

# JURNAL ILMIAH

## Bisnis dan Ekonomi Asia

Terakreditasi Sinta 3 SK No: 105/E/KPT/2022

<https://jurnal.stie.asia.ac.id/index.php/jibeka>

### THE ROLE OF PRODUCT INFORMATION IN E-COMMERCE: A CONSUMER-CENTRIC ANALYSIS IN THE MARKETING 5.0 ERA

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#### Article's Information

**DOI:**

10.32812/jibeka.v17i3.1912

**ISSN:**

0126-1258

**ISSN-E:**

2620-875X

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#### ABSTRACT

*Shopee has successfully positioned itself as a key e-commerce platform in Indonesia, with a significant and growing number of users. It is worth mentioning that a considerable proportion of Shopee's customer base comprises students from Institut Teknologi dan Bisnis Asia Malang. The phenomenon of young students actively engaging in internet buying is widely acknowledged. The primary objective of this research is to examine the influence of information quality on decision-making processes related to online purchases, specifically focusing on the platform of Shopee. The study utilised qualitative research methodologies, specifically interviews and document analysis, to investigate a sample of 10 students enrolled in the Faculty of Economics and Business at the Institute of Asia Malang. The findings of the study indicate that there are four primary determinants that exert an influence on consumers' decision-making process while engaging in online purchases on the Shopee platform. These elements include the ratings assigned to the stores, the descriptions provided for the products, the reviews received by the stores, and the prices associated with the products. The value of high-quality information in the e-commerce arena is underscored by its potential to facilitate educated purchasing decisions.*

**Keywords:** *Shopee, e-Commerce, Information Quality, Online Purchase Decision, Student Consumers*

#### ABSTRAK

Shopee telah berhasil memposisikan dirinya sebagai platform e-commerce utama di Indonesia, dengan jumlah pengguna yang signifikan dan terus bertambah. Perlu disebutkan bahwa sebagian besar basis pelanggan Shopee terdiri dari mahasiswa Institut Teknologi dan Bisnis Asia Malang. Fenomena pelajar muda yang secara aktif terlibat dalam pembelian melalui internet sudah diketahui secara luas. Tujuan utama dari penelitian ini adalah untuk menguji pengaruh kualitas informasi terhadap proses pengambilan keputusan terkait pembelian online, khususnya dengan fokus pada platform Shopee. Penelitian ini menggunakan metodologi penelitian kualitatif, khususnya wawancara dan analisis dokumen, untuk menyelidiki sampel 10 mahasiswa yang terdaftar di Fakultas Ekonomi dan Bisnis Institut Asia Malang. Temuan penelitian menunjukkan bahwa terdapat empat faktor penentu utama yang memberikan pengaruh terhadap proses pengambilan keputusan konsumen saat melakukan pembelian online di platform Shopee. Elemen-elemen ini mencakup peringkat yang diberikan pada toko, deskripsi yang diberikan untuk produk, ulasan yang diterima oleh toko, dan harga yang terkait dengan produk. Nilai informasi berkualitas tinggi di arena e-commerce ditegaskan oleh potensinya untuk memfasilitasi keputusan pembelian yang terdidik.

**Kata Kunci:** *Shopee, e-Commerce, Kualitas Informasi, Keputusan Pembelian Daring, Konsumen Mahasiswa*



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## Introduction

Shopee, a prominent participant within the Sea Group, which is recognized as one of the greatest conglomerates in the Southeast Asian internet industry, has exerted a substantial influence on the e-commerce business in the ASEAN region (Fithriyah et al., 2023; Gabriella & Agus, 2021). Particularly in Indonesia, Shopee has achieved remarkable success, as seen by its status as the most often downloaded online shopping application, as reported by App Annie (Johan et al., 2021; Rama & Muthohar, 2023; Safitri et al., 2022). The dominant position of Shopee in this market may be ascribed to several variables, namely the availability of a diverse range of cost-effective merchandise and the implementation of complimentary shipping campaigns (Safitri et al., 2022). These aspects have been identified as the focal point of our investigation.

Prior research has emphasized the significance of information quality in the process of making online purchasing decisions. Nevertheless, divergent perspectives and research findings suggest a notable knowledge gap about the influence of information quality on the Shopee platform, particularly among students enrolled in the Faculty of Economics and Business at the Asia Institute of Technology and Business located in Malang.

The primary objective of this study is to address the existing research gap by examining the significance of information quality in influencing consumer purchase behavior on the e-commerce platform, Shopee. This study aims to investigate the impact of qualities such as testimonials, store ratings, and price comparisons on consumers' purchasing decisions. Additionally, it seeks to determine the extent to which information quality influences consumer trust and interest in online product purchases.

This research is becoming significant within the framework of the COVID-19 pandemic, as there is a noticeable increase in online transactions. The research will primarily concentrate on students enrolled in the Faculty of Economics and Business who actively utilize the Shopee platform. It will aim to explore variations in their purchase habits.

Therefore, this study aims to offer a more comprehensive knowledge of the impact of information quality on customer buying behavior on the Shopee platform. It will contribute to the existing literature by shedding light on the significance of information quality within the e-commerce domain.

Understanding the impact of information quality on consumer behavior is essential (Damaris et al., 2022; QanitaYuuha et al., 2012). The concept of information entails the manipulation of data to augment its usefulness and importance for its designated recipients (Damaris et al., 2022; Galarza & Wong, 2017). High-value information is distinguished by its qualitative attributes and the inclusion of material of superior quality. Information is obtained by the

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analysis of facts or empirical evidence related to a certain event or real-life happening, often represented by tangible substances.

In the context of an e-commerce platform, particularly a marketplace, it is crucial to guarantee that the information presented is suitable and thorough, in accordance with the distinct preferences and requirements of consumers (Galarza & Wong, 2017; Yao et al., 2017). This function is advantageous for potential consumers as it allows them to efficiently assess various online merchants and streamlines the decision-making process for prospective purchases.

The assessment of information value relies on four primary criteria: accuracy, timeliness, completeness, and application (Edris Abadi et al., 2022). These factors exert a substantial influence or affect the quality of information. The presentation of precise information requires the absence of inaccuracies, impartiality, and the avoidance of any deceptive content. The timely dissemination of information is of utmost importance to maintain its currency and relevance, hence promoting consumer loyalty. Completeness is a measure of the extent to which the information produced exhibits a significant level of comprehensiveness, hence bolstering consumers' trust in the evaluation of a product (Ma et al., 2023; Prakosa & Sumantika, 2021). Finally, the concept of appropriateness encompasses the provision of information that is advantageous to customers, aligning with their expectations and assisting them in making well-informed choices.

Consumer purchase decisions encompass a cognitive process that is oriented towards problem-solving (Kusnawan et al., 2020; Tuyu et al., 2022), wherein individuals actively seek assistance or recommendations. Consumers partake in this process when confronted with hurdles or barriers in achieving their intended goals. Therefore, the settlement of these challenges requires active involvement from customers. The process of making purchasing decisions involves a sequence of actions or behaviours that are influenced by a range of associated conditions, irrespective of the consumers' intention to engage in a purchase.

There exist multiple factors that can influence an individual's decision-making process when it comes to shopping. These variables include cultural, societal, familial, and reference group elements (Agasti, 2021; Alex & Selvi, 2016; Bauerová, 2018). Furthermore, there are two supplementary variables that play a role in the decision-making process of purchase, namely personal and psychological factors (Adinda et al., 2021).

There are four fundamental aspects that serve as defining factors for the quality of information. These traits include accuracy, timeliness, completeness, and suitability (Rosales & Paulitsch, 2021; Sina et al., 2021). The concept of information accuracy pertains to the delivery of authentic information that provides clients with a thorough comprehension of the product. In contrast, timeliness refers to the prompt and accurate delivery of

information to consumers. The concept of completeness refers to the provision of thorough information that enables consumers to make informed decisions. Finally, the concept of appropriateness encompasses the provision of information that is advantageous to customers, aligning with their anticipated outcomes and assisting them in making well-informed choices. The elements of information quality each have significant implications for its existence. The perception of customers is influenced by the level of accuracy, customer loyalty is fostered by the provision of timely information, consumers' confidence is enhanced by completeness, and their desire to select a certain product is affected by its suitability.

### Method

The present study utilizes a descriptive qualitative research approach, employing a case study methodology. The researcher's decision to use this strategy was driven by their aspiration to conduct a thorough examination and clarification of the impact of information quality on the online purchasing choices made by users of the Shopee platform, utilizing the existing dataset. The selection of participants for this study will be conducted using purposive sampling. The rationale for using this technique is in its ability to facilitate the identification of informants possessing specialized knowledge and experience pertinent to the research subject matter. This is of paramount importance in conducting comprehensive case study analyses.

**Table 1. Informant**

| No. | Informant | Purchasing Budget | Shopee User Experience |
|-----|-----------|-------------------|------------------------|
| 1   | DD        | Rp. 1.000.000,-   | 2 Years                |
| 2   | FB        | Rp. 1.500.000,-   | 3 Years                |
| 3   | LD        | Rp. 500.000,-     | 1 Years                |
| 4   | MR        | Rp. 2.000.000,-   | 3 Years                |
| 5   | MD        | Rp. 1.000.000,-   | 1 Years                |
| 6   | SV        | Rp. 1.000.000,-   | 2 Years                |

To guarantee the integrity and dependability of the data, it is imperative to design a well-defined and consistent methodology for both the collection and analysis of the data. All researchers engaged will adhere to this protocol with great attention to detail. To ensure inter-rater reliability, the research team will engage in regular talks and training sessions. Prior to data collection, all participants will be required to provide informed consent. The identities of participants will be anonymized and maintained under strict confidentiality. The present work has obtained ethical approval from the Institutional Review Board/Ethics Committee (IRB/EC) to ensure adherence to ethical guidelines.

The process of data gathering will persist until the point of data saturation is attained. The point at which data saturation is deemed to have been reached is when no additional topics or information are discovered through the process of conducting interviews and observations. The researchers will engage in the practice of maintaining a reflective journal to document their ideas, biases, and reflections throughout the course of data collection

and analysis. The present journal will undergo periodic evaluations to effectively identify and minimize any potential biases that may arise from the researchers involved.

We recognize certain constraints, such as the possibility of bias in the process of selecting participants, the subjective character inherent in qualitative research, and any external influences that can impact the responses provided by participants. The study's shortcomings will be addressed and examined in the dedicated section on limitations. To bolster the validity of our research findings, we shall utilize the method of triangulation. The process will entail the cross-referencing of data acquired through interviews, observations, and recording to validate our findings and augment the general dependability of the study. Member checking will be conducted by disseminating the research outcomes to the participants. This procedure will facilitate the validation of the data and interpretations by participants, thereby augmenting the credibility of the study. The process of data collecting will encompass a variety of methodologies, encompassing direct interviews with informants, overt observation of the informants during the interview process, and the methodical compilation of pertinent documents such as images, written texts, and creative works.

The process of data analysis entails a methodical approach, involving the categorization of data into discrete groups, the identification of pertinent categories for future investigation, and the formulation of conclusions that are intelligible to researchers and other stakeholders. The execution of this procedure will necessitate extensive cooperation among the members of the research team to guarantee uniformity and meticulousness. The study's conclusion will provide an analysis of the conclusions obtained from data collected through interviews, observations, and documentation. The present study aims to examine the research problem formulation and shed light on the impact of information quality on the online purchase decisions made by users of the e-commerce platform, Shopee.

## **Result and Discussion**

### **Shopee: Revolutionizing e-commerce in Indonesia**

Shopee, a well-recognized e-commerce platform, has significantly transformed the retail landscape in Indonesia by providing a convenient and easily navigable online marketplace that can be accessed through mobile devices (Billyarta, 2021; Fithriyah et al., 2023; Safitri et al., 2022). The mobile application developed by Shopee has streamlined the process of online buying, obviated the necessity of desktop computers and rendering it more inclusive to a wider range of users (Rabiana & Akib, 2020; Safitri et al., 2022; Yogatama, 2022). Shopee offers a wide array of products, encompassing several categories such as stylish merchandise and essential commodities.

As stated on the website <https://www.nesabamedia.com/apa-itu-shopee/>, Shopee made its debut in the Indonesian market towards the end of May 2015, and officially began its

operations in June of that year. Shopee is a Singapore-based subsidiary of Garena. The e-commerce sector has witnessed new potential for PT Shopee International Indonesia as a result of the growing number of gadget users. Currently, Shopee has extended its market reach to multiple nations in Southeast Asia, encompassing Singapore, Malaysia, Vietnam, Thailand, the Philippines, and Indonesia.

The impact of Shopee extends beyond its role in servicing customers. It effectively aids sellers in their marketing efforts by providing a seamless platform for product promotion. Additionally, Shopee ensures secure payment processes and offers integrated logistics arrangements, thus enhancing the overall experience for sellers. Since the year 2017, the mobile application of Shopee has garnered a total of over 80 million downloads, demonstrating a substantial user base (Bui, 2018). Furthermore, Shopee has established a network of over four million vendors, contributing to a vast array of merchandise available for purchase. The platform currently offers more than 180 million active products, indicating a diverse and extensive selection for consumers (Prajapati et al., 2022).

Shopee's position as a prominent e-commerce platform in Indonesia is reinforced by a diverse range of features that are specifically tailored to optimize the shopping experience for merchants and potential shoppers alike. The characteristics encompass:

1. Store ratings serve as a means for consumers to offer feedback to sellers. These reviews represent the aggregated perspectives of consumers with regards to the characteristics of a product and the level of service provided by the vendor.
2. The provision of comprehensive product descriptions plays a vital role in assisting prospective buyers in assessing the appropriateness of products for their specific requirements, while also mitigating any potential complications that may arise after the purchase has been made.
3. Product photographs serve as visual depictions of products, allowing purchasers to evaluate the extent to which the products align with the descriptions offered.
4. The inclusion of product names and pricing allows sellers to effectively present this information, hence minimizing the necessity for consumers to make individual inquiries.
5. Discounts and promotions are frequently employed by Shopee, an e-commerce platform, as a strategy to entice consumers. This practice is widely adopted in the e-commerce industry.
6. Store Reviews: The evaluations and ratings of products have a substantial impact on the level of trust that potential customers have in them, ultimately influencing their purchasing decisions.

Shopee provides a diverse range of payment options, so affording buyers the convenience of selecting the most suitable method for their needs (Hasanah & Kosasih, 2022). These

options encompass various financial institutions such as banks and credit cards, as well as establishments like convenience stores and digital wallets (Pavlović-Höck, 2022). The chat component facilitates instantaneous communication between buyers and sellers, so promoting efficient exchanges and fostering confidence. Shopee offers a variety of shipping alternatives to cater to the diverse demands of consumers (Cao et al., 2018; Yogatama, 2022). These options encompass regular, economy, cargo, same day, and next day shipping, providing customers with the flexibility to select the most suitable method based on their individual requirements.

The combination of these nine attributes together contributes to Shopee's notoriety as a highly desirable e-commerce platform in Indonesia. Shopee has not only brought about a significant transformation in the realm of e-commerce but has also effectively enhanced the accessibility and convenience of online purchasing for people throughout the country.

The results are presented systematically, written without sub-chapters, and written out completely in advance, then the author writes the result discussion. The result narration contains the information, which is taken from the data, does not tell the data as it is, but tells the meaning of the data or information. For information clarification purposes, the author can add tables, images, or other supporting data. In addition, the results also present the items listed in the research objectives or the results of hypothesis examination which is proposed along with each step taken to the examination as written in the method section.

The discussion suggests results interpretation, argument development by linking the results, theories, and opinions, including the comparison with previous research results. It is also important to raise the possibility of their research results contributing to the development of science. This section does not rewrite the data on the research results.

### **The Significance of Information Quality in Purchase Decisions on the Shopee Platform**

Drawing upon the previously provided research findings, the researcher will now elucidate the significance of information quality and its favorable ramifications in shaping consumer purchasing decisions. The acquisition of information is a critical outcome of the processing of data, rendering it of utmost importance for the recipient of this information (Bhattacharyya & Bose, 2020; Pavlović-Höck, 2022). The provision of information can serve as a fundamental component for decision-making processes, exerting both direct and indirect impacts on the recipient. High-quality information is distinguished by its traits or characteristics that denote a superior level of quality (Ariansyah et al., 2021; Chen & Shen, 2015). The answer is strongly connected to the research findings concerning the significance of information quality and its impact on customer buying choices.

This chapter summarizes the findings derived from interviews conducted with a sample of seven students enrolled in the Faculty of Economics and Business at Institut Asia Malang. This study examines the impact of information quality on the online purchasing decisions of Shopee consumers, as elucidated by the informant DD. The importance of information quality in relation to purchases made on the Shopee platform cannot be overstated. Gaining knowledge of the price, description, and reviews of a product is of utmost importance. The inclusion of comprehensive details in the product description is of utmost importance, encompassing essential information such as color and various other qualities. Moreover, the consideration of ratings and store reviews plays a crucial role in facilitating my decision-making process when selecting the most suitable goods. Based on the elucidation provided by DD on January 6, 2022, it can be inferred that the quality of information holds substantial importance in the decision-making process preceding a purchase.

In addition, informant FB additionally conveyed *“The primary objective of online sellers or businesses is to furnish potential buyers with information that facilitates their understanding of the store”*. The absence of information will give rise to numerous inquiries. Hence, it is my contention that the quality of information plays a pivotal role in facilitating an effective purchasing procedure, including factors such as ratings, reviews, and costs. According to FB's elucidation, the significance of information quality lies in its potential to enhance efficiency within the procurement process. Likewise, informant LD expressed a comparable perspective *“The provision of information by the seller holds significant importance, particularly in the context of online transactions”*. When making decisions, I place considerable importance on ratings, reviews, and prices. According to LD's elucidation, the quality of information holds significant importance in the process of decision-making prior to engaging in a transaction.

Furthermore, the informant MR placed significant emphasis on the importance of information quality. The importance of information quality lies in the fact that consumers are required to conduct thorough research on the online business prior to engaging in any transaction. I prioritize the evaluation of store performance, sales volume, follower count, and product presentation. Ratings, reviews, and prices are additional factors that contribute to the overall outcome. The research provided by MR underscores the critical role that information plays in influencing purchasing decisions.

The informant, MD, likewise emphasized the significance of information. Prior to making a purchase, it is imperative to conduct thorough research and gather relevant information regarding the online retailer. I prioritize the evaluation of store performance, sales volume, follower count, and product presentation. Ratings, ratings, and prices are other factors that contribute to the overall influence.



MD underscored the significance of information in facilitating consumers' decision-making processes regarding purchases.

SV made a statement on the date "*The acquisition of information holds significant importance in the context of marketplace transactions, as the direct observation of products is often not feasible*". The acquisition of information plays a crucial role in enhancing our comprehension of the goods we intend to purchase, encompassing evaluations, appraisals, and pricing details.

According to SV's elucidation, the acquisition of knowledge plays a crucial role in facilitating an effective transaction and mitigating the likelihood of mistakes.

Finally, on the occasion, SV also conveyed her thoughts "*The importance of information quality is paramount in marketplaces such as Shopee*". The acquisition of information facilitates comprehension of a product prior to making a purchase. For instance, the attributes of color and material quality. This aids in making a more informed product selection.

According to SV's elucidation, the presence of information holds considerable importance in guaranteeing a purchase that aligns with the consumer's requirements. Hence, drawing from interviews conducted with several informants, it can be inferred that the quality of information significantly influences the decision-making process for purchases on the Shopee platform. The consideration of product details, store ratings, customer reviews, and pricing plays a crucial role in enabling consumers to make well-informed judgements prior to engaging in a transaction.

### **The Evaluation of Information Quality in Consumer Decision-Making on the Shopee E-commerce Platform**

The influence of information quality on consumers' purchase decisions is of utmost importance within the online marketplace of Shopee. The influence described in this study is derived from the results of interviews performed with many participants. There are four primary categories of information that have been identified as crucial in the context of making these judgements. These categories include store ratings, product descriptions, reviews, and prices.

#### **The evaluation of retail establishments**

The assessment of store ratings plays a fundamental role in the decision-making process of consumers. The evaluations serve as a comprehensive evaluation given by prior purchasers, providing valuable perspectives on the store's quality and reputation. Shopee utilizes a star rating mechanism, wherein a maximum rating of 5 stars can be awarded. From the perspective of consumers, these evaluations inspire a significant level of trust in the establishment. When initiating a purchase, potential consumers frequently place a high

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priority on the ratings of a store. DD aptly captures the idea by highlighting the importance of these ratings and their contribution to fostering trust. FB had a congruent viewpoint, underscoring the significance of placing trust in establishments that have received excellent ratings. LD emphasized the impact of store ratings on the decision-making process, while Marista discussed her approach to selecting products from popular and highly rated stores. MD and SV emphasized the significance of ratings, namely as measures of product quality. The comments emphasize the significant importance of store evaluations as a main means of information that influences consumers' trust and confidence while engaging in buying activities on the Shopee platform.

### **The purpose of this text is to provide an academic perspective on product descriptions**

Product descriptions play a crucial role in influencing consumer decision-making processes. These descriptions offer succinct and precise details regarding the qualities and specs of a product. The inclusion of pertinent details inside product descriptions serves to facilitate the comprehension of potential purchasers regarding the caliber, attributes, and appropriateness of the product in relation to their requirements. DD, FB, LD, MR, MD, and SV collectively acknowledged the significance of product descriptions. DD elucidated the way they facilitate a comprehensive comprehension of the product, whereas FB underscored the significance of meticulous delineations, particularly with regards to features such as size, color, and durability. LD placed significant emphasis on the importance of ensuring that product descriptions are in line with the specific requirements of the consumers. MR subsequently provided additional elaboration on the meticulous examination of captions, photographs, and their correspondence with the actual products. MD and SV further expressed the view that comprehensive product descriptions contribute to making well-informed purchasing choices. These comments emphasize the crucial significance of product descriptions in facilitating consumers to make informed decisions.

### **An analysis of product evaluations**

The assessment of product reviews on the Shopee platform plays a crucial role in aiding consumers in their evaluation of store reliability and product quality. Given the limitations of consumers' inability to engage with things in a tangible manner, reviews play a crucial role as a helpful and informative resource. These reviews offer valuable perspectives on the experiences of other individuals with both the goods and the retail establishment. DD, FB, LD, MR, MD, and SV collectively provided insights on the impact of reviews on their decision-making processes. DD observed the significant contribution of reviews in providing vital insights, while FB emphasized the pivotal importance of reviews in exhibiting product photographs and videos. LD asserted that reviews and ratings hold paramount significance,

whilst MR emphasized the vital perspective offered by reviews. MD emphasized the significance of reviews, namely those that include visual documentation such as images and videos depicting the process of unwrapping. SV further underscored the significance of reviews in shaping consumer decision-making processes. The responses validate the crucial significance of product reviews in influencing consumers' trust and confidence in the Shopee platform.

### **Price**

Although price is a factor to be considered, it does not hold the same level of significance as the elements stated above in the process of customer decision-making. Consumers do take price into consideration; however, its influence tends to be more pronounced when paired with other criteria such as store ratings, product descriptions, and reviews. DD, FB, LD, MR, MD, and SV have collectively observed that pricing plays a significant role in their decision-making process. DD underscored the significance of price as a crucial factor in comprehending the overall cost associated with a given product. FB demonstrated adherence to the notion of price-value correspondence and acknowledged that decreased prices may exert an influence on her decision-making process, if product quality remains consistent. LD considers the alignment of price, colour, and size in relation to her specific requirements. According to MR, if a price appears to be excessive, people will actively seek out a more affordable alternative. Marinda additionally evaluates the extent to which the price corresponds with her specific requirements, whereas SV emphasized the significance of pricing in their decision-making procedure. Lailla underscored the significance of evaluating the quality and worth of materials in relation to their cost. The responses suggest that although price does influence consumer decision-making, it assumes a subordinate position in comparison to store ratings, product descriptions, and reviews.

In brief, the purchasing decisions of consumers on Shopee's online marketplace are notably influenced by the quality of information available. Consumers heavily rely on four key pieces of information, including store ratings, product descriptions, reviews, and prices, to make well-informed decisions. The provision of such information plays a crucial role in fostering trust and confidence among customers, empowering them to make informed decisions that align with their specific requirements and minimizing the likelihood of experiencing unhappiness with their chosen purchases (Bhattacharyya & Bose, 2020; Fernandes et al., 2022; Kusnawan et al., 2020; Ma et al., 2023).

### **Conclusion**

This article provides an analysis of the impact of Shopee, a prominent e-commerce platform, on the retail industry in Indonesia. It highlights the platform's role in revolutionizing the retail landscape by offering a user-friendly and readily available online marketplace

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accessible through mobile devices. The paper additionally examines the influence of Shopee on both customers and sellers through its provision of a streamlined platform for product promotion, safe payment procedures, and integrated logistics arrangements. Moreover, the article elucidates the pivotal significance of diverse factors pertaining to the quality of information in influencing consumer decision-making on the Shopee platform.

The essay elucidates the significance of information quality in shaping consumer buying decisions on the Shopee platform. Consumer decision-making is influenced by four primary forms of information: store ratings, product descriptions, reviews, and prices. The assessment of store ratings holds significant importance in the process of consumer decision-making. The ratings are indicative of the collective evaluations furnished by prior purchasers, so providing valuable perspectives on the caliber and standing of the store. This study suggests that store ratings play a significant role as a main information source influencing consumer trust and confidence in the context of online buying on the Shopee platform.

Product descriptions play a crucial role in influencing consumer purchasing decisions. The provision of information inside product descriptions serves the purpose of enabling prospective purchasers to comprehend the caliber, attributes, and appropriateness of a product in relation to their requirements. This information facilitates purchasers in making well-informed selections regarding the products they select.

Product reviews on the e-commerce platform Shopee are of utmost importance as they significantly contribute to the assessment of both the dependability of the shop and the quality of the products for potential consumers. Considering the inability of consumers to personally interact with things, evaluations play a crucial role as a valuable and informative resource. These reviews offer significant perspectives on the experiences of other individuals about both the products and the retail institution.

The consideration of price, although important, does not hold as much significance as other elements such as store ratings, product descriptions, and reviews in the decision-making process of consumers. The significance of price is heightened when it is considered in conjunction with other elements, including store ratings, product descriptions, and reviews.

The research findings have significant implications for future studies and practical applications. This paper offers a comprehensive analysis of the significance of information quality in shaping consumer purchasing decisions on the Shopee platform. Multiple interviews conducted with various informants provide confirmation that users of Shopee heavily depend on information of superior quality in order to make informed selections. The provision of this information enhances consumer trust in the process of product selection,

ensuring that their choices are in accordance with their specific requirements and reducing the likelihood of post-purchase disappointment.

The practical implications of this phenomenon are significant. Maintaining customer trust is of paramount importance for Shopee, necessitating the assurance of high-quality information offered by sellers, including shop ratings, product descriptions, reviews, and prices. It is imperative for Shopee to maintain its commitment in ensuring that merchants furnish accurate and pertinent information, so enabling consumers to make well-informed selections. In addition, the utilization of promotional and discount initiatives can serve as efficacious strategies for client attraction; nonetheless, it is imperative that the primary emphasis be placed on the provision of high-quality information.

The academic implications of the topic at hand are significant. This study makes a valuable contribution to the existing body of knowledge by enhancing our understanding of the significance of information quality in the realm of consumer transactions conducted on electronic commerce platforms. The research findings can provide a basis for further investigations into the impact of information quality on consumer behavior in e-commerce settings.

In conclusion, the centrality of information quality in consumer buying decisions on the Shopee platform is evident. The four primary categories of information that exert a substantial impact on consumer trust and confidence are store ratings, product descriptions, reviews, and prices. A comprehensive comprehension of the significance of information quality is vital for Shopee to sustain its platform's growth and uphold its status as a highly sought-after e-commerce platform in Indonesia.

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