

## **The Impact Of Information Usefulness And Adoption In Social Media On Purchase Intention: Evidence Of Indonesia**

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**Abstract:** *The Product reviews on YouTube Channel offer information for consumers to evaluate products before making a decision. Understanding how consumers adopt the information and its impact on purchase intention becomes crucial. This study aims to determine the influence of information usefulness and information adoption on purchase intention on YouTube channels. The study developed a research model based on the Information Adoption Model (IAM) and Theory of Reasoned Action (TRA). A survey design was employed to test the proposed linkages among variables with a sample size of 447 respondents by the purposive sampling method. The study deploys the partial least squares path modeling (PLS-SEM) to analyze the data. The results confirmed that relevance, comprehensiveness, source expertise, attitude toward information, and information usefulness positively affect information adoption and purchase intention. Additionally, attitude toward information has a positive influence on behavioral intentions. However, timeliness, accuracy, and source expertise do not have any significant relationship with the information usefulness*

**Keywords:** *attitude toward ewom, credibility, electronic word of mouth, information adoption, information quality, purchase intention, youtube*

**Abstrak :** *Ulasan produk pada kanal youtube menawarkan banyak informasi bagi konsumen untuk mengevaluasi produk sebelum mengambil sebuah keputusan. Memahami bagaimana konsumen mengadopsi informasi dan dampaknya terhadap niat membeli menjadi sangat penting. Penelitian ini bertujuan untuk mengetahui pengaruh kegunaan informasi dan adopsi informasi terhadap niat beli pada kanal youtube. Penelitian ini mengembangkan model penelitian berdasarkan Information Adoption Model (IAM) dan Theory of Reasoned Action (TRA). Desain survei digunakan untuk menguji usulan keterkaitan antar variabel dengan jumlah sampel 447 responden dengan metode purposive sampling. Studi ini menerapkan pemodelan jalur kuadrat terkecil parsial (PLS-SEM) untuk menganalisis data. Hasil penelitian menegaskan bahwa relevansi, kelengkapan, keahlian sumber, sikap terhadap informasi, dan kegunaan informasi berpengaruh positif terhadap adopsi informasi dan niat membeli. Selain itu, sikap terhadap informasi mempunyai pengaruh positif terhadap niat berperilaku. Namun ketepatan waktu, keakuratan, dan keahlian sumber tidak mempunyai hubungan yang signifikan terhadap kegunaan informasi*

**Kata Kunci :** *Sikap terhadap wanita, Kredibilitas, Informasi elektronik dari mulut ke mulut, Adopsi informasi, Kualitas informasi, Niat membeli, Youtube*

## INTRODUCTION

The digital 2022 Global Overview Report – published in partnership with We Are Social and Hootsuite – reveals that there were 204.7 million active internet users in Indonesia. The internet users in Indonesia increased by 2.1 million (+1.0 percent) between 2021 and 2022. It is dominated by those aged 16 to 64. They spent 8 hours daily on the internet, which is above the global average indicator. In addition, on average, more than one million new users joined social media every month during 2022. The number of social media users was 191.4 million, and YouTube Channel is the most popular social media. YouTube had 139.0 million users in Indonesia in early 2022. At that time, 46.9 percent of YouTube's ad audience in Indonesia was female, while 53.1 percent was male.

As the most popular video-sharing platform, YouTube Channel proved to be an intelligent and dominating video channel regarding information and education. It also showed a significant growth in the topic of product review information (Arora & Lata, 2020). Consumers gradually look for product review information uploaded by other consumers to make themselves comfortable and well-informed before buying the intended product (Evans & Erkan, 2015). In this context, E-WOM has become a more popular and significant source of product information, since it provides rich information (Cheung et al., 2009). Previous studies have shown that social media and mobile technology have

become essential channels for pre-purchase information exchange (Zhang et al., 2017).

The example of a YouTube product review channel in Indonesia are GadgetIn, Sobah HAPE and Bang Ripiu, which had more than million subscribers as of 2022. On average, each video uploaded by GadgetIn was watched more than one million times. There are product tags in many video descriptions that allow viewers to make direct purchases, and the comment column contains thousands of comments from consumers. Therefore, consumers have greater access to information and can comment directly on the products reviewed ([www.youtube.com](http://www.youtube.com)). In this way, YouTube video reviews of products have become a significant factor influencing consumer decisions (Huang et al., 2022).

Numerous studies have attempted to investigate the importance of adopt the information and its impact on purchase intention behavior. Previous studies explored eWOM adoption on various platform, including eWOM on Facebook (Aghakhani et al., 2018; Hsu et al., 2016; Wang & Kubickova, 2017), Twitter (Hennig-Thurau et al., 2015; Hodeghatta & Sahney, 2016), Instagram (Daowd et al., 2020; Djafarova & Rushworth, 2017), We Chat (Lien & Cao, 2014; Zeng & Seock, 2019), and Telegram (Abedi dkk, 2019; Ghorbanzadeh dan Saeednia, 2018). However, previous studies have focused on text-based e-WOM. There are limited studies focusing on audio-visual format such as product reviews as source eWOM information channels, and there is also a lack

of studies explaining this phenomenon in Indonesia. Product review on YouTube enables consumers to generate sensory and nonsensory experiences of the reviewed product, such as product performance, colour, and type. Based on the research from (Arora & Lata, 2020) and (Huang et al., 2022) suggested that the future research eWOM will be more focused on video-based eWOM. Therefore, it is important for understanding the main factors that affect eWOM information adoption and consumers' purchase intentions through YouTube product reviews in a social media environment should be explored. Discovering the relevant factors that explain the significance of YouTube product reviews adoption in the social media environment in Indonesia could provide insight for both scholars and marketers into the marketing and consumer behavior issues examined in this study.

To address our motivation and fill the existing research gap, this study recommended a framework information adoption model founded by Sussman and Siegal in 2003 for understanding customer adoption and purchase intention on youtube product review. The information adoption model provides a better understanding on how an individual adopts information from computer-mediated platforms (Teng et al., 2015). This study contributes to the literature by examining the influence of eWOM information on adoption eWOM information and consumer behavioral intentions in social media and facilitates future discussion and knowledge

accumulation. Practically, findings of this study will provide useful implications for firms active on social media and lead to the incorporation into their marketing promotional mix

## **LITERATURE REVIEW**

### **Electronic Word of Mouth (EWOM)**

Word of mouth (WOM) is a traditional concept in the marketing field. Due to the extensive internet use, WOM has been developed to become electronic word of mouth (e-WOM). Hennig-Thurau et al. (2004) explained e-WOM as any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet. Besides the term "electronic word of mouth," it is also known as "online word of mouth." Also, 'word of mouse,' 'Internet WOM' and 'electronic word of mouth communication' are some other expressions in the literature which refer to eWOM (Vilpponen et al., 2006). E-WOM is now very popular and has become a primary source of information on products and services, as consumers have realized that it provides rich information (Cheung et al., 2009).

The some advantages eWOM are, it can diffuse faster amongst hundreds, thousands, or sometimes even millions of consumers (Jeong and Jang, 2011). The fact that the Internet makes the dissemination of eWOM information extremely faster is the most prominent difference between eWOM and traditional word of mouth. eWOM

provides visually supported information for consumers. People can use media content, such as pictures or videos, while talking about products and services in order to support their opinions and experiences. In the offline case, sometimes oral communications do not allow people to visualise the information being transmitted; nevertheless, eWOM makes it easier for consumers.

eWOM through Youtube is a relatively new. it has brought a new perspective in marketing that allows consumer or user to interact with their network (Baek et al., 2017). Today, Individuals or group can exchange opinions and experiences about products with friends and acquaintances on social media (Chu & Kim, 2011). YouTube allows users (YouTubers) to upload various videos for others to watch, in the form of audio- videos that present ideas, opinions, and testimonials about their experiences including review product (Schwemmer & Ziewiecki, 2018). YouTube product reviews provide consumers with a way to learn more about products before purchasing. Product reviews on YouTube are typically submitted by creators or influencers who receive sponsorships or users with personal experience using specific products.

### **Information Adoption Model (IAM)**

The information Adoption Model (IAM) was introduced by Sussman and Siegal (2003).The IAM concept describes how different recipients may react

differently to the same information. It extends the related components of the Technology Acceptance Model and dual-process model of information influence. The model explained how people are affected by information on computer-mediated communication platforms (Erkan and Evans, 2016). Salehi-Esfahani et al (2016) argued that recipients will respond differently to a dispatch depending on how much attention they pay to the content of the message.

The IAM model explained that people could be affected by a message in two alternative routes, which are central and peripheral. The central route refers to the essence of arguments within the message. In contrast, the peripheral route refers to issues that are indirectly related to the essence of the message. When consumers evaluate a message from an online environment and make decisions, they use the central route when considering the quality of the content and the relevance. In contrast, the peripheral route is used to consider other factors, such as the number of previous users and their popularity. In the original information adoption model, information usefulness served as a mediator of the argument quality and source credibility in information adoption (Sussman and Siegal, 2003).

This study uses concept of central routes including information relevance, comprehensiveness, timeliness and accuracy, and peripheral routes including source expertise and source trustworthiness

## **Theory of Reasoned Action (TRA)**

This theory has been frequently used by the previous research regarding the relationship between eWOM and purchase intention. Theory of Reasoned Action (TRA) explained that, prior to engaging in an action, people may develop behavioral intentions. In normal situations, the behavior is usually under a person's volitional control (Ajzen and Fishbein, 1977). The one of components from this theory is attitude. Attitude is the psychological tendency of an individual demonstrated by evaluating a tendency to either favor or disfavor a product or issue. It is an important predictor in eWOM communication when consumers' response to message (Gvili and Levy, 2016) influences behavioral intentions (Ajzen and Fishbein, 1980).

This study uses only two components of TRA which are attitude and behavioural intention. Behavioural intention is selected instead of behaviour as the aim of this study is to explore the influence of eWOM on purchase intention. Behavioural intention is considered as the antecedent of actual behaviour by a significant number of theories, such as TRA, theory of planned behaviour (TPB), and TAM (Ajzen, 1985; Davis, 1989; Fishbein and Ajzen, 1975).

## **Relationship between Relevance and Information Usefulness**

Relevance is a dimension of information quality and a key variable that affects consumer decisions (Dunk, 2004). Cheung et al.(2008) suggested that

consumers might not read consumer reviews in detail but prefer to scan the pages and search for the information they need. In other words, consumers might read faster or skip the page if they think it is irrelevant. They will read the page carefully when they find relevant information (Kaakinen et al., 2003). According to prior research, most of them consider that relevance is the most significant factor in influencing information usefulness (Cheung et al., 2008; Chen et al., 2014; Spark et al., 2013). Therefore, we proposed the following hypothesis:

H1 : There is a significant relationship between relevance and information usefulness

## **Relationship between Timelines and Information Usefulness**

Timeliness is assumed as information that is up to date and represents the state of the art of a product or service (Nelson et al., 2005). Cheung and Thadani (2012) stated that if the information is timely, more and more consumers will use that information. Previous studies have investigated timeliness in e-WOM among travelers' destination visits (Filieri and McLeay, 2014; Arora and Lata, 2020) and online consumer communities (Cheung, 2014). Their research findings showed that timeliness influenced information usefulness in which online reviews helped travelers in choosing the tourist destination. Thus, we proposed the following hypothesis:

H2: There is a significant relationship between Timelines and Information Usefulness

### **Relationship between Accuracy and Information Usefulness**

Consumers may have confidence and acceptance in the information about the review of products and services, which is correct, believable, objective, and free from ambiguity. Shen et al. (2013) posited accuracy to reflect consumers' perceptions that information is correct and free of error. It is anticipated that the more accurate the information on YouTube Channel, the more valuable it will be perceived. Previous studies have shown that accuracy has a significant positive influence on consumers' perceived information usefulness (Thomas et al., 2019; Fillieri and McLeay, 2014; Arora and Lata, 2020). Based on this literature review, the following hypothesis is proposed:

H3: There is a significant relationship between accuracy and information usefulness

### **Relationship between Comprehensiveness and Information Usefulness**

Comprehensiveness refers to whether it has sufficient breadth, depth, and scope to enable consumers to obtain the main aspects of the information. In addition, Sullivan (1999) supported that the wider the breadth and the more complete the information on a platform, the greater the likelihood of consumer acquisition and retention of information. Hence, the comprehensiveness of information from YouTube Channel channel may affect information usefulness.

In other words, the more complete the information provided by the reviewer, the more valuable it is for consumers' decision-making. Luo et al. (2018) found that comprehensiveness plays an essential role in the usefulness of information both in online stores or third-party forums. It was also confirmed by Cheung et al (2008) and Cheung (2014). These findings lead to the formation of the following hypothesis:

H4: There is a significant relationship between comprehensiveness and information usefulness

### **Relationship between Source Trustworthiness and Information Usefulness**

Riley et al. (1954) defined source trustworthiness as the degree to which a source intends to provide applicable and factual assertions. In the e-WOM context, consumers cannot judge the opinions or comments from the online platform if they do not believe them. If consumers do not trust an information source of product review, this is a significant barrier to the perception of information usefulness. Consumers will consider the information provided helpful for decision-making when they think it comes from a reliable source. Previous research has studied source trust in the context of online communities (Cheung et al. (2008) and source credibility (Ismagilova et al., 2020). Therefore, we hypothesize:

H5 : There is a significant relationship between source trustworthiness and information usefulness

### **Relationship between Expertise and Information Usefulness**

Source expertise is an essential aspect of credibility. Source expertise refers to intent when consumers believe the information provided by the source is valid (Ayeh et al., 2013). In other words, if the source of an online product review is perceived as expertise, the source of an online product review is also likely to be perceived as valuable by consumers. Previous research has shown that source expertise is a strong predictor of usefulness in any context, including websites for hotels (Manthiou and Schrier, 2010) and e-WOM adoption (Erkan and Evans, 2016). We conceptualize source expertise as a peripheral cue in our research model, suggesting the following hypothesis:

H6 : There is a significant relationship between source expertise and information usefulness

### **Relationship between Attitude toward eWOM and Information Usefulness**

Consumer attitude is considered a strong predictor of information usefulness. Fishbein and Ajzen (1975) explained that attitude refers to how an individual responds favorably or unfavorably to a person, object, or institution. Consumers with positive attitudes toward eWOM information on YouTube channels are more likely to find it helpful. Previous studies have shown attitude to be the strongest predictor of the usefulness of information in several

contexts, including tourism(Lee et al., 2011; Arora and Lata, 2020), social media communities (Park, 2020), and e-commerce sites(Yusuf et al., 2018). Therefore, we hypothesis:

H7 : There is a significant relationship between attitude toward eWOM and information usefulness

### **Relationship between Attitude toward eWOM and Purchase Intention**

According to the theory of reason action, attitude is one of the critical predictors of behavioral intention. Consumers are more likely to have higher purchase intentions if they have positive attitudes toward eWOM information on YouTube Channel. The influence of the attitudes of consumers on behavioral intentions has been highlighted and confirmed in several contexts, including social media (Erkan and Evans, 2016; Abedi et al., 2019), brand attitude(wu and Wang, 2011), and the impact of e-WOM on destination choice(Jalilvand and Samei, 2013). Based on this literature review, the following hypothesis is proposed:

H8: There is a significant relationship between attitude toward eWOM and purchase intention

### **Relationship between Information Usefulness and Information Adoption**

According to the information adoption model by Sussman and Siegal (2003), Information usefulness is considered a key predictor of information adoption because

consumers tend to engage with the information when they find it useful. Potential consumers use product reviews from YouTube Channel channels to help them decide on purchase intention. Therefore, if other users perceive product reviews in an online community are helpful, the probability of adopting the product reviews based on YouTube Channel vloggers will be higher (Arora and Lata, 2020). Existing studies have revealed that information usefulness is a strong determinant in information adoption in various contexts, including e-commerce (Peng et al., 2016) and restaurants (Sirithanaphonchai, 2017). The following hypothesis is proposed:

H9 : There is a significant relationship between information usefulness and information adoption.

### **Relationship between Information Adoption and Purchase Intention**

YouTube Channel users are exposed to much e-WOM information about products or services. Prior studies found that such information effectively influenced consumers' purchase intentions. Cheung and Thadani (2012) explained that information adoption significantly influences consumers' purchasing decisions. However, not all eWOM information posted on YouTube Channel has the same effect on consumers' purchase intentions (Yang, 2012). Previous studies have found that e-WOM information influences consumers' purchase intentions (Erkan and Evans, 2016; Cheung and

Thadani, 2012; Abedi et al., 2019). This study predicts that the information adoption from e-WOM on YouTube Channel can positively impact purchase intention. Based on this literature review, the following hypothesis is proposed:

H10: There is a significant relationship between information adoption and purchase intention.

## **METHODOLOGY**

### **Research Method**

The study adopted a survey method as its quantitative research approach. The study used a questionnaire consisting of 33-item scale measurements which was adapted from previous studies. The measurements of relevance, comprehensiveness, and information usefulness is adopted from Cheung et al. (2008) and Cheung (2014). The measurement of timeliness and source trustworthiness are derived from Arora and Lata (2020). The measurement of Accuracy is taken in from Wixom and Todd (2005). Attitude toward eWOM is obtained from Abedi et al. (2019). The measurement of information adoption is sourced from Erkan and Evans (2018). The measurement of purchase intention is taken in from Erkan and Evans (2016). The study applied a measurement scale of five-point Likert scales ranging from 1 (strongly disagree) to

5 (strongly agree).

**Table 1. Convergent Validity and Reability**

Construct Name	Items	Loading	AVE	CR
Information Adoption	ADI1	0,835	0,698	0,874
	ADI2	0,842		
	ADI3	0,829		
Accuracy	AIS1	0,870	0,797	0,922
	AIS2	0,897		
	AIS3	0,911		
Source Expertise	KAS1	0,882	0,731	0,891
	KAS2	0,853		
	KAS3	0,830		
Information Usefulness	KG11	0,871	0,767	0,908
	KG12	0,880		
	KG13	0,876		
Comprehensiveness	KIS1	0,925	0,712	0,881
	KIS2	0,865		
	KIS3	0,841		
Source Trustworthiness	KPS1	0,857	0,622	0,832
	KPS2	0,852		
	KPS3	0,809		
Timeliness	KWI1	0,794	0,628	0,871
	KWI2	0,732		
	KWI3	0,837		
Purchase Intention	NIP1	0,784	0,628	0,871
	NIP2	0,812		
	NIP3	0,849		
	NIP4	0,721		
Relevance	RIS1	0,836	0,685	0,867
	RIS2	0,862		
	RIS3	0,782		
Attitude toward eWOM	STI1	0,760	0,696	0,872
	STI2	0,845		
	STI3	0,892		

The target population in this study is audiences of YouTube Channel in Indonesia. The sample in this study is selected using purposive sampling method. The criteria of sample unit is the consumers who have watched product reviews of smartphones on Youtube Channel. The questionnaire is distributed online using Google Form to reach a sample size of 447 respondents. Respondents of the study consist of people mainly from main provinces in Java. Table 2 presents summaries of respondents' profiles.

Based on Table 2, research indicates that majority of the young people between

18 and 25 years who have level education bachelor with percent of 64. There is no significant difference between men and women in the intention or willingness to use Youtube for search product review.

**Table 2. The Profile of Respondent**

Demographics	Frequency	Percentage
<b>Gender</b>		
Man	200	58%
Woman	277	42%
<b>Age</b>		
16-25 years	394	83%
26-35 years	83	17%
<b>Level of education</b>		
Undergraduate	139	29%
Bachelor	304	64%
Postgraduate	20	4%
Etc	14	3%
<b>domicile</b>		
West Java & Jakarta	30	6%
Central Java	73	15%
Yogyakarta	168	36%
Sulawesi	13	3%
East Java	16	3%
Sumatra	140	29%
Etc	37	8%
<b>YouTube usage frequency</b>		
0-30 minutes	103	22%
31-60 minutes	175	37%
61-90 minutes	93	19%
91-120 minutes	48	10%
More than 121 minutes	58	12%

## RESULT AND DISCUSSION

### Evaluations and Measurement Model

The study applied SEM (Structural Equation Model) PLS (Partial Least Square) to test the proposed linkages among variables. The measurement model is evaluated by reliability and validity indicators. Based on Composite Reliability indicators in Table 2, all variables are considered to have good reliability as the

value is equal to or greater than 0.7 (Lin et al., 2017).

**Table 3. Convergent Validity and Reability Construct**

Construct Name	Items	Loading	AVE	CR
Information Adoption	ADI1	0,835	0,698	0,874
	ADI2	0,842		
	ADI3	0,829		
Accuracy	AIS1	0,870	0,797	0,922
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	STI3	0,892		

The convergent validity of the model was analyzed by factor loadings and average variance extracted (AVE). As shown in Table 2, the loading factor of all items was above the threshold of 0.70 (Fornell and Larcker, 1981) except KAS3. Therefore, it was deleted. Similarly, the AVE scores for all constructs were also statistically significant and were above 0.50 (Fornell and Larcker, 1981).

**Table 4. Discriminant Validity**

	ADI	AIS	KAS	KGI	KIS
ADI	0,835				
AIS	0,565	0,839			
KAS	0,649	0,586	0,855		
KGI	0,683	0,423	0,618	0,876	
KIS	0,620	0,641	0,661	0,613	0,844
KPS	0,619	0,701	0,675	0,520	0,652
KWI	0,552	0,625	0,618	0,533	0,654
NIP	0,591	0,449	0,497	0,464	0,499
RIS	0,550	0,489	0,609	0,591	0,602
STI	0,678	0,461	0,628	0,799	0,628

**Con't. Table 4. Discriminant Validity**

KPS	KWI	NIP	RIS	STI
0,839				
0,585	0,789			
0,507	0,421	0,793		
0,505	0,664	0,364	0,827	
0,549	0,549	0,498	0,565	0,834

Discriminant validity refers to the extent to which the measures do not reflect other variables. Low correlations between the measure of interest and the measures of other constructs are indicated. Table 2 shows that each construct's square root of the AVE (diagonal value is larger than its corresponding correlation coefficients). These findings confirm the discriminant validity criteria (Fornell and Larcker, 1981).

The structural model or the inner model in this study was tested using R-square, and F-square. Table 5 presents the R-square indicator of each dependent variable. the R-Square value for the use of information is 0.467, meaning that the variable for the use of information can be explained by the exogenous variables in this research by 46 percent, while 64 percent is explained by other variables not included

in the research model .

**Table 5. R-Square Indicators**

Latent Variable	R-Square	R Square Adjusted
Information Usefulness	0.467	0.465
Information Adoption	0.681	0.676
Purchase Intention	0.367	0.364

The R-Square value of information adoption of 0.681 can be interpreted that the variable of information adoption can be explained by the variable of the use of information by 68 percent, while the other 32 percent is explained by other variables. Then the R-Square value of purchase intention is 0.367, it can be interpreted that the purchase intention variable can be explained by the adoption of information by 36 percent while the other 64 percent is explained by other variables outside this research. Gozhali and Latan (2014) explained that the R-Square values of 0.75, 0.5, and 0.25 respectively. It can be concluded that the models are strong, moderate, and weak, so that the R-Square for both the use of information and the adoption of information has a moderate R-Square value.

The next evaluation of the PLS structural model in this research is the F-Square test. The purpose of the F-Square test is to see the effect of the predictor on the latent variable. The results of this research's F-Square test are presented in the following table:

**Table 6. f-square Indicators**

Path	F-Square	Result
Relevance > Information Usefulness	0.187	Strong
Timeliness > Information Usefulness	0.008	Weak
Accuracy > Information Usefulness	0.013	Weak
Comprehensiveness > Information Usefulness	0.875	Strong
Source Trustworthiness > Information Usefulness	0.014	Weak
Source Expertise > Information Usefulness	0.001	Weak
Attitude toward eWOM > Information Usefulness	0.000	Weak
Attitude toward eWOM > Purchase Intentions	0.030	Moderate
Information Usefulness > Information Adoption	0.562	Strong
Information Adoption > Purchase Intentions	0.028	Moderate

Table 6 presents the f-square indicator of each dependent variable. Cohen (1988) in Ghozali and Latan (2014) describes three assessment criteria for the interpretation of the F-Square, namely if the value is 0.02 it is said to be weak, if it is 0.15 it is said to be moderate, and if it is 0.35 it is said to be strong. Based on table 4.3 it is known that the F-Square value of the information adoption variable on purchase intention is 0.208, which means that the information adoption variable has a strong influence on purchase intentions. The F-Square value of the information usability variable on information adoption is 0.875, which means that the information usability variable has a strong category influence on information adoption. Furthermore, the value of attitudes towards information on the use of information is worth 0.562, which means that the attitude towards information has a strong category influence on the use of information. While the variable information

accuracy, timeliness of information

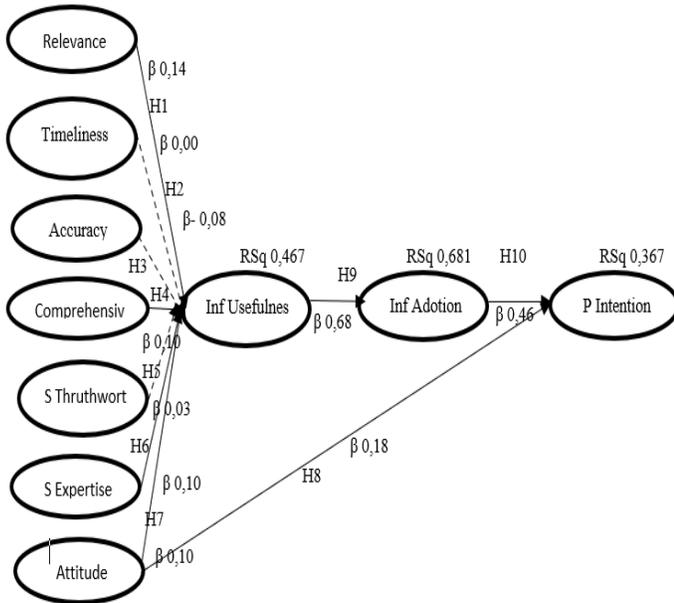
**Table 7 Model Fit**

Indicator	Score
SRMR	0.061
d_ ULS	1,848
d_ G	0.767
Chi-Square	2219,521
NFI	0.759
rms Theta	0.149

The model fit of the research model is examined by SRMR and NFI indicators in term of saturated model. SRMR value of 0.061 represents a good fit since it is below 0.1 (Henseler et al., 2014). The NFI value of 0.759 show a good fit because it closer to 1.

### Hypotheses Testing and Discussion

Based on the significance level for p-value is  $\leq 0.05$ , Figure 1 and Table 6 exposes path coefficients for all proposed linkages among variables.



**Figure 1. Stuctural Model**

Our Finding showed that relevance ( $\beta= 0,143, p < 0.05$ ), comprehensiveness ( $\beta= 0,108, p < 0.05$ ), source expertise ( $\beta= 0,105, p < 0.05$ ), attitude toward eWOM ( $\beta= 0,601, p < 0.05$ ) positively influences information usefulness. Whereas, timeliness ( $\beta= 0,003, p < 0.05$ ), accuracy ( $\beta= -0,080, p < 0.05$ ) and source trustworthiness ( $\beta= 0,033, p < 0.05$ ) do not influence it.

**Table 8: The summary of hypothesis testing result**

Path	Original sample	T statistics	P Value	Result
Relevance > Information Usefulness	0,143	3,640	0,000	Supported
Timeliness > Information Usefulness	0,003	0,060	0,952	Rejected
Accuracy > Information Usefulness	-0,080	1,811	0,071	Rejected
Comprehensiveness > Information Usefulness	0,108	2,311	0,021	Supported
Source Trustworthiness > Information Usefulness	0,033	0,713	0,476	Rejected
Source Expertise > Information Usefulness	0,105	2,167	0,031	Supported
Attitude toward eWOM > Information Usefulness	0,601	14,404	0,000	Supported
Attitude toward eWOM > Purchase Intentions	0,180	3,441	0,001	Supported
Information Usefulness > Information Adoption	0,683	26,101	0,000	Supported
Information Adoption > Purchase Intentions	0,469	8,441	0,000	Supported

Additionally, information usefulness ( $\beta= 0,683, p < 0.05$ ) positively influences information adoption. Furthermore,

information adoption ( $\beta = 0,469$ ,  $p < 0.05$ ) and attitude toward eWOM ( $\beta = 0,180$ ,  $p < 0.05$ ) simultaneously positively influence purchase intentions.

The findings of this study indicates that user search product information in Youtube Channel based on its relevance and comprehensiveness. Users tend to follow product review that provide complete information and relevant to their real need. This kind of information mostly is delivered by an expert rather than just celebrities or popular figures who commonly just endorse the product in general.

Further, the relationship between timeliness and information usefulness (H2) was not significant. The review of electronic products may not be as time-sensitive as other topics like hotels and tourism. Product reviews from the past may even have proved to be helpful in this case. They could help to map out a growing reputation for the product. The results are similar to a previous study by (Cheung et al., 2008; Wang et al., 2007), and the relationship between accuracy and purchase intentions (H3) was also found to be insignificant.

Further, the relationship between comprehensiveness and information usefulness (H4) was found statistically significant. It indicates that the YouTube Channel provided a wider breadth of information, thus, influencing consumers' information usefulness. The results of this study were consistent with the previous studies (Zhao et al., 2015; Cheung, 2014). However, the relationship between source trustworthiness and information usefulness (H5) was found statistically insignificant.

The relationship between source expertise and information (H6) was statistically significant. Further, The relationship between attitude and information usefulness (H7) and the relationship between attitude and purchase intentions (H8) were significant. This result is consistent with the results presented by researchers in previous studies (Park 2020)(Phung et al. 2020); Erkan dan Evans, 2016; Erkan dan Evans, 2018).

Finally, The relationship between information usefulness and information adoption (H9) was statistically significant. The results of this study are consistent with earlier studies (Hussain et al., 2020; Abedi et al., 2019). Finally, the relationship between information adoption and purchase intention (H10) was significant. The results of this study are consistent with previous studies from Tien et al. (2018) and Cheng (2014).

### **Conclusions, suggestions and limitations**

This study found that customers' purchase intention is mainly influenced by relevance, comprehensiveness, source expertise, and attitude. The result proves that while making decisions regarding purchase intention, customers think critically content of YouTube Channel channels before making use of the information for purchase intention. The present study has several limitations. First, the theoretical model of this study consists of ten constructs that account for only 46,7 percent of the variance in information usefulness, 68,1 percent in information adoption, and 36,7 percent in the variance of purchase intentions which indicates that some essential predictors might be missing. Second, this study has

measured the purchase intention and not the actual purchase behavior. Moreover, in future research, other factors such as the detail of information, value-added, Information sidedness, and source attractiveness can be investigated for information usefulness and information adoption. The effect of moderating variables, such as gender, age, and personal cognition, can be taken and followed in further studies. Finally, Such studies can also analyze the factors behind the resistance to using YouTube Channel to make information adoption and purchase intention.

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