

# THE EFFECT OF INFORMATION QUALITY, INFORMATION QUANTITY, INFORMATION CREDIBILITY, INFORMATION ADOPTION ON UBW'S PURCHASE INTENTION IN SURABAYA

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## ABSTRACT

This study aims to determine the influence of Information Quality, Information Quantity, Information Credibility (X) on Purchase Intention (Y) with Information Adoption (Z) as an intervention variable in UBW in Surabaya. The sample size in this study was carried out using the Slovin formula of 210 respondents. The sampling technique uses purposive sampling. Data was obtained using a questionnaire measured by the Likert scale. This study uses PLS SEM analysis to analyze structural models and measurements. Based on the results of the study, Information Quality, Information Quantity, Information Credibility have a significant effect on UBW Information Adoption and Information Quality, Information Quantity, Information Credibility have a significant effect on UBW Purchase Intention, however Information Adoption did not have a significant effect on UBW's Purchase Intention. UBW Purchase Intention, Information Quality does not have a significant effect on Purchase Intention through Information Adoption, Information Quantity does not have a significant effect on Purchase Intention through Information Adoption, Information Credibility does not have a significant effect on Purchase Intention through Information Adoption.

**Keywords:** Information Quality, Information Quantity, Information Credibility, Information Adoption, Purchase Intention

## INTRODUCTION

The beauty industry is a fast-growing industry and there are many enthusiasts, especially women who are just entering the world of career and business. Based on coverage carried out by kompas.com, that BPOM has noted that the beauty industry has grown rapidly from year to year to 20.6% and is dominated by small businesses, in 2023 the market value of the beauty industry will reach 5,184 million US dollars, more developed than in previous years, namely 2021 (4,847 million US dollars) and 2022 (5,021 million US dollars). Social media platforms have encouraged many people to be able to look attractive and make it easier to get information with the development of the beauty world. Customers are now also relying more on social media as a source of information in the process (Alalwan, Rana, Dwivedi, &; Algharabat, 2017; Teng, No, Husband, &; Lin, 2016).

Based on a survey conducted in November 2022, MarkPlus, Inc., in collaboration with ZAP Clinic with an online survey method and collected 9010 female respondents in Indonesia, proving that Gen X (74.4%), Gen Y (74.2%), and also Gen Z (72.8%) agree that price is the most important factor. In addition to affordable prices, 47.0% of Indonesian women consider the services provided and 40.5% consider the suitability of solutions to problems when choosing a beauty clinic.

Sales turnover at UBW fluctuates greatly, in March 2023 the turnover reached IDR 5,125,000 but increased drastically in June 2023 reaching IDR 13,599,000 because it has Human Resources (HR) that are able to receive many consumers and the order slots are always filled, but in July 2023 it decreased so that the turnover became only IDR 11,200,000 and this decrease was caused by the lack of human resources and lack of information owned by UBW. Turnover still hasn't reached the target, so the owner wants to investigate the factors that cause the fluctuations in the decrease and increase in UBW. The owner hopes that UBW can become a sustainable business and be able to compete with competitors.

Many consumer complaints are related to the lack of information provided by UBW admins and the lack of responsiveness in responding. The conditions in the studio also lack information from beauticians to administrators so that there is often miscommunication between administrators and beauticians, affecting consumers who come to the studio but have not been served because the beautician has not finished working on previous customers. Google maps UBW is also not in accordance with the point so that many consumers often get lost when they want to do maintenance at UBW. Of the problems faced by UBW, many have experienced problems in Information Quality, Information Quantity, Information Credibility, and Information Adoption to support research, coupled with human resource problems that often lack estheticians.

Based on the existing problems, namely turnover that has not reached the target and is still fluctuating, as well as consumer complaints, and comparisons that show differences with similar businesses, this research is important to conduct and as a basis for UBW evaluation. Therefore, a study is needed that examines the influence of Information Quality, Information Quantity, Information Credibility, and Information Adoption on Purchase Intention.

## LITERATURE REVIEW

Purchase Intention is a decision-making that studies the reasons for buying a particular brand by consumers (Shah et al., 2012). According to Morinez et al. (2007), purchase intent is defined by purchase intent as a situation in which consumers tend to buy a certain product under certain conditions. This research is associated with purchase intention because UBW is still relatively new in starting this business, so a lot of information is needed related to the buying interest of potential customers. On the other hand, UBW has a turnover that is not in accordance with the specified target so that by understanding consumer buying interest, sales turnover can be increased. In addition, complaints from consumers show that there are things that need to be improved in an effort to increase consumer buying interest. Furthermore, based on comparisons with similar businesses, it is necessary to consider buying interest in accordance with consumer expectations. Therefore, it is important to study consumer buying interest specifically so that the market share in UBW can increase and the sales turnover target can eventually be achieved.

According to research conducted by Kankam, Kyeremeh, Kumi Som, &; Charnor (2023) that Information Quality and Supply Chain Performance have a significant influence on the adoption of information to provide efficient services. However, the quality of information has a negative impact on other industrial sectors. Research conducted by Kumar &; Utkarsh (2023) that Information Quality and Information Credibility have a significant positive effect on Information Adoption in store consumer assessment. Information Credibility has a significant effect on information adoption. Research conducted by Hung, Chang, & Chen (2023) shows that Information Quantity has a significant effect on Information Adoption and Purchase Intention. Information Quantity has a negative impact on Information Quality and social effects for consumers. Research conducted by Huiyue, Peihan, & Haiwen (2022) that Information Credibility has a significant effect on Information Adoption to create customer perception of information. Research conducted in Indonesia related to these variables is still relatively not widely done, especially with research objects in the field of beauty services.

This study uses the theory of Planned Behavior Theory (TPB) as the basis to support this research. This theory has a basis in knowing the characteristics of consumers when acting on the purchase of the desired product. This SDGs theory has a relationship with the formation of information that can be relevant to the needs of potential consumers and consumers, by meeting the needs of consumer information can arouse curiosity and have interest in making purchases (Azjen, 2005).

## RESEARCH METHODS

This research method uses a quantitative method that can be divided into primary and secondary research with the aim of determining the influence of Information Quality, Information Quantity, Information Credibility, Information Adoption on Purchase Intention and the influence of Information Quality, Information Quantity,

Information Credibility to Purchase Intention through Information Adoption by analyzing prospective customers as many as 210 respondents who have filled out a questionnaire. The population of this study is prospective Bulueyes consumers located in Surabaya using a google form and the research will be carried out from October 2023 to December 2023. The number of samples in this study was carried out with the slovin formula. According to Sugiyono (2017: 215) that regional generalization can consist of objects or subjects that have certain qualities or characteristics that are determined by the researcher to be studied and conclusions drawn. Population is also not only a number present in the object or subject being studied but also includes all the characteristics that the subject or object being studied possesses.

Consideration of special characteristics that must be possessed by respondents, namely prospective customers aged 16 - 55 years, domiciled in West Surabaya (Wiyung, Citraland, Royal Residence, Prambanan, Bukit Mas Tourism), active on social media and following the Media Umi Sampling community in the study using the slovin formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Explanation:

N: Sample size

N: population size

e: percentage of leeway for inaccuracies as they are still tolerated or desirable

The Likert Scale is used to measure attitudes, opinions, perceptions of individuals and groups related to social phenomena used as research objects. For variable measurements, the Likert scale score weight is used from 1-5. 1 is Strongly disagree, 2 is Disagree, 3 is Simply Agree, 4 is Agree and 5 is Agree (Sugiyono, 2014:107). The following is the definition of the variable variables studied from the research and the acquisition of indicators obtained from journals and previous research as follows

#### Indicators of Variables

**Table 1. Indicators of Variables**

Variable	Variable Definition	Indicators	Research Sources
Information Quality	a new discipline that affects the value of an organization's information assets.	<ol style="list-style-type: none"> <li>1. Information is easy to access</li> <li>2. Information is easy to obtain</li> <li>3. Information is obtained quickly</li> <li>4. Information according to facts</li> <li>4. Detailed information and explaining the needs</li> <li>5. Information relevant to what is needed</li> <li>6. Up-to-date information</li> </ol>	Paggi et al. (2021)
Information Quantity	According to Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi (2020), Information Quantity measures the frequency or number of reviews so as to help consumers assess and evaluate the quality of the brand.	<ol style="list-style-type: none"> <li>1. Consumer views on the number of reviews and popularity of the product</li> <li>2. Consistency in providing information</li> <li>3. Can rely on the amount of information on social media</li> <li>4. A wealth of information can help understand product quality</li> </ol>	Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi (2020)

Variable	Variable Definition	Indicators	Research Sources
Information Credibility	According to Ho, Phan, & Le-Hoang (2021), Information Credibility can convince consumers to trust with the information obtained.	1. The information obtained is convincing 2. Reviews convince that the product is authentic 3. Product reviews are trustworthy 4. Accurate product reviews	Ho, Phan, & Le-Hoang (2021)
Information Adoption	According to Affifa, Manzoor, Shaikh, & Ali (2021), information adoption is used to increase the buying power of consumers.	1. Information makes it easier to make purchasing decisions 2. Reviews can increase effectiveness in purchasing decisions 3. Information can provide motivation in making purchasing decisions	Affifa, Manzoor, Shaikh, & Ali (2021)
Purchase Intention	According to Zhang, et al. (2023), positive feelings and emotions can be associated with a positive brand image attitude as well and therefore can increase buyer interest from potential consumers and consumers.	1. Referential interest, a person's tendency to give references to others 2. Exploratory interest, this interest describes a person to seek information about the product they are interested in that is supported by the positive value of the product 3. Preferential interest, this interest describes the behavior of a person who has a primary preference for the intended product. 4. Transactional interest, this interest is interpreted as the interest of someone who already has a decision to buy the goods they want to address.	Ferdinand, 2014

The data analysis method uses SEM PLS in testing the research.

## RESULT AND DISCUSSION

### Result

The results of the research were processed using the SEM PLS method and using the Smart PLS 3 tool with a quantitative method that produced research that could be said to be valid and reliable as an indicator or significant or insignificant as a variable in the research

### Validity Test

According to Riyanto and Hatmawan (2020), the validity of a measurement method to determine the research instrument so that it can find out whether the research is valid or not, Validity testing also looks at the period of time when the instrument can carry out its function. The validity test uses presampling of 30 respondents first, if there is a questionnaire that is not valid, it will be corrected first until it is declared valid. If the results have been declared valid, the questionnaire can be used for respondent data.

**Table 2. Convergence Validity Test**

Variable	Items	Outer Loading	AVE	Information
Information Quality	X1.1 X1.2	0.814 0.851	0.728	Valid

	X1.3	0.868		
	X1.4	0.851		
	X1.5	0.858		
	X1.6	0.858		
	X1.7	0.871		
	X2.1	0.864		
Information Quantity	X2.2	0.835	0.749	Valid
	X2.3	0.882		
	X2.4	0.880		
	X3.1	0.885		
Information Credibility	X3.2	0.872	0.770	Valid
	X3.3	0.869		
	X3.4	0.885		
Information Adoption	Z1.1	0.866		
	Z1.2	0.889	0.769	Valid
	Z1.3	0.876		
	Y1.1	0.867		
Purchase Intention	Y1.2	0.879	0.768	Valid
	Y1.3	0.889		
	Y1.4	0.870		

Based on Table 2. proving that all statements representing indicators have an outer loading value of  $>0.7$  identified as valid for all indicators and an AVE value of  $>0.5$  on each indicator so that valid indicators can be identified.

#### Reliability Test

According to Riyanto and Hatmawan (2020), reliability is the accuracy of the measuring tool used, where the results obtained will be the same as using the measuring tool. According to Ghazali (2020), it can be seen from the Cronbach Alpha value, a variable can be said to be reliable if the value produced by Cronbach Alpha  $> 0.60$ .

**Table 3. Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability	Information
Information Quality	0.938	0.949	Reliable
Information Quantity	0.888	0.923	Reliable
Information Credibility	0.901	0.931	Reliable
Information Adoption	0.850	0.909	Reliable
Purchase Intention	0.899	0.930	Reliable

Based on Table 3. It is known that the alpha coefficient has a value greater than 0.6 can be declared reliable in the results of each variable.

#### Inner Model Testing

The coefficient is to have a variable that changes the independent variable to the dependent variable. The limit of R value  $> 0.7$  can be said to be strong, while  $R < 0.7$  can be said to be good, moderate, or weak

**Table 4. R-Square (R2)**

Variable	R Square	R Square Adjusted
Information Adoption	0.821	0.818
Purchase Intention	0.879	0.877

Table 4. The R-square value for information adoption is 0.821, indicating that information quality, information quantity, and information credibility contribute 82.1% to information adoption. Meanwhile, the R-square value for purchase intention is 0.879, which means that these three variables contribute 87.9% to purchase intention. This variable aims to determine the blindfolding prediction capacity, as for some of the values that are observed: 0.02, 0.15, and 0.35 can be said to have a small, medium, and large effect. Models lack predictive relevance

**Table 5. Q-square**

Variable	Q Square
Information Quality	0.598
Information Quantity	0.565
Information Credibility	0.600
Information Adoption	0.509
Purchase Intention	0.594

Based on table 5. Q-square values greater than 0 indicate a good model, while values below 0 indicate a lack of predictive relevance. The results of Q-square show that information quality, information quantity, and information credibility, as well as information adoption and purchase intention, have good and relevant values. The model for information quality can explain 59.8% of data, 56.5% quantity, 60% credibility, 50.9% adoption, and 59.4% purchase intent.

#### Hypothesis Test

Hypothesis testing uses bootstrapping tests that can be used to take sample data from a specified population so that it has more accurate results.

**Table 6. Hypothesis Test**

Connectivity between variables	Original Sample	T statistics	P values	Interpretation
Information Quality -> Information Adoption	0.319	3.127	0.002	H1 positive and significant
Information Quantity -> Information Adoption	0.296	3.194	0.001	H2 positive and significant
Information Credibility -> Information Adoption	0.318	3.718	0.000	H3 positive and significant
Information Quality -> Purchase Intention	0.257	2.337	0.020	H4 positive and significant
Information Quantity -> Purchase Intention	0.203	2.259	0.024	H5 positive and significant
Information Credibility -> Purchase Intention	0.450	5.485	0.000	H6 positive and significant
Information Adoption -> Purchase Intention	0.057	0.849	0.396	H7 is negative and insignificant

Based on table 6. the relationship between information adoption and purchase intention (H7) shows a lower t-statistic value than the t-table (1.960) and a p-value of more than 0.050, so H7 does not show a significant influence in this study. Meanwhile, the relationship between other variables had a higher t-s tatistic than the t-table and a p-value of less than 0.050, which showed a positive and significant influence.

**Mediation Effect Test**

The mediation test in this study uses bootstrapping to measure the comparison of exogenous latent variables to endogenous latent variables directly and indirectly. The following is a test of the effect of mediation on the study.

**Table 7. Mediation Effect**

Connectivity between variables	Original Sample	T statistics	P values	Interpretation
Information Quality -> Information Adoption -> Purchas Intention	0.018	0.864	0.388	H8 is negative and insignificant
Information Quantity -> Information Adoption -> Purchas Intention	0.017	0.772	0.440	H9 negative and insignificant
Information Credibility -> Information Adoption -> Purchas Intention	0.018	0.729	0.466	H10 negative and insignificant

**Discussion**

Based on the results of data analysis using Smart PLS 3 through slovin calculations that produced 210 respondents and tested between variables with the following results:

**The Effect of Information Quality on Information Adoption in UBW**

The test results show that there is a significant influence between Information Quality and Information Adoption in UBW. This significant influence shows that elements of Information Quality, such as ease of access, ease of acquisition, speed of retrieval, conformity with facts, details and explanations that meet the needs, relevance of information, and up-to-date information, must be considered to increase information adoption in UBW.

The results of the study show that information accessibility, ease of obtaining information, speed of information retrieval, conformity with facts, details explaining needs, relevance of information, and up-to-date information need to be improved. Therefore, UBW needs to focus on improving the quality of social media content by planning for the next 30 days and updating information related to the latest promotions. In addition, UBW must also establish good relationships on social media with potential consumers to make it easier for them to make decisions.

**The Effect of Information Quantity on Information Adoption in UBW**

The test results show that there is a significant influence between the Amount of Information and Information Adoption in UBW. This significant influence indicates that the amount of information that includes consumers' views on the number of reviews, consistency in providing information, reliability of information on social media, and the amount of information that helps understand product quality needs to be considered to increase information adoption in UBW.

The results of the study show that consumers' views on the number of reviews, consistency in providing information, reliability of information on social media, and the amount of information that helps understand product quality need to be improved. Therefore, UBW must create a channel to accommodate criticism and suggestions through WhatsApp admins, provide free IPL treatment for consumers who leave positive reviews on Google Maps, and ensure UBW WhatsApp admins are responsive and responsive to potential consumers.

### **The Effect of Information Credibility on Information Adoption on UBW**

The test results show that there is a significant influence between Information Credibility and Information Adoption in UBW. This significant influence indicates that elements of Information Credibility such as convincing information obtained, reviews that show that the product is genuine, and trustworthy and accurate product reviews need to be considered to increase the adoption of information in UBW.

The results of the study show that the information obtained must be convincing, reviews that ensure the authenticity of the product, and trustworthy and accurate product reviews need to be improved. Therefore, UBW needs to work with influencers/reviewers, especially in the field of beauty and lifestyle, to increase positive information about UBW in order to reach more potential consumers.

### **The Effect of Information Quality on Purchase Intention in UBW**

The test results show that there is a significant influence between Information Quality and Purchase Intention in UBW. This significant influence means that elements of Information Quality, such as ease of access, ease of obtaining information, speed in obtaining information, suitability with facts, details explaining needs, relevance of information, and up-to-date information, must be considered to increase purchase intent at UBW.

The results of the study show that information accessibility, ease of obtaining information, speed of information retrieval, conformity with facts, details explaining needs, relevance of information, and up-to-date information need to be improved. Therefore, UBW needs to publish positive reviews from consumers on social media, improve visual quality when picking up the content of the services offered in a creative and engaging way, provide valid information regarding booking slots to potential consumers, and explain in detail the handling of eyelashes at UBW, including natural lash, single lash, and other types of eyelash.

### **The Effect of Information Quantity on Purchase Intention in UBW**

The test results show that there is a significant influence between the Amount of Information and Purchase Intent in UBW. This significant influence means that the Amount of Information—which includes consumers' views on the number of reviews, consistency in the delivery of information, the reliability of information on social media, as well as the amount of information that helps understand the quality of the product—must be considered to increase purchase intent in UBW.

The results of the study show that consumers' views on the number of reviews, consistency in information delivery, reliability of information on social media, and the amount of information that helps understand product quality need to be improved. Therefore, UBW needs to provide more comprehensive information, including the length of work, period of use, retouch needs, eyelash quality comparison, and package information. In addition, UBW must be responsive when asked for examples of eyelashes that have been done by beautician to consumers, as well as assist consumers in making decisions about eyelash fitting when asked, "Which one is suitable for me?".

### **The Effect of Information Credibility on Purchase Intention in UBW**

The test results show that there is a significant influence between Information Credibility and Purchase Intention in UBW. This significant influence indicates that elements of Information Credibility such as convincing information obtained, reviews that ensure product authenticity, and trustworthy and accurate product reviews - need to be considered to increase purchase intention in UBW.

The results of the study show that the information obtained must be convincing, reviews that ensure the authenticity of the product, and trustworthy and accurate reviews need to be improved. Therefore, UBW needs to be transparent in the delivery of information, provide real evidence and verification related to services, and use Key Opinion Leaders (KOLs) to increase awareness about UBW.

### **The Effect of Information Adoption on Purchase Intention in UBW**

The test results show that the influence of Information Adoption towards Purchase Intention in UBW is not significant. This insignificance means that the elements of Information Adoption such as information that

facilitates purchase decision-making, reviews that can improve purchase decisions, and information that motivates to make purchase decisions need to be evaluated to increase purchase intent in UBW.

The results of the study show that the adoption of information has no effect on purchase intention because it is suspected that potential consumers tend not to collect information when faced with existing information. In addition, the influence of a trending community can make potential consumers not focus on sorting out relevant information. On the other hand, validation from the surrounding environment and the excess information received make it difficult for potential consumers to pay attention to reviews that suit their needs. Therefore, UBW can provide information that makes it easier for potential consumers to make decisions, for example by providing 35% discount vouchers for the next treatment, increasing positive reviews for the effectiveness of circulating information, and more often engaging with the community in Surabaya.

#### **The Effect of Information Quality on Purchase Intention through Information Adoption in UBW**

The test results show that the influence of Information Quality towards Purchase Intention through Information Adoption in UBW is not significant, which means that Information Adoption does not function as a significant intervening variable. This insignificance suggests that the elements of Information Adoption such as information that makes it easier to make a purchase decision, reviews that can improve purchase decisions, and information that provides motivation need to be evaluated to improve Purchase Intention at UBW.

The results of the study show that Information Adoption has no effect on Purchase Intention, because potential consumers are allegedly less likely to collect information when faced with circulating information. In addition, the influence of the trending community makes potential consumers not focus on sorting out information that is relevant to them. On the other hand, validation from the surrounding environment and the excess information received make it difficult for potential consumers to pay attention to reviews that suit their needs. Previous research on Something is skincare marketing on social media stated that Information Adoption has a significant effect on Purchase Intention, because skincare products are still widely known and used. However, this is different from UBW's research which focuses on eyelash, wax, and nail services, where not all women use these services and these services are still unfamiliar to some people. Therefore, UBW needs to provide information that makes it easier for potential consumers to make decisions, for example by offering 35% discount vouchers for the next treatment, increasing positive reviews for the effectiveness of the information circulating, and being more actively involved with the community in Surabaya.

#### **The Effect of Information Quantity on Purchase Intention through Information Adoption in UBW**

The test results show that the effect of Information Quantity on Purchase Intention through Information Adoption in UBW is not significant, which means that information adoption does not function as a significant intervening variable. This insignificance suggests that elements of information adoption such as information that facilitates purchase decision-making, reviews that can improve purchase decisions, and information that provides motivation need to be evaluated to increase purchase intent in UBW.

The results of the study show that Information Quantity has no effect on Purchase Intention through Information Adoption, because potential consumers are suspected to receive less interesting and creative information, so it does not motivate them to buy. In addition, potential consumers tend to collect information based on the number of positive and negative reviews that exist. The influence of consistency in the delivery of information from brands is also often not applied by business actors, especially by marketing teams. On the other hand, the number of positive reviews can create a good brand image in the eyes of today's internet users, as well as create the perception that the business can be trusted. Therefore, UBW can offer treatment bonuses for consumers who leave positive reviews on social media or the internet, thereby increasing consumer satisfaction and helping to reach new communities to gain additional customers.

## The Effect of Information Credibility on Purchase Intention through Information Adoption at UBW

The test results show that the influence of Information Credibility on Purchase Intention through Information Adoption in UBW is not significant, which means that Information Adoption does not function significantly as an intervening variable. This insignificance suggests that elements of information adoption such as information that facilitates purchase decision-making, reviews that can support purchase decisions, and information that provides motivation need to be evaluated to increase purchase intent in UBW.

The results of the study show that Information Credibility has no effect on Purchase Intention through Information Adoption, because it is suspected that potential consumers are less interested in information circulating on the internet and social media due to concerns about hoaxes. Potential consumers are more likely to digest information from trusted sources. In addition, the influence of the environment around potential consumers who always provide information and the role of influencers or Key Opinion Leaders (KOLs) in providing reviews about brands also affect their perception. Therefore, UBW should be more active in working with communities and influencers or KOLs in Surabaya to increase their credibility in the area.

## CONCLUSIONS AND PRACTICAL IMPLICATION

### Conclusion

Based on the results of data collection, the following conclusions can be drawn:

1. Information Quality has a significant effect on Information Adoption on UBW because information is very helpful for potential consumers to find out the services offered and get information that suits their needs.
2. Information Quantity has a significant effect on Information Adoption on UBW because the views of potential consumers are very influential on the number of positive reviews and brand popularity among them, information that is often channel consistently and regularly can increase brand awareness and be easily known by potential consumers.
3. Information Credibility has a significant effect on Information Adoption on UBW because credibility can be obtained by reviews from figures trusted by potential consumers and positive and negative reviews can affect brand reputation so as to convince potential consumers to make decisions.
4. Information Quality has a significant effect on Purchase Intention on UBW because information is easy to obtain and detailed information and answers the needs of potential consumers so that it makes it easier to make purchases, visuals in conveying information in a creative way also increase the buying interest of potential consumers and information can be conveyed well to potential consumers.
5. Information Quantity has a significant effect on Purchase Intention in UBW with detailed and complete information in large quantities can clarify the needs of potential consumers such as the duration of treatment work, consistency in providing information such as routinely broadcasting WhatsApp business, offering consumers to conduct reviews to reach potential consumers.
6. Information Credibility has a significant effect on Purchase Intention on UBW that reviews can convince the authenticity of the brand and the services offered, an approach with the community is urgently needed to increase brand awareness, especially using influencer services to increase credibility.
7. Information Adoption did not have a significant effect on Purchase Intention on UBW because the majority of the samples taken, the majority were still 20-30 years old and were in the Gen Z category, considering that Gen Z has a characteristic of psychology that likes practical things and is difficult to make decisions, causing many Gen Z who like to have a lifestyle to follow the trend without thinking long-term.
8. Information Quality does not have a significant effect on Purchase Intention through Information Adoption in UBW that information adoption has insignificant results on purchase intention so that information adoption cannot be an intervening variable and results in information quality nor is it significant when going through information adoption
9. Information Quantity does not have a significant effect on Purchase Intention through Information Adoption in UBW that information adoption has insignificant results on purchase intention so that information adoption

cannot be an intervening variable and results in information quality. It is also not significant when going through information adoption and remembering the behavior patterns of Gen Z that prioritize what they know rather than new things such as eyelash extension, wax, nails.

10. Information Credibility does not have a significant effect on Purchase Intention through Information Adoption in UBW that information adoption has insignificant results on purchase intention so that information adoption cannot be an intervening variable and results in information credibility so as to prioritize the credibility of reviews that are currently viral on social media without going through long thoughts

The findings produced after this study are from social media content and information circulating on social media, the internet and the community can be a benchmark for potential consumers to do treatment at UBW and can increase reviews on the internet and social media to increase awareness of UBW.

### **Managerial Implications**

The managerial implications of the research can be a UBW study paying attention to several indicators, namely Information Quality is important in business promotion. Promotions should pay attention to creativity, writing style, and relevance of the service to the condition of the studio to increase the trust of potential consumers. Information also needs to be easily accessible online through digital advertising and following application trends. In addition, education about the different types of eyelash - such as natural lash, classic single lash, and classic double lash—is important so that potential consumers can choose according to their beauty needs. Information Quantity is important to increase potential consumer confidence in brands and services. This can be done by training UBW marketing admins to better understand the services offered, and consistently provide information through social media and WhatsApp Business. In addition, UBW needs to carry out 30 days planning to ensure that promotional content is delivered every day.

Information Credibility is very important for potential consumers, in addition to discount information. UBW needs to convince potential customers by responding to their questions, assisting with consultations as needed, and showing examples of studio work. Every month, UBW also works with influencers to increase brand awareness. Information Adoption needs to be evaluated and improved through the dissemination of information, including providing free consultations for potential consumers to discuss daily needs, such as the type of eyelash suitable for daily use or for monolid eyes.

### **Suggestion**

The suggestions in this study are focused on UBW and similar businesses as well as further research.

1. UBW needs to improve several aspects to increase the market share of the business. Some things that need to be considered in the future are that UBW must understand the characteristics of potential consumers. UBW must increase involvement with the community in Surabaya to improve the quality of information, which will be positively assessed by potential consumers and increase credibility in the community, so that it can more effectively target the desired target audience.
2. Similar efforts to further improve the quality of relevant information to target potential consumers, pay more attention to the needs of potential consumers, be more involved with the community to increase the quantity of positive reviews and business credibility from the community
3. For further research, it is recommended to examine other variables besides information adoption. Recommended intervening variables include: information usefulness, which is the understanding of valuable information for purchasing decision making (Cheung et al., 2008); information evaluation, which is the recipient's ability to evaluate the truthfulness, reliability, and relevance of information (Liu, Wang, & Zhou, 2019); and information utilization, which is the use of information to achieve a specific goal or solve a problem (Boehm, 1988). While this study focuses on purchase intent, it is hoped that further research can explore purchase decisions.

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