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# The Influence of Information Quality and Online Recommendations on Impulsive Buying Decision Through E- Trust in Social E-Commerce

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# Introduction

E-commerce and social media integration have significantly transformed consumer shopping behavior.

The shift has led to an increase in unplanned or impulsive purchases among online shoppers.

In Indonesia, online shopping is widespread:

- 59% of internet users shop online weekly.
- 51% admit to making impulsive purchases (We Are Social, 2024; Populix, 2023).

Social commerce, the fusion of e-commerce and social interaction, creates a shopping environment influenced by:

- Peer influence
- Social proof (reviews, ratings, endorsements)
- Trust in online platforms and communities

Most prior studies focus on emotional or hedonic factors driving impulsive buying.

However, limited research has examined cognitive mechanisms, particularly:

- How information quality and online recommendations enhance e-trust.
- How e-trust subsequently leads to impulsive buying behavior.

This research gap is especially relevant in emerging markets like Indonesia, where digital trust and social commerce adoption are still developing.



# Research Objectives

## Theoretical Framework

- The study is grounded in the Stimulus–Organism–Response (S-O-R) framework:
  - Stimuli (S): Information Quality & Online Recommendations
  - Organism (O): E-Trust as a cognitive evaluation mechanism
  - Response (R): Impulsive Buying Decision

The framework explains how external informational and social stimuli trigger internal trust mechanisms, leading to spontaneous purchasing behavior.

01

To examine how information quality and online recommendations influence e-trust in social e-commerce.

02

To analyze the impact of e-trust on impulsive buying decisions.  
To test the mediating role of e-trust between:

- Information quality and impulsive buying.
- Online recommendations and impulsive buying.

03

To provide empirical evidence from Indonesia, contributing to the understanding of digital consumer behavior in emerging markets.

# Research Methodology

01

## Research Design

- The study uses a quantitative explanatory research design.
- It aims to test causal relationships among information quality, online recommendations, e-trust, and impulsive buying decisions.

02

## Population and Sample

- Population: 85,854 Universitas Pendidikan Indonesia (UPI) students.
- Sample: 120 purposively selected respondents (aged  $\geq 17$  years) who had purchased products via Shopee, TikTok Shop, Tokopedia, Lazada, or Instagram in the past six months.

03

## Data Collection and Measurement

- Data were collected using an online questionnaire (Google Form).
- Measurement scale: 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

04

## Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0.

All constructs met the reliability and validity criteria:

- Cronbach's Alpha  $> 0.70$
- Composite Reliability  $> 0.70$
- Average Variance Extracted (AVE)  $> 0.50$



# Research Results

## Respondent Profile

- Total respondents: 120 university students.
- Gender: 88% female, 12% male.
- Age: Majority aged 17–25 years (83%).
- Education level: 97% undergraduate students.
- Monthly income: 62% earn below Rp 2,000,000.
- E-commerce experience:
- 99% have used Shopee.
- 76% have shopped more than five times online.
- Most purchased impulsive products: Cosmetics and skincare (66%).
- Typical spending per transaction: Rp 101,000–250,000 (49%).

**Table 1. Construct Reliability and Validity**

	Cronbach's Alpha	Rho-A	Composite Reliability	Average Variance Extracted (AVE)
ET	0.801	0.818	0.869	0.624
IBD	0.871	0.887	0.901	0.603
IQ	0.808	0.816	0.874	0.634
OR	0.778	0.782	0.871	0.692

(Source: Author's work)

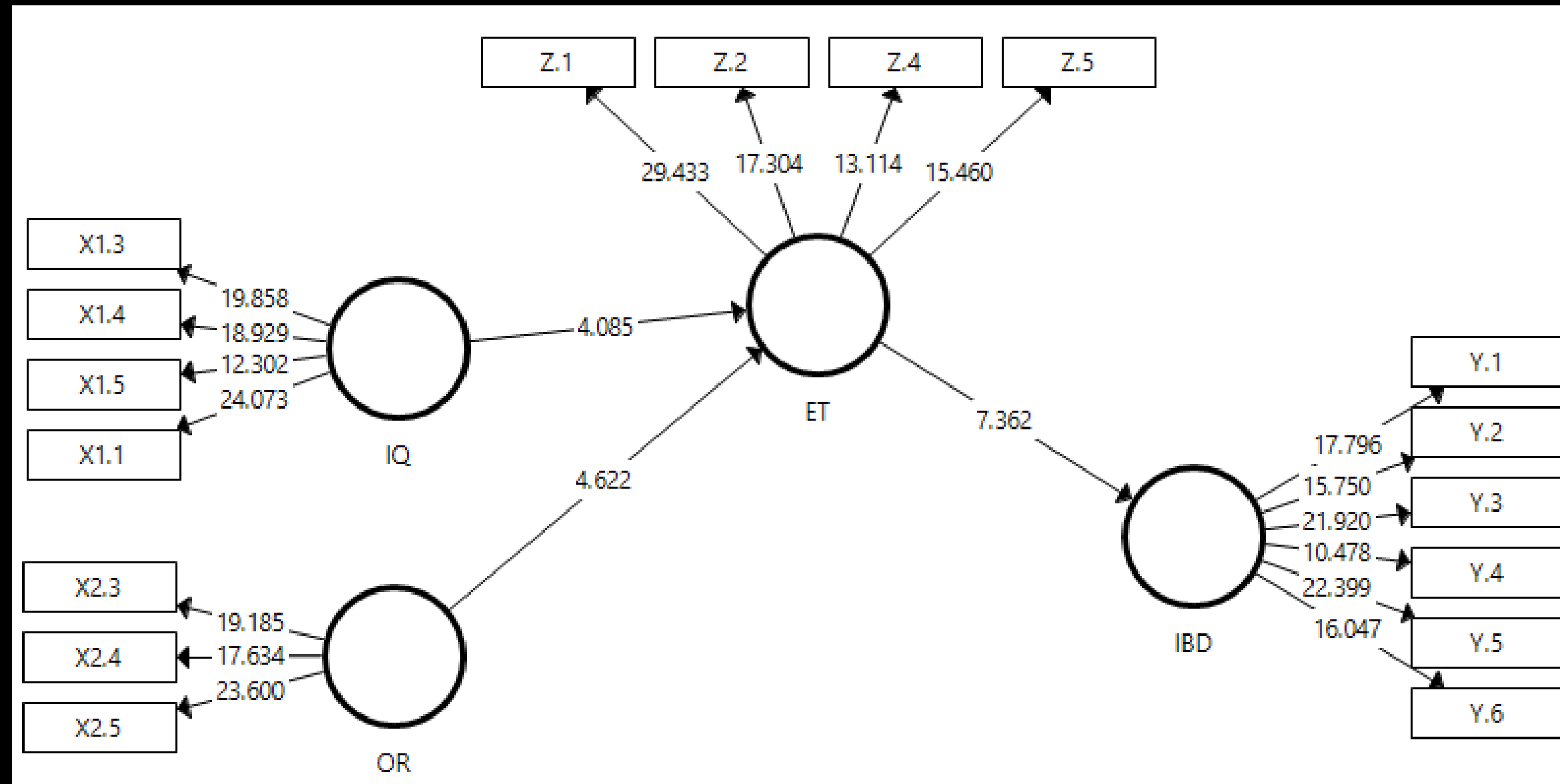
## Measurement Model Results

All constructs demonstrated strong reliability and validity:

- Outer loadings  $> 0.70$  → good convergent validity.
- Average Variance Extracted (AVE)  $> 0.50$  → valid constructs.
- Cronbach's Alpha & Composite Reliability  $> 0.70$  → consistent measurement.
- Fornell–Larcker criterion satisfied → strong discriminant validity.

## Structural Model Results

- $R^2$  for E-Trust: 0.442 → Information quality and online recommendations explain 44.2% of e-trust variance.
- $R^2$  for Impulsive Buying Decision: 0.205 → E-trust explains 20.5% of impulsive buying variance.
- All path coefficients are positive and significant ( $p < 0.05$ ).



# Overall Findings

- All five hypotheses (H1–H5) are supported ( $p < 0.05$ ).
- The model shows strong explanatory power with significant positive relationships among all variables.
- Information quality and online recommendations serve as key cognitive and social cues influencing e-trust and impulsive buying.
- E-trust fully mediates the effect of both antecedents, confirming its role as a core cognitive mechanism in social e-commerce behavior.

Table 2. Hypothesis Testing Results

	Path Coefficient ( $\beta$ )	T Statistics ( O /STDEV)	P Values	Hypothesis
H1: IQ - ET	0.354	4.085	<0.001**	Supported
H2: OR - ET	0.413	4.622	<0.001**	Supported
H3: ET - IBD	0.453	7.362	<0.001**	Supported
H4: IQ - ET - IBD	0.161	3.257	0.001**	Supported
H5: OR - ET - IBD	0.187	3.626	<0.001**	Supported

\*Significant at  $p < 0.05$ ; \*\*Significant at  $p < 0.001$ . All hypotheses were supported at the 0.05 significance level

## H1 – INFORMATION QUALITY → E-TRUST

- High-quality, accurate, and complete information reduces uncertainty and enhances trust.
- Confirms that cognitive cues play a vital role in forming e-trust.
- Supported by Al-kfairy et al. (2024).
- Reflects Stimulus (S) in the S–O–R model, triggering internal trust (Organism, O).

## H2 – ONLINE RECOMMENDATIONS → E-TRUST

- User reviews, ratings, and influencer endorsements significantly build e-trust.
- Consumers depend on social proof to validate product reliability.
- Supported by Ampadu et al. (2022)
- Represents social stimuli that reinforce trust formation in social commerce.

## H3 – E-TRUST → IMPULSIVE BUYING DECISION

- Strong e-trust leads to lower cognitive risk and higher emotional comfort.
- Trust encourages spontaneous or unplanned purchases.
- Consistent with Hong & Anh (2023), Sanapang et al. (2024) and Chen et al. (2020).
- Reflects Organism (trust) → Response (impulsive buying) in the S–O–R model.

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#### H4 – INFORMATION QUALITY → E-TRUST → IMPULSIVE BUYING

- E-trust fully mediates this relationship.
- Consumers rely on credible product information to build trust, which then triggers impulsive actions.
- Supports Hajli (2020), Attar et al. (2021), Sanapang et al. (2024) on trust as a cognitive bridge between information and behavior.

#### H5 – ONLINE RECOMMENDATIONS → E-TRUST → IMPULSIVE BUYING

- E-trust also fully mediates this relationship.
- Authentic peer and influencer recommendations enhance trust and drive impulsive purchases.
- Supported by Sanapang et al. (2024) and Lu et al. (2016).
- Confirms that social proof → trust → impulsive buying is a valid behavioral pathway.

# Conclusion

- Information quality and online recommendations jointly enhance consumer e-trust.
- Increased e-trust subsequently stimulates impulsive buying decisions in social e-commerce.
- Confirms that e-trust acts as a key mediating mechanism, transforming:
  - Cognitive stimuli (information quality) and
  - Social stimuli (online recommendations)
  - into spontaneous purchasing responses.
- Findings are consistent with the Stimulus–Organism–Response (S–O–R) model, where trust functions as the internal organism (O) linking external stimuli (S) to behavioral response (R).

## Theoretical Implications

- Integrates information credibility and social proof cues within a trust-based decision model.
- Contributes new empirical evidence on how digital trust mechanisms operate in Indonesia's social e-commerce environment.

## Practical Implications

- Highlights the importance of:
- Providing accurate and transparent product information.
- Promoting authentic and reliable online recommendations.
- Encourages marketers to strengthen consumer trust to drive responsible impulsive buying behavior.

## Future Research Directions

- Future studies should explore emotional or situational factors such as:
- Live-streaming intensity
- Aim to develop a more comprehensive understanding of impulsive buying behavior in social commerce (S-commerce) settings.

# THANK YOU

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