validity of latent constructs, commonly referred to as confirmatory composite analysis (CCA), while the inner model is related to the estimation, direction, and strength of path relationships between constructs (Hair et al., 2020).

3.1 Evaluating the Measurement Model

Evaluation of the measurement model is carried out with the aim of calculating the average variance extracted (AVE) value and loading factor or outer loadings. According to Hair et al. (2017), the minimum value that must be achieved by AVE and outer loadings is 0.5 and 0.7. The next stage is the calculation of discriminant validity. Discriminant validity is a measure of the extent to which a construct can be completely different and unique from other constructs based on empirical standards. Discriminant validity testing can be done through the Fornell-Larcker Criteria and cross-loadings. Next, we will measure the Cronhbach alpha and composite reliability values. Cronbach negligent provides reliability estimates based on the observed intercorrelation of indicator variables (Hair et al., 2017). However, there are limitations to Cronbach's alpha in terms of applying different measures of internal consistency reliability, so composite reliability is used. Composite reliability values are between 0 and 1, where the higher the value, the higher the reliability level. This method is usually described in the same way as Cronhbach alpa (Hair et al., 2017).

The results of Cronbach's alpha and CR calculations used in this study to measure construct reliability can be seen in Table 3.1

Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
IQ1	0.741	0.761	0.862	0.677
IQ2	0.837			
IQ3	0.883			
SPD1	0.735	0.879	0.912	0.675

SPD2	0.825			
SPD3	0.820			
SPD4	0.838			
SPD5	0.883			
SOP1	0.730	0.806	0.873	0.544
SOP2	0.785			
SOP3	0.827			
SOP4	0.837			
T1	0.745	0.810	0.875	0.637
T2	0.782			
T3	0.836			
T4	0.827			
PI1	0.668	0.880	0.905	0.905
PI2	0.746			
PI3	0.756			
PI4	0.727			
PI5	0.759			
PI6	0.730			
PI7	0.721			
PI8	0.789			

Table 3.2 Fornell-Larcker Criteriation

	IQ	Moderating Effect 1	PI	SOP	SPD	T
Information Quality (IQ)	0.823					
Moderating Effect 1	-0.612	1.000				
Purchase Intention (PI)	0.629	-0.525	0.738			
Sense of Power (SOP)	0.543	-0.490	0.667	0.796		
Social Psychological Distance (SPD)	0.544	-0.429	0.622	0.749	0.821	
Trust (T)	0.643	-0.560	0.707	0.615	0.581	0.798

3.2 Evaluating the Structural Model

In the calculation of the structural model, testing is done by looking at the R-Square value, collinearity test value and hypothesis test value. The calculation results state that the R² value of each purchase intention (PI), social psychological distance (SPD), and trust (T) variable is 0.500 (50%); 0.296 (29.6%); and 0.543 (54.3%). This illustrates that the trust variable (T) is explained by the constructs of information quality, social psychological distance, and sense of power of 54.3% where the rest is explained by other constructs of 45.7%. The social psychological distance (SPD) variable is explained by the information quality (IQ) variable with a value of 29.6% and the remaining 70.4% is explained by other constructs. On the other hand, the purchase intention (PI) variable is explained by the trust variable by 50%, and the remaining 50% is also explained by other constructs.

Table 3.3 Evaluation of the structural model result

Hypothesis	Structural Path	β	t-value	p-value	Description
H _{1a}	IQ $\rightarrow$ SPD	0.544	12.776	0.000	Supported
H _{1b}	IQ $\rightarrow$ T	0.319	5.259	0.019	Supported
H ₂	SPD $\rightarrow$ T	0.149	2.399	0.253	Supported
H ₃	IQ $\rightarrow$ SPD $\rightarrow$ T	0.081	2.309	0.021	Supported
H ₄	T $\rightarrow$ PI	0.707	20.155	0.000	Supported

Based on Table 3.3, it can be seen that the path coefficient value of this study. It can be seen that Trust has the greatest strong influence on Purchase Intention with a path coefficient value of 0.707. Meanwhile, the path coefficient value with the smallest influence strength is owned by a sense of power with a path coefficient value of -0.124.

Table 3.4 Collinearity Test Results

	IQ	Moderating Effect 1	PI	SOP	SPD	T
IQ					1,000	1,924
SOP*IQ $\rightarrow$ T						1,695
PI						
SOP						2,509
SPD						2,424
T			1,000			

Based on Table 3.4, it can be concluded that the research model used does not have a collinearity tendency because all values of the inner VIF value < 5

Table 3.5 Moderating effect testing result

Hypothesis	Structural Path	β	t-value	p-value	Description	Level
H ₅	SOP*IQ $\rightarrow$ T	-0,124	3.292	0.001	Supported	Weak

Based on Table 3.5 it can be explained that the relationship between the IQ variable and the T variable moderated by the SOP variable has a positive effect with p-value = 0.001; t count = 3,292). This indicates that the SOP variable is able to weakly moderate the relationship between the IQ variable and the T variable because it has a p-value of < 0.005 and a β of -0.124.

4.0 CONCLUSION

Based on the results of the research above, it was found that out of 450 respondents, the majority of respondents were women with a percentage of 51% (230 people) and an age range of 20 - 24 years as many as 35.3% (159 people). The status that dominates is a student with a percentage of 37% of respondents (168 people). In terms of income in one month, the majority of respondents have incomes ranging from Rp. 3,000,001 – Rp. 4,000,000 with the acquisition of 160 respondents. Based on the total online shopping for one month, the percentage of respondents as much as 29% of respondents (113 people) shop online 3-5 times in one month. In terms of age, the majority of respondents are in the age range of 20-34 years and the dominant occupation statuses are students, office workers, and entrepreneurs.

1. Based on the results of calculations and analyzes that have been carried out, Trust has the largest positive influence on the purchase intention of Tokopedia consumers in Nusa Tenggara Barat.
2. Based on the results of calculations and analyzes that have been carried out, Sense of Power is able to moderate the relationship between information quality and trust in Tokopedia consumers in Nusa Tenggara Barat.
3. Based on the results of calculations and analyzes that have been carried out, Social Psychological Distance is able to mediate the relationship between Information Quality and Trust in Tokopedia consumers in Nusa Tenggara Barat.

5.0 SUGGESTION

Suggestions that the author can give based on the results of the discussion above are as follows

1. In order to increase consumer confidence through information quality, the Tokopedia company can add features that can ensure that the quality of the information is reliable, occurs in real-time, and can meet all the needs of its consumers, such as giving special marks to comments that are not responsible for the products sold by the seller. That way, consumers are not confused by the quality of product information displayed on the seller's stall. In addition, Tokopedia companies can choose content creators who are close to all groups of people to promote them. Choosing the right content creator can give people the confidence to use Tokopedia as the application of choice in online buying and selling transactions.
2. In order to increase social psychological distance, Tokopedia can work with local seller communities to hold offline activities in the form of opening offline booths or exhibitions. This activity can bring together local sellers and consumers with the aim that the quality of products traded online can be seen directly by local consumers.

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