



THE EFFECT OF INFORMATION QUALITY ON PURCHASE DECISIONS THROUGH BRAND AWARENESS

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Abstract

This study aims to determine the effect of information quality on purchasing decisions for Ms.'s skincare products, mediated by brand awareness. This research uses a quantitative approach with the type of explanatory research. Respondents to this study were customers who had purchased skin care products more than twice in Semarang, with as many as 100 respondents using a judgmental sampling technique. Data analysis was performed using the Smart PLS analysis tool. The results showed that brand awareness has a positive and significant effect on purchase decisions, information quality has a positive and significant impact on purchase decisions, and brand awareness cannot mediate the influence of information quality on purchasing decisions.

Keywords: brand awareness, brand loyalty, information usefulness, purchase decision

A. INTRODUCTION

The rapid development of today's world is marked by the story and variety of information technology, with the growing development of technology systems that help people know many things. Information technology is no longer standard for all adults and children—internet use. Internet use in Semarang amounted to 132.7 million people for this information in 2016, but there are estimates that in 2021 there will be an increase in Internet use between 65% - 75% (Haekal & Widjajanta, 2016). It has resulted in much content being created by its users, which is booming; there are YouTubers, vloggers, and influencers. Each must tell various experiences or reviews about products, food, travel, and many other things, including beauty, on YouTube.

MS GLOW is one of the skincare brands under the auspices of PT—Indonesian Beauty Cosmetics, founded in 2013. The MS GLOW beauty clinic already has 14 branches in major cities in Indonesia, so now MS GLOW already has many kinds of skin care products with constantly updated innovations. Not only that, but for the sake of consumer satisfaction and trust, MS GLOW also established an Aesthetic Clinic. The marketing strategy carried out by MS GLOW in attracting consumers is an online marketing and has received a positive response from the public; MS GLOW has even succeeded in leading the skincare product market in Indonesia.

The skin beauty industry is indeed exciting to study because currently, many skincare products not only from within the country but also abroad offer affordable prices but are claimed to provide satisfactory results; several factors influence this; the first factor is brand awareness which can be interpreted as having a high probability of recognizing a product from a particular part or product member (Lee et al., 2019). In addition to brand awareness, the quality of information also plays a role in increasing purchasing decisions, especially in the digital era (Haykal et al., 2023)

Information quality is a benchmark in determining the quality of information

listed on a website, with accurate information that can help consumers understand a product being sold. Several researchers have researched purchasing decisions. Research (Bakti, 2020) states that brands, products, and prices significantly influence buying decisions. Based on the explanation above, the researcher wants to know the influence of purchasing decisions from brand awareness, brand loyalty, and information quality variables.

B. LITERATURE REVIEW

1. Brand Awareness

Brand awareness can be interpreted by how a brand can appear in the minds of consumers; brand awareness is also crucial for a product to have value. (Semuel & Setiawan, 2018). Brand awareness is the customer's ability to recognize and recall a brand and associate it with a particular product. It is measured by four indicators developed, including brand awareness, brand recognition, brand recall, and brand being the top choice. Brand awareness can also be interpreted as the ability of a consumer to remember a name, symbol, or other characteristics in making a purchase decision.

2. Information Quality

Information quality is understanding and receiving all information essential to encourage (Farid & Yanti, 2018). Information is a message (speech or expression) or a collection of messages that are recorded as signs or signals that affect the recipient of the information. Information can be regarded as knowledge obtained from learning, experience, or instruction. Detailed information that provides benefits in the form of knowledge and understanding of a product or service that will be or has been purchased is the definition or reflection of the quality of information (Cang & Wang, 2021)

3. Purchase Decision

According to Dharmayana & Rahanatha (2017), Purchase decisions are customer behavior created as a response to a thing or object. Purchasing decisions are consumer opinions regarding the evaluation process of alternatives that include five stages of the decision-making process. Purchasing decisions are processes by which consumers select and evaluate products or services; consumers often consider various things according to their needs in the purchasing decision process.

4. Hypothesis

The purchase decision for a skincare product takes into account several considerations in buying; consumers will look at the brand of the product by seeking information by considering brand awareness and brand loyalty. Based on this explanation, the hypothesis in this study are:

- H₁ : There is a positive and significant effect of the information quality variable on purchasing decisions
- H₂ : There is a positive and significant effect of the variable quality of information on the information quality
- H₃ : There is a positive and significant influence of the brand awareness variable on purchasing decisions
- H₄ : Brand awareness mediates the relationship between information quality and purchasing decisions

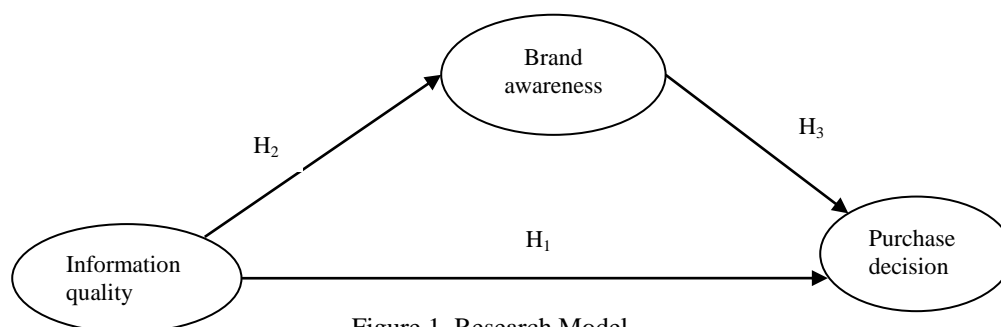


Figure 1. Research Model

C. RESEARCH METHOD

This study uses a quantitative approach, namely, finding knowledge using data in the form of numbers to find the expected information. In this study, the variables studied were brand awareness, brand loyalty, and quality of information on purchasing decisions.

The population in this study were customers who had purchased skin care products more than two times in the city of Semarang, totaling 100 people. The sampling technique uses accidental sampling, namely the method of selecting samples, where researchers have no other considerations except convenience.

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Construct validity is needed to determine how good an instrument used by researchers is in measuring concepts that should be measured. The criteria used are if the loading factor value is greater than 0.5, while to measure reliability, the Cronbach alpha method is used with the Cronbach alpha value rule. greater than 0.6 (Urbach & Ahlemann, 2010)

Table 1: Validity Test

Variable	Item	Factor loading
Brand awareness	KM1	0,797
	KM2	0,810
	KM3	0,808
	KM4	0,829
Information quality	KI1	0,831
	KI2	0,865
	KI3	0,863
Purchase decision	KP1	0,853
	KP2	0,897
	KP3	0.839
	KP4	0.818

From Table 1, it is read that all values in factor loading are at numbers more than 0.5, so it can be said that all items in the study are valid

Table 2. Composite Reliability

Variable	Composite Reliability
Brand awareness	0,842
Information quality	0,829
Purchase decision	0,914

From Table 2, the test results show that all variables have a composite reliability value greater than 0.7, so it can be said that the consistency of the indicators for each variable has been met

D. RESEARCH RESULTS AND DISCUSSION

1. Research results

This study involved 100 respondents consisting of women in the city of Semarang who used MS Glow products more than two times, with an age range of 20 to 45 years and the majority aged 30 to 45 years. Tests in the study used the bootstrapping method for the samples used in the research conducted, while the results of the hypothesis testing are summarized in Table 3 as follows:

Table 3 Hypothesis Testing

Variable	T-statistics	P-value
$X^1 \rightarrow Y$	3.932	0.000
$X^1 \rightarrow X^2$	4.372	0.000
$X^2 \rightarrow Y$	2.219	0.027
$X1 \rightarrow X2 \rightarrow Y$	1.741	0,082

2. Discussion

a. The Effect of Information Quality on Purchasing Decisions

Information quality has a positive and significant effect on purchasing decisions, a p-value of $0.000 \leq 0.05$; therefore, the H_1 hypothesis is supported; buying skincare products has its risks, sometimes one consumer with another has a different effect, and not all skincare products have positive effects, sometimes they even cause damage to the face; therefore it is only natural that consumers are always looking for accurate and complete information from various sources, if consumers are sure and steady with the information they have obtained, they will not hesitate consumers will make purchases, the research results that have been found are in line with the findings from (Frimayasa, 2022; Wijaya et al., 2022)

b. The Effect of Information Quality on Brand Awareness

Information quality has a positive and significant effect on brand awareness of purchases, a p-value of $0.000 \leq 0.05$; therefore, the H_2 hypothesis is supported; when viewed from the definition of information quality, information quality is defined as an act of understanding and receiving all forms of information which are considered essential to encourage, with information technology, especially social media, information is not difficult to obtain, especially with trending topics regarding skincare, especially MS glow, besides that the brand is already popular, there are many positive reviews about the product, therefore, with reviews positive and precise information, it is not surprising that consumer awareness of a good brand can easily

be created, the results of this study confirm the results of the survey (Azizah et al., 2021; Purwanto, 2021)

c. The Effect of Brand Awareness on Purchasing Decisions

Brand awareness has a positive and significant effect on purchasing decisions; the p-value of $0.000 \leq 0.05$; therefore, the H_3 hypothesis is accepted; Ms. Glow is a skincare product that has a good brand, and the brand's elasticity is supported by a marketing strategy qualified online (Riyadi, 2023) therefore the brand goes viral very quickly, with lots of information and incessant online marketing strategies, opening insights into various details so that brand awareness is created in the minds of consumers, for good results, especially skincare, consumers will choose brands that they have studied and believe in; therefore the results of this study are in line with research (Kumontoy et al., 2023; Rahayu & Handayani, 2023)

d. The Effect of Information Quality on Purchase Decision Mediated Brand awareness

Brand awareness has a positive and significant effect on purchasing decisions, a p-value of $0.082 \geq 0.05$, therefore, the H_4 hypothesis is rejected. The existence of social media makes it easier for consumers to access all kinds of information, but with so much information it is not then making consumers aware of a brand, because there is much invalid information thereby reducing consumer confidence in obtaining information, primarily if this information is obtained from social media, therefore consumers need to get information from valid sources, for example, beauticians or dermatologists who can convey information clearly and reliably, therefore this study is not in line with the results studied by (Kumontoy et al., 2023; Manoy et al., 2022)

E. Conclusion

Based on the study's results, it can be concluded that brand awareness and information quality directly influence on purchasing decisions for MS. Glow skincare products. However, Brand Awareness does not mediate the effect of Information quality on purchase decision. Before making a purchase, consumers will consider these two variables. The results also show that brand awareness cannot mediate product purchasing decisions.

From these findings, the advice that can be given is that consumers decide to buy a product by looking at the brand attached to the product. High brand awareness can be increased by continuous promotion by producers to consumers. The limitation of this study is that the findings are different from the theory, so it is suggested that further research can be re-examined using other variables.

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