

## **Influence Of Digital Media Advertising, Information Quality And Reliance In Purchase Decisions On The Site E-Commerce Opens A Site In Batam**

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### **ABSTRACT**

Indonesian society is increasingly showing a growing interest in the use of online shopping to fulfill their needs and desires, supported by the fact that people now have sufficient understanding and habits regarding the online shopping process. The aim of this research is to determine whether digital media advertising, information quality, and trust have an influence on purchasing decisions. This study uses primary data to prove the hypothesis, collecting data through distributed questionnaires. The population in this research is the community of Batam City with a sample of 100 respondents. The data analysis method employed in this study includes quantitative analysis, descriptive statistical tests, data quality tests, classical assumption tests, influence tests, and hypothesis tests processed using SPSS 27.0 software. Partially, the results of this research indicate that information quality and trust have a positive and significant influence on purchasing decisions, while digital media advertising does not have a significant impact on purchasing decisions. Simultaneously, the research results show that the variables of product design, advertising creativity, and trust have a positive and significant influence on purchasing decisions.

**Keywords:** Digital Media Advertising; Information Quality; Purchase Decision; Trust

## PENDAHULUAN

Indonesian society is increasingly show increased interest \_ to use use online shopping fulfil needs and desires they in the current digital era This . Phenomenon This triggered by development internet users and digital infrastructure , where society now own sufficient understanding and habits \_ towards the online shopping process . Always open stalls give attention special in empowering MSMEs in Indonesia. If one the largest e-commerce player in Indonesia wants compete with other e-commerce players such as Buka Lapak, Tokopedia, Lazada, and Blibli.com, then must own mature plan . \_ In the first quarter of 2023 from January to March, 18.1 million open websites is at the lowest level from 4 other E-commerce . Rating Buka Lapak took first place , receiving an average of 157.9 million visit per visit month this , in fact significant outperform its competitors . In the same period , the Tokopedia website received an average of 117 million visits visits per month , Lazada website 83.2 million , BliBli website 25.4 million .

The more development technology , then activity Marketing also increases advanced . Activity marketing No will escape from success something company , one activity marketing carried out company is advertisement . “ *Digital media advertising is one of the factors that can reach and increase consumer buying interest through digital platforms. The more accurate and quality the advertising information provided, the higher the consumer confidence in purchasing the product*” This means that advertising in digital media is one of them possible factors \_ motivate and motivate consumer For do purchase via digital platforms. The more accurate and quality information given advertising , then \_ the more there is also great trust consumer moment buy something product (Sianturi & Faris, 2022: 48) .

In online transactions , quality information become base important determinant \_ succeed whether or not there will be an online shopping site in the future . When \_ online transactions , buyers No see and hold product certain in a way straight away , so seller need build level high trust \_ to buyer with give useful and relevant information . \_ (Yuvendri, 2020: 404) . Complete and honest information is very important in do sell buy on the selling site buy online. This matter because quality mentioned products \_ low , sellers and buyers No met and traded products \_ only limited photos posted on website pages .

Trust also becomes factor important in decision online purchases . Online transactions involve information that is certain and not sure , so mutual feeling is needed believe between seller and buyer . If an e-commerce business wants success , then company must capable instill a sense of trust in consumers or candidate consumer . Trust is most important criteria in determine is the website offering online shop or seller online shops can trusted (Amin et al., 2020: 80) .

## THEORETICAL STUDY

### Digital Media Advertisements

According to Bagaskara et al., (2021: 392) Digital Media in business is means communication businesses that use it benefit online activities . Digital Advertising or *Digital Advertising* is marketing carried out A company or brand for promote product or his services purposeful use of digital media or the internet For reach consumer or candidate consumer in a way faster and more wide . There are indicators digital media advertising on research This according to (Zufaldi et al., 2019: 382) that is :

1. Interest when watching advertisement
2. Uniqueness advertisement
3. Advertisement informative
4. Clarity advertisement

### Quality Information

Raymond McLeod in (Ismawati, 2020: 55) , stated that Information is results from data processing becomes something a form that has meaning for receptive and useful in the retrieval process decision , good at the moment This nor in the future . According to Selly (2022: 2) quality information is A information presented by the seller to buyer To use For clarify and emphasize details shop nor product . There are also indicators from quality information according to Suparwo & Rahmadewi (2021: 5254-5255) are :

- 1 . Accurate (*Accurate*)
2. Exactly time (*Time Lines*)
3. Relevant (*Relevance*)

### Trust

According to (Sarjita, 2020: 70) Consumers who feel comfortable and trusting something product own more tendencies \_ low For switch or replace it with product brand other . In implementing e-commerce, trust become element main in form relation solid customers \_ (Dzaki & Zuliastiana, 2022: 127) . Indicator from trust according to (Rizkiawan, 2020: 69) there are 3 indicators trust that is :

1. Security
2. Privacy
3. *Trustworthiness*

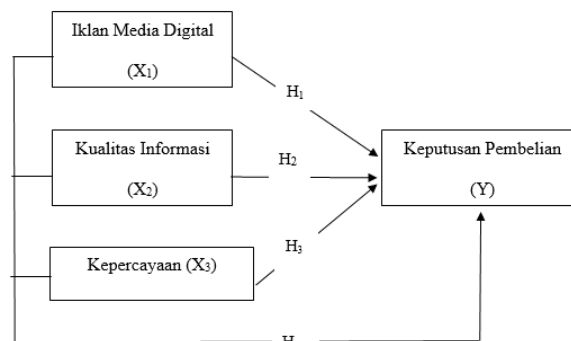
### Purchase Decision

Purchase decision is Election For buy something product based on information about superiority product the compared to with product others , by design For create experience pleasant so that push somebody For do decision purchase (Utama et al., 2020: 134) . Purchasing decisions are also a something involving decisions \_ election action from various option , with objective reach target or desired goal \_ (Wasiman, 2023: 2) Indicator decision purchase according to (Maryati & M. Khoiri, 2022: 545) :

1. Continuity product
2. Habit shop
3. Advice from others
4. Purchase repeat

### Framework Thinking

Framework draft from study can seen in Figure 1 below This :



**Figure 1. Framework Thinking**  
( Source : Research Data , 2023)

**Hypothesis**

Hypothesis compiled by researchers like following :

H<sub>1</sub> : Digital Media Advertising influential in a way Partial on Purchasing Decisions on the Buka Lapak *e-commerce site in Batam*

H<sub>2</sub> : Quality Information influential in a way Partial on Purchasing Decisions on the Buka Lapak *e-commerce site in Batam*

H<sub>3</sub> : Trust influential in a way Partial on Purchasing Decisions on the Buka Lapak *e-commerce site in Batam*

H<sub>4</sub> : Digital Media Advertising , Quality Information , and Trust influential in a way simultaneous on Purchasing Decisions on the Buka Lapak *e-commerce site in Batam*

**RESEARCH METHODS**

In research This is the method used is approach quantitative with approach descriptive . Approach quantitative This rooted in philosophy positivism , where data is collected through survey to sample or population certain . Survey tools and statistical data analysis used in approach quantitative this , which is designed For overcome assumption certain . According to (Sugiyono, 2016) Study This is replication from studies before , which means is duplication study previously with adjustments to the period observations , variables , and objects study . There is difference between study previous and research This related with forever period observations and subjects studied Internal objects \_ study This is the people of Batam City who use the Buka Lapak site or website, population Bukalapak users in City Batam no can is known with Certain . Determination technique big sample For amount a population that does not known , research This use it formula Lameshow . Based on results calculation big sample is 96.04 however rounded to 100 respondents . Data sources used in study This is primary data where the source obtained direct from sources and secondary data where is the data obtained ? No direct or through intermediary . Study This do data collection with method spread questionnaire .

**RESULTS AND DISCUSSION**

Validity Test Results

Following This is data validity test results :

**Table 1.** Validity Test Results Against 100 Respondents

Variable	Items	r Count	r Table	Information		
Digital Media Advertising (X <sub>1</sub> )	X1.1	0.842				
	X1.3	0.851	0.196	Valid		
	X1.4	0.867				
	X1.5	0.868				
	X1.6	0.871				
	X1.7	0.839				
	X1.8	0.768				
	Information Quality (X <sub>2</sub> )	X2.1			0.890	
X2.2		0.879			0.196	Valid
X2.3		0.839				
X2.4		0.868				
X2.5		0.866				
X2.6		0.881				
Trust (X <sub>3</sub> )	X3.1	0.831				
	X3.2	0.878	0.196	Valid		
	X3.3	0.893				
	X3.4	0.882				

	X3.5	0.812		
	X3.6	0.775		
Keputusan Pembelian (Y)	Y1	0.828		
	Y2	0.728		
	Y3	0.836		
	Y4	0.852		
	Y5	0.809		
	Y6	0.856		
	Y7	0.875	0.196	Valid
	Y8	0.595		

(Source : SPSS Data Processing Results 27, 2023)

Based on test results in table 1.1, r table found acquisition whole statement each the variable that r count more big rather than r table , inferred the entire question item classified as valid

### Reliability Test Results

Reliability test results can seen in the table under This :

**Table 2. Reliability Test Results Against 100 Respondents**

Item (Variable)	Cronbach's Alpha	N of items	Information
Digital Media Advertising (X <sub>1</sub> )	0.938	8	Reliable
Information Quality (X <sub>2</sub> )	0.934	6	Reliable
Trust (X <sub>3</sub> )	0.920	6	Reliable
Purchase Decision (Y)	0.917	8	Reliable

(Source : SPSS Data Processing Results 27, 2023)

In accordance with results testing above , concluded that every variable obtain Cronbach Alpha value exceeds 0.60. So you can stated all over variable in study This is reliable.

### Normality Test Results

In research This is a normality test will done with method *One –Sample Kolmogorov-Smirnov*

**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residuals
N			100
Normal Parameters <sup>a, b</sup>	Mean		.0000000
	Std. Deviation		1.58442674
Most Extreme Differences	Absolute		.086
	Positive		.061
	Negative		-.086
Test Statistic			.086
Asymp. Sig. (2-tailed) <sup>c</sup>			.068
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		.067
	99% Confidence Interval	Lower Bound	.061
		Upper Bound	.074

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 215962969.

(Source : SPSS Data Processing Results 27, 2023)

Based on Table 3 , *Kolmogorov Smirnov test* performed find percentage above 5 % or 0.05 then the data including normally distributed because results *Asymp . Sig* is  $0.068 > 0.05$ .

**Multicollinearity Test Results**

Multicollinearity test use VIF value and value *Tolerance*

**Table 4.** Multicollinearity Test Results

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	4,087	,984		4,152	,001		
	Digital Media Advertising Information Quality Trust	,044	,066	-.050	,731	,466	,244	4,090
		,576	,066	,563	8,745	,001	,275	3,636
		,621	,078	,483	7,979	,001	,311	3,213

a. Dependent Variable: Purchase Decision

( Source : SPSS Data Processing Results 27, 2023)

Based on Table 4 for VIF value of each variable is  $< 0.10$  and the Tolerance value for each variable is  $> 0.10$ . So you can concluded that mark on No own symptom multicollinearity .

**Heteroscedasticity Test Results**

Heteroscedasticity Test using the Glejser test , if sig value  $> 0.05$  then No experience heteroscedasticity .

**Table 5.** Heteroscedasticity Test Results

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1,315	,618		2,129	,036
	Digital Media Advertising Information Quality Trust	.014	,043	.073	,329	,743
		-.084	,049	-.366	-1,716	,089
		,059	,052	,218	1,127	,263

a. Dependent Variable: ABS\_RES

(Source : SPSS Data Processing Results 27, 2023)

Based on Table 5, heteroscedasticity test results show that sig value .  $> 0.05$  which means the test above No experience symptom heteroscedasticity .

**Analysis Test Results Multiple linear regression**

**Table 6.** Analysis Test Results Multiple linear regression

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized		Standardized		
		B	Std. Error	Beta		
1	(Constant)	4,087	,984		4,152	,001
	Digital Media Advertising	-.044	,061	,050	-.731	,466
	Information Quality	,576	,066	,563	8,745	,001
	Trust	,621	,078	,483	7,979	,001

a. Dependent Variable: Purchase Decision

(Source : SPSS Data Processing Results 27, 2023)

Based on table 6 above , obtained equality multiple linear regression as following :

$$Y = 4,087 + 0,044.X1 + 0,576.X2 + 0,621.X3 + e$$

From Eq that , then multiple linear regression test results can explained as following :

1. The a value of 4.087 indicates constant or conditions in which variables decision purchase No influenced by variables lai , like variable Digital Media Advertising (X1), Quality Information (X2), and Trust (X3). When variable independent No present , variable decision purchase still No changed .
2. Variable Digital Media Advertising (X1) has coefficient regression of 0.044. This means , with maintain mark variable independent others , every 1 point increase or 1% on variables Digital Media Advertising will increase decision purchase by 0.4%. Coefficient positive on the variable Digital Media Advertising shows connection positive with variable decision purchase , which means enhancement in Digital Media Advertising can increase decision purchase .
3. Variable Quality Information (X2) has coefficient regression of 0.576. That is , with maintain mark variable independent others , every 1 point increase or 1% on variables Quality Information will increase decision purchase amounting to 57.6%. Coefficient positive on the variable Quality Information show connection positive with variable decision purchase , which means enhancement in quality and power pull information can increase decision purchase
4. Variable Trust (X3) has coefficient regression of 0.621. This means , with maintain mark variable independent others , every 1 point increase or 1% on variables Trust will increase decision purchase amounting to 62.1%. Coefficient positive on the variable Trust show connection positive with variable decision purchase , which means enhancement in level trust can increase decision purchase

**Coefficient Test Results Determination**

**Table 7.** Coefficient of Determination Test Results

Model	R	Model Summary <sup>b</sup>		Std. Error of the Estimate
		R Square	Adjusted R Square	
1	,944 <sub>a</sub>	891	,887	1,609

a. Predictors: (Constant), Trust, Information Quality , Digital Media Advertising  
 b. Dependent Variable: Purchase Decision

(Source : SPSS Data Processing Results 27, 2023)

Obtained mark coefficient determination or R Square of 0.891, which indicates that about 88.7% of variation in variable decision purchase can explained by influence variable Digital Media Advertising , Quality Information , and Trust in the regression model . Temporary that's, percentage the rest influenced by other variables that are not researched in study This .

**T Test Results**

**Table 8.** T Test Results

Model	Coefficients <sup>a</sup>		
		t	Sig.
1	(Constant)	4,152	,001
	Digital media advertising	,731	,466
	Information quality	8,745	,001
	Trust	7,979	,001

a. Dependent Variable: Purchase Decision

(Source : SPSS Data Processing Results 27, 2023)

Based on the data in Table 8, it is known that t table value is 1,985, calculated use formula degrees freedom . The test results show that on the variable Digital Media Advertising (X1), the t value is 0.731, which is less of 1,985, with mark significance of 0.466 which is more big from 0.05. With So , you can concluded that variable Digital Media Advertising does not own influence positive and significant in a way Partial to decision purchase . On variables Quality Information (X2), t value of 8.745, exceeding 1.985, and value the significance of 0.001 is less from 0.05.

Therefore \_ that , you can concluded that Quality Information influential positive and significant in a way Partial to decision purchase . Meanwhile for variables Trust (X3), t value of 7.979, exceeds 1.985, and value the significance of 0.001 is less of 0.05, concluded that variable Trust influential positive and significant in a way Partial to decision purchase .



## F Test Results

**Table 9.** F Test Results

Model	ANOVA <sup>a</sup>			F	Sig.
	Sum of Squares	df	Mean Square		
1 Regression	2022,830	3	674,277	260,453	.001 <sub>b</sub>
Residual	248,530	96	2,589		
Total	2271.360	99			

a. Dependent Variable: Purchase Decision  
 b. Predictors: (Constant), Trust, Information Quality, Digital Media Advertising

(Source : SPSS Data Processing Results 27, 2023)

Based on table 9, obtained calculated f value amounting to 260,453 and value significance 0.001. Because f counts more big from table (2.70) and value significance more low from alpha value 0.05, can concluded that variable digital media advertising , quality information , and trust own influence positive and significant in a way together to decision purchase .

## Discussion

Based on t test results , concluded that variable Digital Media Advertising (X1) does not own influence positive and significant in a way Partial to Purchase Decision variable (Y), because calculated t value  $0.731 < t$  table 1.985 and value The significance is 0.466, so H1 is rejected . Otherwise , variable Quality Information (X2) and Trust (X3) are proven own influence positive and significant in a way Partial to Purchase Decision variable (Y), with The calculated t values are respectively 8.745 and 7.979 which is more big from the t table 1.985, as well mark significance is 0.001 in both , so H2 and H3 are accepted . The f test results show that in a way simultaneous , variable Digital Media Advertising (X1), Quality Information (X2), and Trust (X3) have influence significant on Purchasing Decisions (Y), with calculated f value 260.453  $> 2.70$  and value significance is 0.001, so H4 is accepted . Influence Digital media advertising on purchasing decisions .

## Implications of Research Results

Based on results research , implications in a way theoretical and practical can outlined as following :

### 1. Implications Theoretical

From perspective theoretical , findings show that variable digital media advertising does not give significant influence \_ to decision purchase . This matter caused by facts that ads that are unique and displayed on digital media are not become factor main in the retrieval process decision purchase to something product . Otherwise , variable quality information and trust own significant impact \_ to decision purchase . This matter show that provision accurate and clear information by the company to consumers , as well ability company in creating a sense of security and trust , can become pusher for consumer For make decision purchase .

### 2. Implications Practical

Findings from study This give contribution practical with give information and insight to company . With know that digital media advertising is not factor main in decision purchasing, company can allocate source Power they For improve digital media advertising

strategy , improve quality information provided , and strengthened element trust in operational they . With do improvements to aspects that , is expected company can increase decision purchase from consumer

## CONCLUSION

Based on results research and discussion that has been done put it forward so that conclusion in study This as following :

1. Digital media advertising does not influential positive and significant in a way Partial to decision purchases on *e-commerce sites* Open a stall in Batam.
2. Quality information influential positive and significant in a way Partial to decision purchases on the *Buka Lapak e-commerce site* in Batam.
3. *Trust* influential positive and significant in a way Partial to decision purchases on the *Buka Lapak e-commerce site* in Batam.
4. Digital media advertising , Quality information , and trust influential positive and significant in a way simultaneous to decision purchases on the *Buka Lapak e-commerce site* in Batam.

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