

THE INFLUENCE OF INFORMATION QUALITY AND PERCEIVED VALUE ON PURCHASE INTENTION OF GAME SHOP E-COMMERCE IN GENERATION Z BASED ON FRAMING THEORY

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DOI : <https://doi.org/10.21107/pamator.v16i3.21160>

Manuscript received 04th June 2023, Revised 18th June 2023, Published 23rd August 2023

Abstract

Indonesia's gaming sector is expanding quickly in this day and age, which has an effect on the country's digital market economy. One aspect of Indonesia's expanding gaming sector is online game shops. The purpose of this study was to determine the effect of information quality, social psychological distance, perceived value, and trust on Generation Z customers' purchase intentions in game shop e-commerce. This study uses a quantitative approach by distributing questionnaires. With 260 samples overall, non-probability sampling is the approach used. Structural Equation Modeling (SEM) utilizing AMOS 26 Graphics software is the analytical technique used. The overall conclusions of the study are that social psychological distance has a positive, significant impact on trust and also acts as a mediator between the effects of information quality and trust. Information quality has a significant positive impact on social psychological distance. Information quality influences perceived trust and value in a significant positive way. Identified purchase intention is positively and significantly influenced by trust and perceived value. Trust and perceived value also act as mediators between information quality and purchase intention. The benefits of this research is reported managers of game shop e-commerce companies must increase the development of companies that distribute information with a high level of information quality. In addition, trust in customers and purchase intention impacted readily by the social psychological distance between business people and consumers and how much value consumers feel for the goods and services played by business people.

Keywords: Information Quality, Social Psychological Distance, Perceived Value, Trust, Purchase Intention, Game shop e-commerce

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INTRODUCTION

One industry that is starting to develop and is quite influencing the Indonesian economy is the gaming industry. The gaming industry is an industry that has been predicted that in the next five to seven years there will be tremendous growth and has become the industry with the fastest development¹. As reported by Kompas.com, Coordinating Minister for Investment and Maritime Affairs, Luhut Binsar Pandjaitan said that in 2021, the game industry's value will reach IDR 24.4 trillion. The importance of the video game industry has long since been recognized because it has become an entertainment sector while contributing to the global expansion of the creative and digital economies. The fundamental factors that have been recognized by industry analysts regarding rapid development are, namely, individual growth in accessing the internet, the expansion of smartphones, the increase in e-sport and live broadcasts, cloud gaming, and as a factor driving the rapid growth of this industry is the development of new businesses and rapid innovation². Online communication and business has become very easy to do using internet platforms, which makes it easier for consumers to choose viable options for online purchases. Online purchase intention can be influenced by internet information sources. e-WOM information that comes from consumer inquiries via the internet, there are negative messages and positive messages that individuals have received directly or indirectly can influence individuals on online purchase intentions³. The use of internet platforms as individual intermediaries to make purchases online. This is evidenced by data from the Central Statistics Agencies (BPS) the Indonesian economy will reach IDR 4.92 quadrillion in the second quarter of 2022, based on the amount of gross domestic product (GDP) at current prices (ADHB). (Katadata, 2022), then in the SEA 2022 e-Conomy report submitted by Google, Temasek, and Bain & Company that it is estimated that the value of the digital economy will reach around US\$77 billion in 2022, this achievement has increased by 22% from the previous year. According to Zhu et al.⁴ Information services and e-commerce are important sectors in the modern economy. The increased productivity and efficiency of automated transactions have resulted in the rapid development of e-commerce. Explosive growth in e-commerce transactions due to developments in the internet, payment technology, and mobile communications.

¹ Clara Hetty Primasari, 'Strategy for Achieving IT-Business Alignment in Gaming Industry in Indonesia', *Procedia Computer Science*, 197.2021 (2021), 469–76 <<https://doi.org/10.1016/j.procs.2021.12.163>>.

² Zhanna Belyaeva, Anait Petrosyan, and S. M.Riad Shams, 'Stakeholder Data Analysis in the Video Gaming Industry: Implications for Regional Development', *EuroMed Journal of Business*, 17.3 (2022), 333–49 <<https://doi.org/10.1108/EMJB-10-2021-0150>>.

³ Shu Hsien Liao and others, 'Risk and Opportunity for Online Purchase Intention – A Moderated Mediation Model Investigation', *Telematics and Informatics*, 62.April (2021), 101621 <<https://doi.org/10.1016/j.tele.2021.101621>>.

⁴ Facang Zhu and others, 'The Impact of E-Commerce and R&D on Firm-Level Production in China: Evidence from Manufacturing Sector', *Structural Change and Economic Dynamics*, 65.February (2023), 101–10 <<https://doi.org/10.1016/j.strueco.2023.02.008>>.

Research Lee, et al.⁵ discovered a more notable beneficial influence on purchase intention, satisfaction, and trust from positive online reviews on information quality, and the impact on service expectations would be greater if there were stories that could advertise greater psychological distance and when consumers interpreted service encounters, then the effect of the story will be weakened. Psychological distance is divided into three different elements based on previous research in the research model and the three psychological distance elements used have a significant influence on the trust of the subjects studied. Because these three elements are one unit that forms psychological distance, therefore, it may be said that Trust is significantly impacted by social psychological distance⁶. Subsequent research was conducted by Gkouna et al.⁷ and based on this study's findings, purchase intention and recognized trust are highly positively correlated. Consumer trust is positively influenced by emotional value and functional value, but individual motivation towards purchase intention is only influenced by emotional value and this proves that purchase intention does not have a direct influence on trust⁸.

Table 1: Research Gaps

Correlation	(Lee, et al., 2020)	(Cui, et al., 2020)	(Gkouna, et al., 2022)	Watanabe, et al., (2022)
Social Psychological Distance – Trust	Insignificant			
Social Psychological Distance – Trust		Significant		

⁵ Na Young, Stephanie M Noble, and Alex R Zablah, ‘So Distant , yet Useful : The Impact of Distal Stories on Customers ’ Service Expectations’, *Journal of Business Research*, 113.January (2020), 230–42 <<https://doi.org/10.1016/j.jbusres.2020.01.044>>.

⁶ “Yi Cui and others, ‘Electronic Commerce Research and Applications Understanding Consumer Intentions toward Cross-Border m-Commerce Usage : A Psychological Distance and Commitment-Trust Perspective’, *Electronic Commerce Research and Applications*, 39.May 2019 (2020), 100920 <<https://doi.org/10.1016/j.elerap.2019.100920>>.”

⁷ “Ourania Gkouna and others, ‘The Impact of Family Business Brand Trust and Crisis Management Practices on Customer Purchase Intention during Covid-19’, 13.1 (2023), 87–100 <<https://doi.org/10.1108/JFBM-03-2022-0046>>.”

⁸ “Eluiza Alberto, De Morais Watanabe, and Solange Alfinito, ‘Perceived Value , Trust and Purchase Intention of Organic Food: A Study with Brazilian Consumers’, 2020 <<https://doi.org/10.1108/BFJ-05-2019-0363>>.”

Trust – Purchase Intention	Significant
Trust – Purchase Intention	Insignificant

Source: Results of analysis from primary data sources

Considering the inconsistent results of previous research, as well as adding perceived value to become a novelty in this study, the authors conducted another research of the significance of information quality, perceived value, and social psychological distance on purchase intention is mediated through trust using framing theory. This research's goal was to ascertain the impact of trust, social psychological distance, perceived value, and information quality on purchase intentions of generation Z consumers in game shop e-commerce.

Research Alamoudi et al.⁹ showed that electronic service quality, electronic information quality, and experience flow significantly and favorably influence how perceived value using mobile banking, which is supported by most of the hypotheses. Research Lee and Min¹⁰ found that timeliness, accuracy, and usability among elements OTA trust was significantly impacted information quality and continued use intention. While the research of Hong, Choi and Joung¹¹ shown how purchase intention of consumers to utilize online meal delivery services are influenced by performance expectations, trust, and social impact.

The theoretical foundation used in this research model is framing theory. Framing theory explains that this theory uses their individual interpretation of the understanding of a content monetization phenomenon in social media. Certain things to accentuate the interpretation and evaluation of the phenomenon, framing theory uses certain factors from the tipping feature¹². This theory also shows that accurate and clear information can influence a person's perception of a phenomenon, person, or thing. Consumer perceptions can support consumer trust in a product or brand in online business. Framing theory seeks

⁹ “Author Alamoudi and others, ‘This Is a Self-Archived Version of an Original Article . This Version May Differ from the Original in Pagination and Typographic Details . Copyright : Rights : Rights Url : Please Cite the Original Version ’, 20 (2022), 263–84.”

¹⁰ “Seul Ki Lee and So Ra Min, ‘Effects of Information Quality of Online Travel Agencies on Trust and Continuous Usage Intention: An Application of the SOR Model’, 8.4 (2021), 971–82 <<https://doi.org/10.13106/jafeb.2021.vol8.no4.0971>>.”

¹¹ “Chanmi Hong, Eun-kyong Cindy Choi, and Hyun-woo David Joung, ‘Journal of Hospitality and Tourism Management Determinants of Customer Purchase Intention toward Online Food Delivery Services : The Moderating Role of Usage Frequency’, *Journal of Hospitality and Tourism Management*, 54.December 2022 (2023), 76–87 <<https://doi.org/10.1016/j.jhtm.2022.12.005>>.”

¹² “Ruibin Geng and Xi Chen, ‘Information & Management Privilege or Equality ? A Natural Experiment with Content Monetization in Social Media’, *Information & Management*, 59.8 (2022), 103715 <<https://doi.org/10.1016/j.im.2022.103715>>.”

to connect understanding between how information is provided in the media and the influence on the views of the wider community¹³.

According to Mattioli¹⁴ information quality forms the basis of a concrete form in the entire process from the user's expectations of the solution or system in a fixed view to determine the purchasing decision of a product. Timeliness, completeness, precision, and correctness are just a few examples of the aspects that make up information quality, which may be used to gauge and track the caliber of data. Graminius¹⁵ mengatakan that the information quality illustrates temporary problems bound by information ideas, in this case time-sensitive, which can be lengthy and slow, and communicates with material platforms, such as news outlets. Information quality is defined by a sluggish tempo; there is a susceptible period for information absorption since both the virtual and non-virtual worlds have lengthier durations.

According to Kwon¹⁶ individuals will describe other individuals in the abstract when the social distance between individuals is identified as far because individuals do not really know other individuals socially. Lee¹⁷ also said that when a person is so far away psychologically from something, then the object will be explained by the individual in a schematic, abstract, and decontextualized manner. Conversely, if the individual has a lower psychological distance towards the object, then the individual will explain the object in detail, concretely and contextually.

Perceived value includes the utilitarian values of cost and quality, as well as emotional and social values¹⁸. According to Miao et al.¹⁹ Consumer impressions of products and services are known as perceived value and are an important component of

¹³ “Connor Clark and Gyan P Nyaupane, ‘OVERTOURISM: AN ANALYSIS OF ITS COVERAGE IN THE MEDIA BY USING FRAMING THEORY’, 24 (2023), 75–90.”

¹⁴ “Juliette Mattioli, ‘ScienceDirect ScienceDirect Information Quality : The Cornerstone for AI-Based Industry 4 . 0 Information Quality : The Cornerstone for AI-Based Industry 4 . 0’, *Procedia Computer Science*, 201 (2022), 453–60 <<https://doi.org/10.1016/j.procs.2022.03.059>>.”

¹⁵ “Carin Graminius, ‘Fast-Food Information , Information Quality and Information Gap : A Temporal Exploration of the Notion of Information in Science Communication on Climate Change’, 78.7 (2022), 89–105 <<https://doi.org/10.1108/JD-03-2021-0072>>.”

¹⁶ “Soyeon Kwon, ‘Computers in Human Behavior Understanding User Participation from the Perspective of Psychological Ownership : The Moderating Role of Social Distance’, *Computers in Human Behavior*, 105.August 2019 (2020), 106207 <<https://doi.org/10.1016/j.chb.2019.106207>>.”

¹⁷ “Jung Eun Lee, ‘Luxury Marketing in Social Media : The Role of Social Distance in a Craftsmanship Video’, 2020 <<https://doi.org/10.1108/APJML-09-2019-0551>>.”

¹⁸ “Heeju Chae and others, ‘Impact of Product Characteristics of Limited Edition Shoes on Perceived Value , Brand Trust , and Purchase Intention ; Focused on the Scarcity Message Frequency’, 120.January (2020), 398–406.”

¹⁹ “Miao Miao and others, ‘The Influence of E-Customer Satisfaction , e-Trust and Perceived Value on Consumer ’ s Repurchase Intention in B2C e-Commerce Segment’, 72172129, 2021 <<https://doi.org/10.1108/APJML-03-2021-0221>>.”

trade transactions. In addition, the "difference between what consumers provide and what benefits consumers get" is what is meant by perceived value.

Research Fortino et al.²⁰ explained that various meanings are used in the literature to define trust, but there are only two general definitions of trust that have been widely accepted, namely reliability trust and decision trust. Reliability trust is a trust that explains subjective probability, where individuals expect other individuals to take certain actions to make a buffer in their welfare. Decision trust is a trust that explains how much a person will rely on something or someone in a certain situation where they feel relatively safe, even when there may be drawbacks. According to Buskens²¹ trust is one of the three things that are always used to represent the stages of receiving technology updates.

A sense of consumer purchase intention will appear suddenly by itself if there is interest or a positive response from the consumer to what the seller is offering²². A consumer consideration activity when wanting purchase an item or service is called purchase intention. Interesting content, as well as collaborating with influencers and maybe making the company's official account on social media to increase consumer purchase intention²³. As a result of how strongly information about a product influences a customer's purchase intention, purchase intention is a useful means of anticipating a purchase²⁴.

Information quality can change consumer perceptions of brands and products depending on how far the relationship between consumers and information providers about a brand or product²⁵. The information quality is very beneficial for consumers to be able to shop online, with quality information provided by someone close to them, consumers' good perception of a product will increase and lead to consumer purchase intention²⁶.

H1a: Social psychological distance is positively impacted by information quality

²⁰ "Giancarlo Fortino and others, 'Trust and Reputation in the Internet of Things : State-of-the-Art and Research Challenges', 2020, 60117–25 <<https://doi.org/10.1109/ACCESS.2020.2982318>>.

²¹ "Vincent Buskens, 'Trends in Food Science & Technology Spreading Information and Developing Trust in Social Networks to Accelerate Diffusion of Innovations', *Trends in Food Science & Technology*, 106.February (2020), 485–88 <<https://doi.org/10.1016/j.tifs.2020.10.040>>."

²² "Rizka Annisa Fitri and Ririn Wulandari, 'Online Purchase Intention Factors in Indonesian Millennial', 10.3 (2020), 122–27."

²³ "Lim Sanny and others, 'Image and Brand Trust', 10 (2020), 2139–46 <<https://doi.org/10.5267/j.msl.2020.3.023>>.

²⁴ Lauda Radhea Zain and others, 'SOCIAL RESPONSIBILITY ON PURCHASE INTENTION', 21.1 (2023), 39–59.

²⁵ "A R Y Samuel Tampubolon and O S A Omar Sharif, 'International Journal of Social Sciences and Management Review', August, 2022, 105–13.

²⁶ "Desi Febrianti, 'Effect of Information Quality , Social Psychological Distance , and Trust on Consumer Purchase Intentions on Social Commerce Shopee', 10.1 (2022).

The most important thing for business actors and food supplement promoters is to establish and protect consumer trust by providing reliable quality information²⁷. Evidence from both empirical and theoretical sources supports the mediatory function of emotional and cognitive trust to explain consumer behavior and levels of online doctors. Improving the information quality and the harmony experienced between the sender and the recipient requires new technology and functions in the online doctor review platform²⁸.

H1b: Trust is positively impacted by information quality

High-frequency users have a greater influence on the information quality on perceived value than low-frequency users²⁹. Understanding costs and savings is a key component of value adoption, as well as being familiar with mobile purchasing apps to boost perceived value. Savings are the highest value antecedent, followed by information quality and service quality³⁰.

H1c: Perceived value is positively impacted by information quality.

Indirect significant effect on social psychological distance as a mediator between outcomes (source trust) and AI. This shows the need for a source of trust from an influencer with social psychological distance support for something³¹. Research Yosse³² shows indicates the social psychological distance benefits and considerable influence on the trust.

H2: Trust is positively impacted by social psychological distance.

²⁷ “Mukhamad Najib and Farah Fahma, ‘The Role of Information Quality , Trust and Anxiety on Intention to Buy Food Supplements at the Time of COVID-19 Outbreak’, 16.3 (2022), 429–47 <<https://doi.org/10.1108/IJPHM-01-2021-0007>>.

²⁸ “Jian Wang, Fakhar Shahzad, and Sheikh Farhan, ‘Telematics and Informatics Elements of Information Ecosystems Stimulating the Online Consumer Behavior : A Mediating Role of Cognitive and Affective Trust’, *Telematics and Informatics*, 80.December 2022 (2023), 101970 <<https://doi.org/10.1016/j.tele.2023.101970>>.

²⁹ “Francisco Li, ‘Journal of Retailing and Consumer Services Social Commerce Website Design , Perceived Value and Loyalty Behavior Intentions : The Moderating Roles of Gender , Age and Frequency of Use’, 63.February (2021).

³⁰ “Timmy H Tseng and Crystal T Lee, ‘Success Factors Driving Consumer Reuse Intention of Mobile Shopping Application Channel’, 2021 <<https://doi.org/10.1108/IJRDM-08-2020-0309>>.

³¹ “Sean Sands, Colin L Campbell, and Kirk Plangger, ‘Unreal in Fl Uence : Leveraging AI in in Fl Uencer Marketing’, 56.6 (2022), 1721–47 <<https://doi.org/10.1108/EJM-12-2019-0949>>.

³² “Fernando Yosse, ‘Pengaruh Information Quality , Social Psychological Distance , Sense of Power Dan Trust Terhadap Consumer Purchase Intentions Pada Social Commerce (Studi Kasus : TikTok)’, 11.1 (2021), 43–52.

Research DAM³³ said that purchase intention benefits from perceived value. Researchers also revealed that a factor in determining purchase intention is perceived value. In research, Chen and Chang³⁴ argues that the main determinants of purchase intention are perceived value and satisfaction.

H3: Purchase intention is positively impacted by perceived value.

Consumer trust is identified as a key driver for consumer purchase intention³⁵. Images of food in online reviews can influence trust, then trust perceptions are strongly moderated, mediating the relationship between purchase intention and online reviews with food images³⁶. Higher-income people will select the brand to boost their social acceptance and trust, which will impact the consumer base's emotional connection and purchase intention³⁷. Green Perceived Value (GPV) significantly increases trust, and trust influences purchase intention³⁸.

H4: Purchase intention is positively impacted by trust.

The following is a model's study that describes the relationship between the theory and variables that are considered as significant problems.

³³ “Tri Cuong Dam, ‘Influence of Brand Trust , Perceived Value on Brand Preference and Purchase Intention’, 7.10 (2020), 939–47 <<https://doi.org/10.13106/jafeb.2020.vol7.no10.939>>.

³⁴ “Chia-chen Chen and Ya-ching Chang, ‘Telematics and Informatics What Drives Purchase Intention on Airbnb ? Perspectives of Consumer Reviews , Information Quality , and Media Richness’, 35.March (2018), 1512–23.

³⁵ “Ahmad Samed Al-adwan and others, ‘Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach’, *Journal of Open Innovation: Technology, Market, and Complexity*, 8.3 (2022), 136 <<https://doi.org/10.3390/joitmc8030136>>.

³⁶ “Cheol Woo, Ian Sutherland, and Seul Ki, ‘Journal of Hospitality and Tourism Management Effects of Online Reviews , Trust , and Picture-Superiority on Intention to Purchase Restaurant Services’, *Journal of Hospitality and Tourism Management*, 47.April (2021), 228–36 <<https://doi.org/10.1016/j.jhtm.2021.03.007>>.

³⁷ “Endy Gunanto Marsasi and Asih Dewi Yuanita, ‘Investigating the Causes and Consequences of Brand Attachment of Luxury Fashion Brand: The Role of Gender, Age, and Income’, *Media Ekonomi Dan Manajemen*, 38.1 (2023), 71–93 <www.zara.com/id>.

³⁸ “Taewoo Roh, Junhee Seok, and Yaeri Kim, ‘Journal of Retailing and Consumer Services Unveiling Ways to Reach Organic Purchase : Green Perceived Value , Perceived Knowledge , Attitude , Subjective Norm , and Trust’, *Journal of Retailing and Consumer Services*, 67.February (2022), 102988 <<https://doi.org/10.1016/j.jretconser.2022.102988>>.

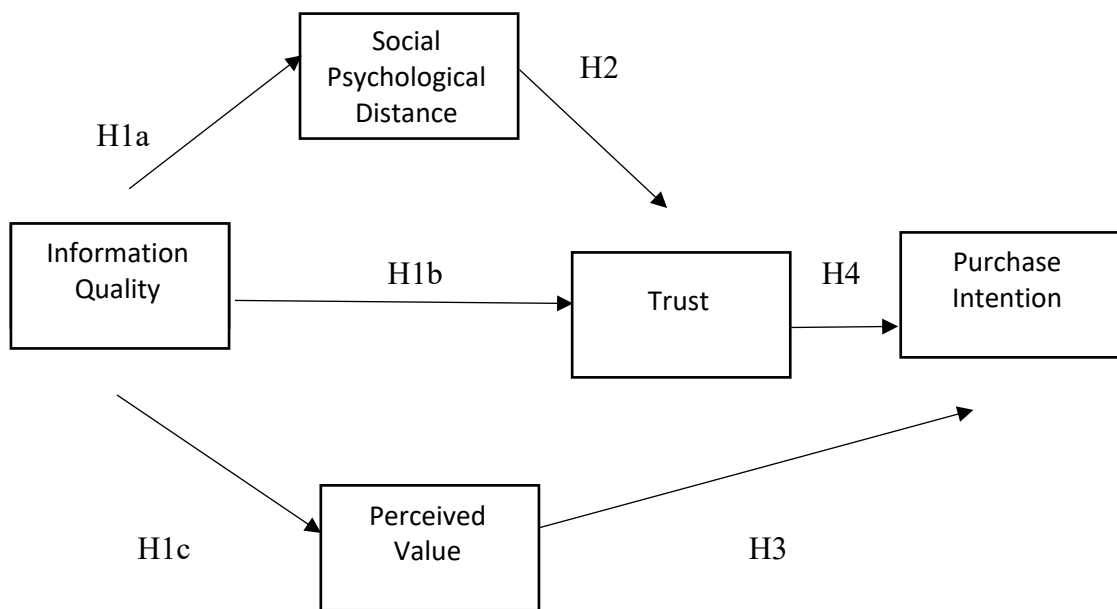


Figure 1. Research Model

RESEARCH METHODS

The methodology utilized in this study is a quantitative technique. Menurut Sekaran & Bougie³⁹ single part of the sample is the subject. The subjects to be analyzed in this study are consumers of online game players with ages starting from the age of 14 who live in 6 regions (East Jakarta, Bandung, Semarang, Sleman district, Tangerang, and Surabaya), regarding how consumers' purchase intention arise towards game shop e-commerce Codashop, due to the influence of trust which is supported by social psychological distance, perceived value, and information quality. The object of research serves to find solutions to current problems by observing these objects⁴⁰. Based on the definition of the object, the object in this study is game shop e-commerce, namely Codashop. Population is a series of interrelated individuals, events that occur, and objects that are formed to be studied by researchers. Based on this definition, the authors use all online game players in Indonesia as the research population. Representative of a population, it can be said as a sample. One of the approaches for non-probability sampling methods is purposive sampling, which the research will make use of. Judgmental (purposive) sampling is a subtype of non-probability sampling, this technique uses experienced individuals to select samples with characteristics that have been based on certain judgments according to what the researcher needs. The Likert scale is a questionnaire format on the choice of answers, which will be used to measure these variables. Attitude measurements are expected from responses that start from opinions

³⁹ Uma Sekaran and Bougie Roger, 'Research Methods for Business_ - Sekaran, Uma 5e', *Jurnal Ekonomi*, 2003, 1–403.

⁴⁰ William G Zikmund, 'Business Research Methods', *South-Western College Pub*, 2013, 63 <file:///C:/Users/HCS/Downloads/Business Research Method Zikmund el al 8th ed – Copy (PDFDrive).pdf>.

that are very favorable to strongly dislike an object and this scale is used to take into account how strongly the responses are agreed and disagree with the questions listed³⁹. The use of a suitable method in this research is Structural Equation Modeling (SEM). AMOS 26 graphics software will be the mediator for conducting factor analysis tests. Testing for reliability and validity, model testing for measurements, good of it testing , and hypothesis testing are the steps taken before running SEM test.

RESULT AND DISCUSSION

Respondent Profile

A total of 249 participants in this study met the criteria listed in the screening questions on the research questionnaire, namely respondents aged between 14 to 27 years and were domiciled in Jakarta Timur, Surabaya, Bandung, Semarang, Tangerang, and Sleman Regency. Considering the results of the survey distribution, the bulk of research participants ranged in age from 19 to 22 years, amounting to 61.45% or 153 respondents. Respondents aged 14-18 years amounted to 25 or 10.04%, and respondents aged 23-27 years amounted to 71 or 28.51%. Most survey participants reside in Jakarta Timur, with a total of 83 respondents or a percentage of 33.34%, followed by Surabaya with 58 respondents (23.29%), Bandung with 42 respondents (16.86%), Semarang with 33 respondents (13.25%), Tangerang with 14 respondents (5.62%), and Sleman Regency as many as 19 respondents (7.64%).

Model Test

The focus of the validity test is the personal correlation value and the significant level. If the Pearson correlation is more than 0.5, the questionnaire is considered valid. Researchers used data from 249 respondents who were collected when the questionnaires were distributed. IBM SPSS 26 software program as a medium for researchers to test the validity

Table 2: Validity test

Variable	Indicator	CR	Description
Information Quality	I received information about the convenience of online transactions at Codashop in a clear and easy-to-understand manner	0.882**	Valid
	I got the item voucher discount information needed at Codashop	0.630**	Valid
	I received a complete item price quote related to Codashop	0.864**	Valid

Variable	Indicator	CR	Description
	I got useful promo information for purchasing online game items at Codashop	0.826**	Valid
	I got accurate online game voucher/item top-up information at Codashop	0.881**	Valid
	I got online game item discount information on time at Codashop	0.532**	Valid
	I got reliable information about the convenience of online transactions at Codashop	0.873**	Valid
	I feel that I can interact directly about the payment procedures at Codashop	0.695**	Valid
	I can feel good communication regarding flash sale promos	0.695**	Valid
	I share the same opinion with the information that is spread about the affordability of items on Codashop	0.622**	Valid
Social Psychological Distance	The assessment of transacting at Codashop is the same as my perspective	0.800**	Valid
	I and other online game players are easily influenced by information on online game item promos at Codashop	0.342**	Invalid
	My perception may change if I get flash sale information on all online game items at Codashop	0.809**	Valid
	I might be familiar with someone who uses the Codashop platform as a place to transact game items online	0.590**	Valid

Variable	Indicator	CR	Description
Perceived Value	I benefit from buying online game items at Codashop according to my efforts	0.861**	Valid
	I find it saves a lot of time when buying game items online at Codashop	0.861**	Valid
	I have more to gain than to lose when transacting on Codashop	0.891**	Valid
	My perception improves after transacting game items online at Codashop	0.858**	Valid
	I really enjoy doing transactions at the game shop e-commerce Codashop	0.539**	Valid
	I have a good attitude towards Codashop	0.479**	Valid
	I find the services provided by Codashop beneficial	0.887**	Valid
Trust	I have trust in the products and services of Codashop	0.875**	Valid
	I feel that I can enjoy good products and services at Codashop	0.864**	Valid
	I believe in accountability and guarantee when transacting at Codashop	0.570**	Valid
	I feel safer and more secure when transacting at Codashop	0.528**	Valid
	Codashop provides transactions according to my expectations	0.883**	Valid

Variable	Indicator	CR	Description
Purchase Intention	I feel that there is a guarantee of satisfaction when transacting at Codashop	0.012**	Invalid
	I will recommend buying game items online at Codashop to my friends	0.850**	Valid
	I intend to buy a product or service on the game shop e-commerce Codashop	0.661**	Valid
	I like transacting at Codashop compared to other online game shop e-commerce	0.469**	Invalid
	I am willing to be a customer who will frequently transact at Codashop	0.692**	Valid
	I will prioritize transacting game items online at Codashop	0.421**	Invalid
	I will be a loyal customer of the game shop e-commerce Codashop	0.833**	Valid
	I'm interested in purchasing a product at the game shop e-commerce Codashop	0.832**	Valid

Source: Results of analysis from primary data sources

The validity test is passed by 30 indicators, which may be used as a large amount of research data. Using a reliability test to confirm the findings of the responses collected by the researcher while distributing a reliable questionnaire. If the Cronbach's Alpha value that occurs after testing shows more than 0.70, then the variable will be considered feasible.

Table 3: Reliability Test

No	Variable	Cronbach's Alpha	Description
1	Information Quality	0.897	Reliable

2	Social Psychological Distance	0.744	Reliable
3	Perceived Value	0.701	Reliable
4	Trust	0.707	Reliable
5	Purchase Intention	0.803	Reliable

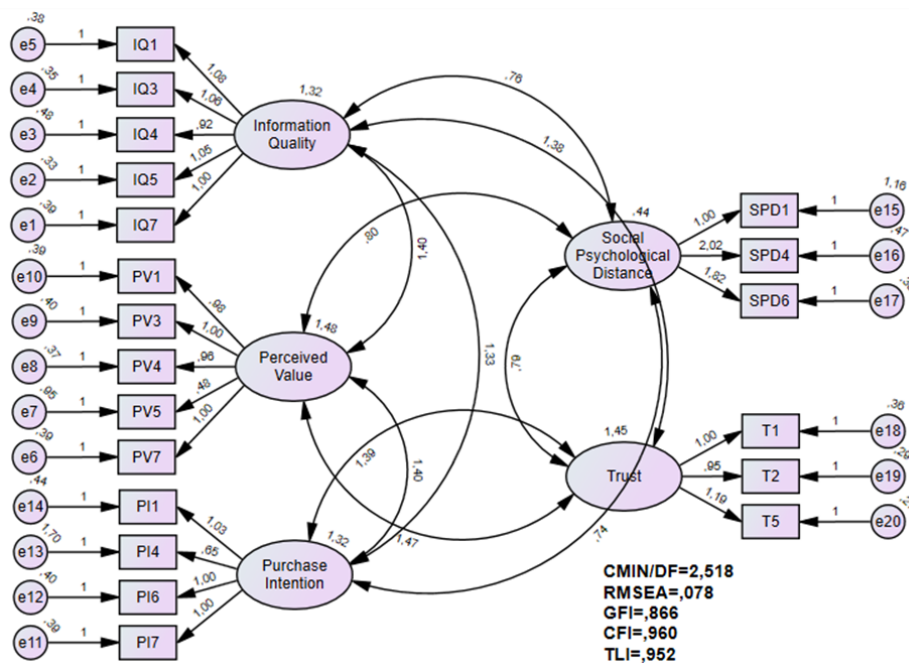
Source: Results of analysis from primary data sources

All research variables produce reliable findings. All variables can be used at a later stage.

Measurement Model Test

Researchers use AMOS 26 Graphics software to test measurement models or measurement tests. All research variables are connected with double-headed curved arrows ⁴¹.

Figure 2. Measurement Model Test



⁴¹ J F Hair and others, *Multivariate Data Analysis, Multivariate Data Analysis, Book*, 2019, LXXXVII.

Figure 2 shows that the data contains 19 indicators that have been deemed reliable because they produce a loading factor value ≥ 5 , and PI4 is an indicator of purchase intention that failed this test. This result was achieved after numerous instruments were eliminated whose values didn't match the criteria.

The Good of Fit test

This test was carried out with the AMOS 26 Graphics software. The purpose of this test is to determine how a latent variable that makes up the measurement model relates to other construct variables. Dependence on the structural model arises because the dependent variable in the relationship between variables can become the independent variable in the next relationship⁴⁰. The results showing the value of Goodness of Fit are as follows:

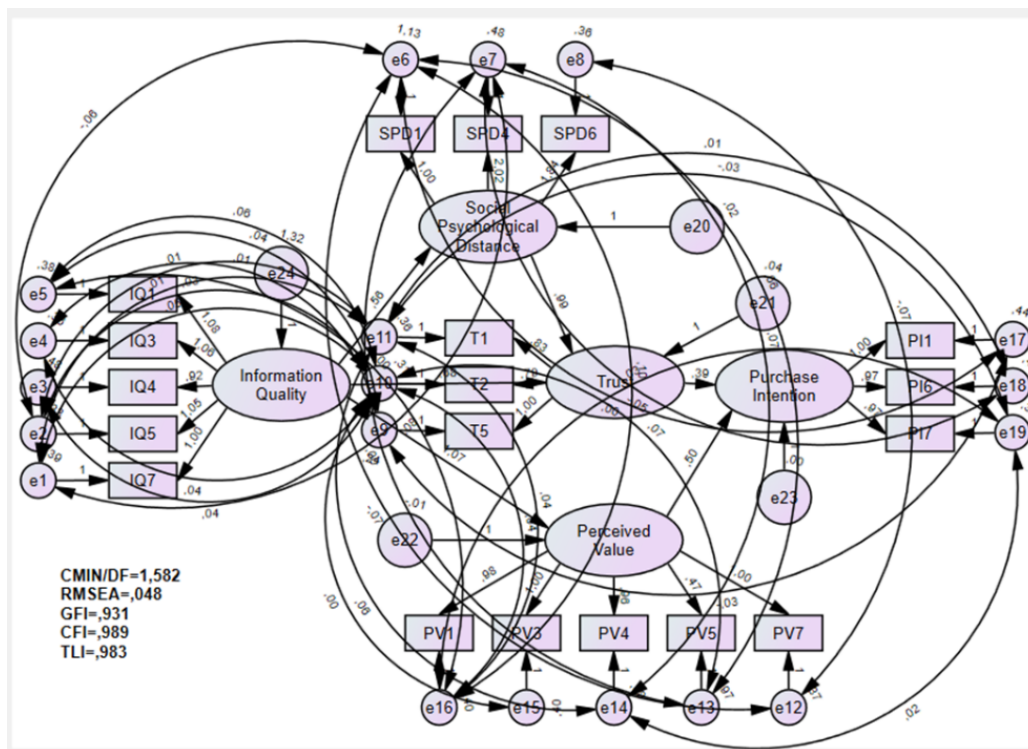


Figure 3. Structural Model Test

Table 4: Result Good of Fit

No	Index	Criteria	Result	Description
1	CMINDF	CMIN/DF ≤ 3	1.582	Good Fit
2	RMSEA	RMSEA ≤ 0.08	0.048	Good Fit

3	GFI	GFI 0.8 – 0.9	0.931	<i>Good fit</i>
4	TLI	TLI 0.8 – 0.9	0.989	<i>Good Fit</i>
5	CFI	CFI 0.8 – 0,9	0.983	<i>Good Fit</i>

Source: Results of analysis from primary data sources

Hypothesis test

Researchers use AMOS 26 graphics software for hypothesis testing. The probability values of the hypotheses were examined to standardize the value provisions for testing the research hypotheses. To establish if the hypothesis results are significant or not, the conventional evaluation of the probability value is p less than 0.1. In addition, the CR value must be found with a CR criterion of more than 1.645. If a hypothesis meets these criteria, the hypothesis is declared supported.

Table 5: Hypothesis test

Hypothesis	Path	Std. Estimation	CR	P	Std. Reg Weight	Description
H1a	IQ – SPD	0.565	9.056	***	0.981	H1a Terdukung
H1b	IQ – T	0.683	2.077	0.038	0.542	H1b Terdukung
H1c	IQ – PV	1.068	21.189	***	1.005	H1c Terdukung
H2	SPD – T	0.991	1.697	0.090	0.452	H2 Terdukung
H3	PV – PI	0.504	1.827	0.068	0.521	H3 Terdukung
H4	T – PI	0.395	1.683	0.092	0.484	H4 Terdukung

Source: Results of analysis from primary data sources

The standardized estimate value in Figure 2 shows the degree to which factors in this study have an impact on the suppositional connection. There are 6 hypotheses—H1a, H1b, H1c, H2, H4, and H3—showing a positive and significant relationship. The conclusion is that all the hypotheses this research includes identified as significant.

Information Quality's Effect on Social Psychological Distance

The p-value that is owned by the connection between information quality and social psychological distance is 0.000. This value proves that information quality has a considerable favorable impact on social psychological distance. This supports previous research that there is a dependence on how far the consumer's relationship with the provider of information about a brand or product, the information quality can change the way consumers see brands and products²⁴. This also supports previous research that the information quality greatly benefits consumers when shopping online, if relevant information is provided by people who are close to customers, then their perception of a product will be better and increase their purchase intention. It is obvious that the information quality greatly impacted the social psychological distance.

The good information quality is information that can be useful and help consumers. One aspect of information quality is how complete the information is. Information related to offers or price promos for online game items with sufficient completeness that is distributed by official digital marketers Codashop is a way to attract the attention of many consumers, with the trust that has been instilled by consumers in Codashop digital marketers and complete information, can make consumers interested and affected by game item promos at Codashop. The researcher concluded that the more often the informant provides good information quality to the recipient of the information, between the two people, there will be a growing social psychological distance.

Information Quality's Effect on Trust

The p-value that is owned by the connection between trust and information quality is 0.038. According to this value, trust is significantly positively impacted by the information quality. This confirms earlier study showing how crucial it is for companies and others who market dietary supplements to gain and keep customers' trust by giving them access to the good information quality²⁶. It also supports previous research that the mediating emotional and cognitive components of trust is supported by empirical and theoretical evidence, to explain consumer behavior and levels of online doctors. The research's findings clarify that the presence of new technology and features in the online doctor evaluation platform is needed to improve the information quality and consistency between sender and recipient²⁷. It is evident that the information quality has a substantial impact on trust.

Consumers will feel able to trust the game shop e-commerce Codashop if what Codashop informs is in accordance with consumer expectations. Information obtained through reviews and ratings of consumers who have transacted is relevant information, where the information comes directly from consumers who have experienced the value of Codashop products. If the quality of reliable Information may boost customer trust, then consumers believe in accountability and guarantees that Codashop will pay attention to and provide. The researcher concludes that the better the information quality and the

alignment with the output that consumers receive, the consumer's trust in the game shop e-commerce Codashop will also increase.

Information Quality's Effect on Perceived Value

The p-value that is information quality's effect on perceived value owned by the connection between perceived value and information quality is 0.000. According to this value, trust is significantly impacted favorably by information quality. This supports previous research that both features have a considerable influence, with the same intensity, on perceived value. Therefore, the results of earlier research are expanded upon in this study to the social online business context²⁸. It also supports previous research that values adoption methods focus on consumers' understanding of costs and benefits, and ways to boost perceived value with mobile purchasing applications. The best value antecedent is savings, followed by information quality and service quality²⁹. It is evident that the Perceived value is strongly impacted by information quality

The information quality also depends on timeliness. The timely dissemination of information related to discounted online game items at Codashop to consumers is also a matter of considerable concern. Consumers will feel happy and comfortable at the game shop e-commerce Codashop if the information related to online game item top-up vouchers they receive is relevant or accurate to what is being promoted by Codashop. The accuracy of the information can also increase the good perception of Codashop. The researcher concludes that the consumer's perceived value will increase if the information quality is getting better.

Social Psychological Distance's Effects on Trust

The relationship between trust and social psychological distance has a p-value of 0.090. This finding shows that social psychological distance has a considerable beneficial effect on trust. This confirms earlier studies that found there would be various advantageous effects³⁰ if the social distance between consumers and influencers decreased. This corroborates other studies that showed social psychological distance had a strong positive effect on trust. Social psychological distance has a favorable and strong influence on the trust variable³¹. It is clear that trust is significantly impacted by social and psychological distance.

Social psychological distance of individuals towards other individuals greatly affects trust. If there are problems and errors in the Codashop system both during transactions and after transactions, Codashop digital marketers provide customer support features, where customer support is a feature that can interact directly with Codashop, this can increase consumer satisfaction guarantees for e-commerce Codashop because, with the interaction on the part of Codashop, consumer trust in Codashop is getting better. The researcher concludes that if the social psychological distance gets closer, then consumer trust will also increase.

Perceived Value's Effect on Purchase Intention

The p-value that is owned by the connection between information qualities and perceived value is 0.068. This result demonstrates that perceived value strongly impacted to purchase intention's consumer. This supports previous research that

perceived value influences purchase intention positively and perceived value also includes the antecedents of purchase intention³². These findings also corroborate earlier studies showing that the buyer's perceived value after purchasing an item or service is the main factor influencing consumer purchase intention³³. It can be concluded that purchase intention is significantly influenced by perceived value.

Enhancing consumer views of the goods and services offered by the game shop e-commerce Codashop can generate consumer interest in repurchasing the products that have been purchased. Interest in buying again will increase if the perceived value of the consumer is considered good, this implies that the perception of the consumer of the services and goods provided at the game shop e-commerce Codashop is very good and in line with consumer expectations. The researcher concluded that a consumer's purchasing intention increases with how well they perceive the value.

Trust's Effect on Purchase Intention

The p-value that is owned by the connection between trust and purchase intention is 0.092. This result shows that trust in purchase intention has a very favorable impact. This also supports previous research that identified consumer trust as the main factor driving consumer purchase intentions. Researchers also found that these three components also function as a good way to increase consumer trust, reduce doubts and risks associated with purchases, and ultimately increase consumer purchase intention³⁴. This also supports previous research that online reviews about food can affect trust, so that views of trust are significantly moderated. This serves as an arbitrator between the likelihood of purchase intention and online reviews and photographs of food³⁵. The brand will be chosen by more affluent people to increase their trust and social acceptance, which will influence emotional connections and purchase intentions in a consumer pool³⁶. In addition, this also confirms earlier studies showing that trust dan purchase intention are positively impacted by green perceived value (GPV), this further validates earlier findings, purchase intention has a positive impact on trust³⁷. It can be concluded that purchase intention is significantly influenced by trust.

when customers trusted the goods and services at Codashop, in addition to gaining customer loyalty to Codashop e-commerce, consumers will also distribute information that can increase the level of purchase of these products at Codashop. Consumers, in general and openly will tell other consumers that the same product they want and is proven to be trustworthy is only available at Codashop. Therefore, trust is the main thing to stimulate consumers' purchase intentions. It can be concluded that consumer purchase intention will grow if customers' trust in a product increases.

CONCLUSION

Several conclusions can be summarized, according to the analysis and discussion of research's 249 respondents' findings, namely maintaining the information quality to consumers in order to be able to maintain a closer social psychological distance between Codashop and consumer. The distribution of good quality information helps Codashop in assuring consumer trust. These results help Codashop to increase consumer perceived value by distributing accurate and timely information. The higher consumer opinion of Codashop, more advanced level of customer trust in the game shop e-commerce Codashop. These results can help Codashop to improve services and products so that

consumers get the perceived benefits and generate other consumers' purchase intentions for products at Codashop. Consumer trust is the main thing to be able to influence consumer purchase intentions to continue to increase.

According to the results of this study, it can be identified that contribute to the application of framing theory to the information quality on purchase intentions in game shop e-commerce, it is verifiable that more advanced level of the information quality distributed to consumers, more advanced the chances of consumer purchase intention arising in a product that can improve the percentage of sellers in game shop e-commerce. This needs to be known by the manager of game shop e-commerce company to improve company development that distributing information with a high level of information quality can build good consumer perceptions of game shop e-commerce and increase the percentage of consumer purchase intentions. Based on the empirical evidence of this research, the social psychological distance between business people and consumers and the value that consumers feel in the products and services marketed by business people can easily influence consumer trust and consumer purchase intentions. Consumers will have the purchase intention products at the game shop e-commerce if their perception is directly proportional to the perceived value obtained, then the consumer's trust arises in the game shop e-commerce product. In addition, maintaining the information quality is the most important thing to gain consumer trust.

Future studies are anticipated to be able to establish the object of research by considering contemporary aspects and something that does not have a bankruptcy period. One example of an industry that causes FOMO behavior is the entertainment industry, such as concert ticket sales which is an industry that is unlikely to face bankruptcy for at least a long time. This research provides insight to game shop e-commerce industry managers to generate consumer purchase intentions in the digital business. What company managers can do is do creative and innovative marketing that is spread on social media. Therefore, Tiktok social media is the right promotional medium for spreading information regarding discounts and promotions organized by game shop e-commerce companies. Endorsement is a fairly effective way of marketing online products on social media and to trigger positive consumer perceptions of the products offered after viewing the content. Paying attention is required to the selection of content creators in endorsement, in game shop e-commerce companies, it can be better if the content creator owns and understands the products to be marketed. Game shop e-commerce companies add two-way communication features, where the game shop e-commerce and consumers can give each other feedback or questions and responses from the game shop e-commerce. Good communication services can be seen from how the game shop e-commerce responds to both positive and negative comments from consumers.

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