

Leveraging Information Quality for Marketing Performance in Balinese Ikat Woven

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Abstract: - Traditional Balinese ikat weaving holds strong economic potential, yet its digital marketing optimization remains underexplored. This study examines the role of information technology in shaping consumer behavior and purchase decisions for these woven products. Using a sample of 170 Balinese respondents selected by age and purchase criteria, data were analyzed via PLS-SEM with SmartPLS 3. Results show that information quality significantly influences both purchase intentions and decisions, while information usefulness directly affects e-commerce buying intentions. To strengthen hedonic value and perceived usefulness, producers and retailers are advised to enrich digital content—for example, by showcasing weaving processes, artisan skills, motif philosophies, and cultural narratives. These strategies can enhance consumer engagement and support sustainable local economic growth through more effective digital promotion.

Key-Words: - Information quality, hedonic experience, information usefulness, purchase intention, consumer behavior, digital marketing.

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1 Introduction

Indonesia has 278 million inhabitants, making it one of the most populated countries, [1]. This adds to Indonesia having the fourth-highest number of internet users worldwide, [2]. According to the Indonesian Internet Service Providers Association (APJII), Indonesia will have 221,563,479 internet users by 2023, out of a total population of 278,696,200. According to APJII's 2023 Indonesian internet penetration report, the country's internet penetration rate has reached 79.5%. This is a 1.4% rise from the preceding period.

Indonesia holds significant potential for digital market and e-commerce growth due to its large internet user population, [3]. In today's digital age, significant technical advancements make it easier for consumers to obtain information. With these advancements, numerous social media functions have evolved, one of which is an online sales channel. The internet and e-commerce provide several business prospects. The rapid rise of the internet has boosted customer preference for online purchasing because of its faster and easier processes, [4].

This has pushed businesses to use it as a more effective way of consumer connection,

communication, and cooperation, [5]. The use of social media to communicate and market new and current products or services has increased dramatically in recent years. This is owing to its substantial influence on customer purchasing behavior, [6].

In the age of globalization, information technology is becoming more and more important. One of the commercial opportunities created by recent advancements in information technology is promoting socioeconomic progress. Information technology makes it easier for businesses to promote their goods, giving them quicker, more precise, and wider access to potential customers. For company owners, there are several advantages to using information technology as a promotional tool for online business development. Some of the advantages gained from marketing products using information technology include a means of communicating with consumers and collaborating in the event of customer dissatisfaction, [7].

Bali Province is rich in craft industries, including Balinese ikat weaving, [8]. Balinese ikat endek weaving has huge potential to boost the indigenous Balinese economy. Balinese ikat weaving, done on non-machine looms, is a very potential creative

industry area for growth. However, in order to compete on a worldwide scale, major efforts must be made to conserve and promote the ikat weaving business as a traditional art based on local Balinese culture. These initiatives seek to extend the marketing of Balinese ikat weaving so that it can enter the worldwide market, while the existing market is restricted to the domestic market. In the age of globalization, ikat woven items must be marketed in a variety of new ways, which is synonymous with intense competition, [9].

Digital marketing may help boost the market share of Balinese ikat weaving. Digital marketing is the practice of linking organizations with individual clients via the internet and other interactive technologies to improve and expedite communication, [10]. Consumers will obtain a better awareness of product types, themes, colors, pricing, and other information thanks to digital marketing, allowing them to comprehend why they should buy a product. This study was designed to determine the characteristics that underpin consumer purchase decisions and synergize with effective marketing techniques.

A purchasing choice is a person's emotional reaction to a product or service. It is the assessment step of the decision-making process that leads customers to select a brand from a collection of options and establish a purchase intention. Several variables impact consumers' willingness to buy a product, according to digital marketing theory, which claims that applying successful marketing tactics can increase customer purchasing behavior, [11].

Information quality is one factor that can impact online purchase decisions, [12]. Customers utilize information quality to inform their purchase decisions, [13]. According to marketing theory, people are more likely to purchase a product if they believe it is of high quality, which is reflected in the quality of the information they get. This is backed by [14] research, which demonstrates that excellent information can enhance customer purchase intention. [15] reported a similar conclusion, indicating that perceived quality boosts user purchase intention while buying online. This is in contrast to the findings of [12], who found that information quality had no effect on customer purchase intention. Similarly, [16] found that information quality had no significant influence on purchase intention.

Customers are more likely to trust online shopping platforms and make purchases if the information they receive is credible. [17] discovered that when customers are given credible information,

they are more inclined to purchase. Similarly, [18] showed that the accuracy of information acquired can impact purchase decisions. [19] discovered that information dependability had no effect on client purchasing intentions.

A person's desire to acquire things of high aesthetic value frequently influences their online purchasing behavior, [20]. This is consistent with the study findings of [21], who found that hedonic experiences can impact customer purchase behavior. [22] discovered no evidence that hedonic behavior affects consumer loyalty or purchasing intentions. Furthermore, information usefulness influences online purchasing behavior. According to marketing theory, utility is a factor that can affect customer purchase decisions. [23] found that customer purchasing intention is unaffected by information usefulness.

Inconsistencies in prior study findings have raised concerns regarding the impact of information quality on purchasing intention. As a result, there is a need to include a mediating variable in this study to better understand its impact. According to digital marketing theory, several elements can impact customer purchase intention. In the digital age, ease owing to technology advancements and the shopping experience may undoubtedly lead to buy intention. This enables hedonic sensations and information usefulness to be employed as mediators.

Innovative business models like e-commerce rely heavily on digital technology platforms, [24]. Consumers in the digital age like browsing the internet on their gadgets, according to digital marketing theory. Few studies have looked at the link between information factors, in addition to the quality and utility of the information consumers get. Purchase intention on digital platforms has been studied in earlier studies. Since purchase intention is a fascinating subject to research, this study attempts to give an overview of consumer behavior.

2 Literature Review

2.1 Technology Acceptance Model (TAM) Theory

[25] Technology Adoption Model (TAM) hypothesis describes the elements that impact a person's adoption and usage of technology. TAM considers two factors: perceived utility, which is how much a person feels that utilizing technology will improve their performance, and perceived ease of use, which is how easy the technology is to use. These two elements impact attitudes about

technology usage, which shape behavioral intentions and eventually lead to actual use. Globally, the theory of planned behavior (TPB) and the technology acceptance model (TAM) have been utilized to investigate technology usage intentions and behavior, [26].

2.2 Theory of Planned Behavior (TPB)

The Theory of Reasoned Action (TRA), developed by [27], stresses that individual action is driven by purpose, which is impacted by attitude toward the conduct and subjective standards. However, TRA is seen as incapable of explaining behavior impacted by variables outside the individual's control. As a result, [28] expanded the Theory of Planned Behavior (TPB) to include the dimension of perceived behavioral control (PBC), which refers to an individual's assessment of the ease or difficulty of doing an activity. The addition of PBC broadens TPB's ability to anticipate behavior, particularly those that are outside the individual's control, [29].

2.3 Information Quality

Information quality is the degree to which information obtained consistently meet the expectations and information needs necessary to carry out a process, [30]. Information quality is defined as the adequacy of the information delivered for its intended application. This design is often related to various product designs, information that typically uses data as input, and information is also referred to as existing data that is processed to deliver something useful to the receiver, [15].

2.4 Hedonic Experience

Hedonic motivation refers to the level of pleasure that a buyer has when purchasing. Customers may make purchases for pleasure, play, enjoyment, and experiences rather than for certain goals, [31]. Hedonistic buying motivation refers to a buyer's capacity to make subjective judgments; this is because shopping is a joyful activity, and advantages alone are insufficient to persuade buyers to acquire a product, [22]. A consumer with a hedonic consumption characteristic exhibits essential reactions such as multisensory, fantasy or imagination, and emotional elements of their relationship with the product, [32].

2.5 Information Usefulness

Perceived usefulness refers to an individual's belief that employing a specific system or technology

would increase job performance, productivity, or effectiveness, [33]. The degree to which customers think that utilizing the internet as a medium would increase their productivity in the context of online purchasing is referred to as usefulness. Perceived usefulness may be defined as a user's faith in information technology that is simple to use and comprehend, with the expectation that this usefulness would increase a person's enthusiasm in utilizing the technology, [23].

2.6 Purchase Intention

Purchase intention refers to a customer's likelihood of purchasing a product, [14]. Customers buy a product because it inspires or motivates them to achieve their goals. Purchase intention is also believed to be a precondition for stimulating and persuading consumers to buy a product, whether it is a product or a service, [34], [35].

Based on Figure 1, the research hypotheses are as follows:

- H1: Information quality affects hedonic experience.
- H2: Information quality affects purchase intention.
- H3: Information quality affects information usefulness.
- H4: Hedonic experience affects purchase intention.
- H5: Information usefulness affects purchase intention.
- H6: Hedonic experience mediates information quality and purchase intention.
- H7: Information usefulness mediates information quality and purchase intention.

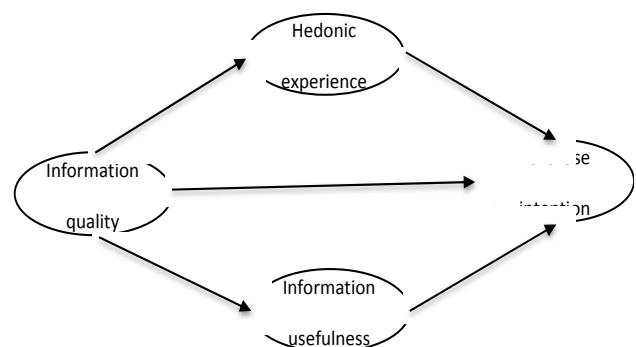


Fig. 1: Research Model
Source: created by the authors

3 Research Methods

3.1 Procedures and Participants

This study was done in Bali Province. Bali was chosen as the research location because one of survei's economic and tourism hubs, resulting in a

somewhat contemporary civilization. This study's population consisted of all Balinese people who shared specific traits. The sample was chosen based on user criteria: inhabitants of Bali Province who had purchased Balinese ikat cloth more than twice and were above the age of twenty. Following the rule-of-thumb technique of Structural Equation Modeling (SEM), data analysis generated a sample size five to ten times the projected number of parameters, resulting in 170 responders (17 indicators multiplied by 10 = 170).

The data was collected via a questionnaire survey. The questionnaire was closed-ended and comprised several statements. Each sentence featured a 5-point Likert scale with answer possibilities ranging from 1 (most negative opinion) to 5 (most favorable view). SmartPLS 3 was used to assess the results. This technique was chosen because SEM-PLS model estimation frequently has higher statistical power and gives equivalent results in terms of path coefficient estimations and statistical significance, [36]. Models with reflective and formative indicators may be developed using SEM-PLS, which provides modeling benefits, [37].

There are three steps to research data analysis: measurement model testing (outer model), structural model testing (inner model), and hypothesis testing. Outer model testing attempts to validate the link between latent variables and their indicators. Validity and reliability tests are used to evaluate the outer model analysis step. Indicators are considered valid and reliable if the minimum values for outer loading, Cronbach's Alpha, and composite reliability are 0.7.

The inner model, which is a measuring model (reflexive or formative), assesses the structural connections among latent variables. The Stone-Geisser Q-square test and the size of the structural route coefficient are used to analyze the structural model, also known as the internal model, by calculating the proportion of explained variance, or R^2 (R-square of the exogenous variable) for the dependent latent construct. [38] created a t-statistic test to assess the stability and estimate of this.

3.2 Measurement

The metrics for assessing information quality in this research were derived from studies by [14] and [17]. One example is: "Sellers on social media (Facebook/Instagram/TikTok) can offer detailed, accurate, and clear information about their products." The hedonic experience metric was sourced from [20], with an example stating: "After viewing, social media users

(Facebook/Instagram/TikTok) feel they have gained a new shopping experience." The evaluation of information usefulness was adapted from [39] research, using the example: "Information provided by sellers on social media (Facebook/Instagram/TikTok) boosts the desire to purchase." Purchase intention was assessed using indicators from [40] study, including the item: "After I viewed social media (Facebook/Instagram/TikTok), I felt inclined to buy the fabric."

4 Results and Discussion

4.1 Outer Model Evaluation

The outer model was evaluated using tests for unidimensionality, discriminant validity, and convergent validity. Average Variance Extracted (AVE) and outer loadings account for convergent validity. Discriminant validity is attained by comparing the outer loading and cross-loading values and establishing that the square root of the AVE exceeds the correlation between the variables. Reliability tests were conducted using Rho-A, Cronbach's Alpha, and composite reliability. Convergent and discriminant validity were utilized to assess the statistical data used in this investigation, [38].

Table 1 (Appendix) shows the convergent validity test, where the criteria value is > 0.7 to be declared valid. Although the outer loading values for indicators X.2 (0.586), Z1.3 (0.579), Z1.4 (0.634), X.5 (0.680) are below the recommended threshold of 0.7 [38], in the context of social science research, a looser outer loading threshold of 0.5 to 0.6 is still tolerable, [41], [42]. And based on the bootstrapping results, indicators X.2, Z1.3, Z1.4, X.5 show p-values < 0.05 and t-statistics > 1.96 . This proves that even though the magnitude of the loading is below 0.7, the indicator's contribution to the construct remains statistically significant, so that the indicator is still relevant as a measure of the latent construct. Table 2 (Appendix) shows that all AVE values are greater than 0.5. Thus, the data used in this study are valid.

The discriminant validity analysis is described by the AVE root value, which is bigger than the correlation between variables in Table 3 (Appendix). According to the Fornell-Larcker criterion evaluation findings in Table 3, all constructs fulfill the discriminant validity requirements. The AVE square root value ($\sqrt{\text{AVE}}$) for each construct exceeds the correlation value with

other constructs in the model. As a result, we may infer that the research data is legitimate. The results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) criterion in Table 4 in the Appendix show that all HTMT values between constructs are below the suggested threshold of <0.90 by [43]. This suggests that, in general, each construct in the study model has enough discriminant validity, which means that it can explain unique occurrences and is empirically distinct from the others.

The composite reliability coefficient must be larger than 0.6, as the Cronbach's Alpha, suggesting that all variables in this study are reliable. Table 5 in the appendix highlights the reliability test findings. Table 5 (Appendix) demonstrates that all Cronbach's Alpha values for each variable, as well as Composite Reliability values, surpass 0.7. As a result, we may infer that the research data is credible.

4.2 Inner Model Evaluation

The inner model was evaluated using direct and indirect impact tests, as well as R-Square and Q-Square coefficients of determination. The proportion of explained variance, specifically R^2 of the exogenous variable for the dependent latent construct, was calculated using the Stone-Geisser Q-Square test, as was the magnitude of the structural path coefficient, [36].

The R^2 value of endogenous constructs is regarded as the fundamental indicator of a structural model's quality. The R-square value is the Goodness of Fit value, which is classified as small, medium, or high, [37]. According to Table 6 (Appendix), the R^2 value for hedonic experience is 0.363, indicating a 36.30% impact ($0.363 \times 100\%$). The R^2 score of information usefulness is 0.363, which is deemed strong, showing a meaningful effect of $0.363 \times 100\% = 36.30$ percent. The R^2 value for purchase intention is 0.447, indicating a 44.70% influence.

Q-square analysis is used to see if the observed values were successfully rebuilt and if the model is predictively relevant. The Q^2 metric is calculated manually using the R-squared value. A Q^2 value > 0 suggests accurate reconstruction of observed values, whereas a Q^2 value < 0 implies poorer predictive significance. Based on the Q^2 formula, the value obtained is 0.776, which is close to one, indicating that the model has great predictive significance.

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2) \quad (1)$$

4.3 Hypothesis Testing

Table 7 and Figure 2 in the Appendix has the p-value and t-statistic for each variable, as described below. The p-value for information quality on hedonic experience is $0.000 < \text{the significance threshold } (0.000 < 0.05)$, with a beta value of 0.602 and a t-statistic of $13.275 > \text{t-table } 1.96$. The t-statistic value exceeds the t-table value, showing that information quality has a positive and substantial impact on hedonic experience (accepting H1). The p-value for information quality on purchase intention is 0.003, indicating a significance threshold of 0.05. The p-value is significant ($0.003 < 0.05$), with a beta value of 0.291 and a t-statistic of 2.955, compared to the t-table of 1.96. Purchase intention is positively and significantly impacted by information quality, as indicated by the t statistic > t table ($2.955 > 1.96$) (accepting H2). At a significance threshold of 0.05, the p-value for information quality on information usefulness is 0.000. With a beta value of 0.603 and a t-statistic value of 10.944, in contrast to the t-table value of 1.96, this p-value is significant ($0.000 < 0.05$). It is possible to conclude that information quality has a positive and significant impact on information usefulness (accepting H3) since the t-statistic is bigger than the t-table ($10.944 > 1.96$).

At a significance threshold of 0.05, the p-value for hedonic experience on purchase intention is 0.006. With a beta value of 0.237, a t-statistic value of 2.748, and a t-table of 1.96, the p-value was less than significant ($0.006 < 0.05$). Given that the t-statistic exceeds the t-table, it may be inferred that hedonic experience significantly and favorably influences purchase intention (accepting H4). In contrast to the significance criterion of 0.05, the p-value of information usefulness on purchase intention is 0.007. In contrast to t table 1.96, the beta value is 0.239, the t statistic is 2.721, and the p value is less than the significance threshold ($0.007 < 0.05$). According to the t statistic > t table, purchase intention is significantly impacted by information usefulness (accepting H5).

The p-value for information quality on purchase intention through hedonic experience is 0.008, compared to the significance level of 0.05. The p-value < significance ($0.008 < 0.05$), with a value of 0.143 and a t-statistic of $2.668 > \text{t-table } 1.96$. The t-statistic > t-table, which indicates that hedonic experience significantly mediates information quality and purchase intention (accepting H6). The p-value of information quality on purchase intention through information usefulness is 0.003, compared to the significance level of 0.05. The p-value < significance ($0.003 < 0.05$), with a value of 0.114

and a t-statistic of 2.934, which is greater than the t-table 1.96. The t-statistic $2.934 > 1.96$ shows that information usefulness significantly mediates information quality and purchase intention (accepting H7).

4.4 Discussion

The quality of information greatly affects pleasurable experiences. This indicates that high-quality information can improve consumers' enjoyable shopping experiences. Clear and interesting information can boost consumers' emotional connection with products. When provided with relevant information, consumers are more inclined to find joy in the online shopping experience, [44]. These findings are consistent with research by [14] and [15], which showed that information quality influences hedonic satisfaction.

The quality of the information had no significant impact on purchase intention. This suggests that even high-quality information did not enhance customer buying intention. This minimal effect can be explained by the fact that customers require more than simply good information to make purchase decisions. Psychological, social, and emotional elements frequently exceed information quality. These findings contradict [14] and [15], who found that quality information is a driving factor in product purchase intention.

Information quality has a substantial impact on information usefulness. This means that higher-quality information is more beneficial to customers. Consumers will appreciate relevant and reliable information more while making decisions. This suggests that information quality has a direct impact on the impression of information utility, [45]. [17] and [15] found that information quality impacts information usefulness.

Pleasurable experiences greatly influence buying intentions. As these enjoyable experiences rise, so do consumers' intentions to buy. This supports the idea that fun shopping experiences can create a strong emotional urge to buy a product. Research indicates that pleasure and emotions are crucial factors in today's consumer buying habits, [22]. These findings are consistent with studies by [20] and [21], which found a positive link between pleasurable experiences and buying intentions.

The usefulness of information greatly impacts purchase intention. This indicates that when consumers find information helpful, they are more likely to intend to buy a product. Consumers feel more inclined to make a purchase when the information they get is seen as relevant and beneficial to their needs. This highlights how crucial

information usefulness is in influencing purchase intention in e-commerce, [46]. These findings are consistent with studies by [23] and [47], which recognized the role of information usefulness in enhancing purchase intention.

Hedonic experience greatly modifies the impact of information quality on purchasing intention. This implies that hedonic shopping experiences can improve the link between information quality and purchase intent. The emotional experience of dealing with quality information might improve the link between information quality and purchase intention. This supports the idea that hedonic happiness is an essential mediator in consumer purchasing behavior, [48]. These findings are consistent with those of [20], who discovered that hedonic enjoyment can improve information quality, which leads to purchase intention.

Information usefulness greatly moderates the influence of information quality on purchase intention. This implies that information usefulness can improve the link between information quality and purchase intention. Information quality drives information usefulness, which indirectly increases customer purchase intention. [49] underlined that the utility value of information mediates digital consumer behavior. The findings of this study are consistent with those of [16], [23], and [47], who imply that information quality indirectly increases purchase intention via information usefulness.

5 Conclusion

Information quality has been found to have a considerable impact on information usefulness, hedonic experience, and customer purchase intent. Information usefulness and hedonic experience have both been found to have a major impact on purchase intention. Information usefulness and hedonic experience can mitigate the impact of information quality on customer purchase intent. The findings of this study make theoretical advances to digital marketing theory, particularly on the subject of buy intention. When selecting a product, users of digital learning media must evaluate criteria that support their decision. The findings of this study may be used as a guide for e-commerce vendors to optimize information searches for elements that impact purchase intention. The study's findings revealed that there are still research outcomes that contradict earlier studies. As a result, there is still a need for more study to investigate the impact of these factors in greater depth.

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APPENDIX

Table 1. Convergent validity

Variable	Indicator	Outer loading	P values
Information usefulness (Z1)	Z1.1	0.901	0.000
	Z1.2	0.950	0.000
	Z1.3	0.579	0.000
	Z1.4	0.634	0.000
Hedonic experience (Z2)	Z2.1	0.835	0.000
	Z2.2	0.943	0.000
	Z2.3	0.944	0.000
Information quality (X)	X.1	0.802	0.000
	X.2	0.586	0.000
	X.3	0.813	0.000
	X.4	0.798	0.000
	X.5	0.680	0.000
Purchase intention (Y)	Y.1	0.878	0.000
	Y.2	0.773	0.000
	Y.3	0.794	0.000
	Y.4	0.780	0.000
	Y.5	0.796	0.000

Source: Data processed

Table 2. Convergent validity AVE

Variable	Average Variance Extracted
Hedonic experience (Z2)	0.826
Information quality (X)	0.550
Information usefulness (Z1)	0.613
Purchase intention (Y)	0.648

Source: Data processed

Table 3. Discriminant validity Fornell-Larcker Criterion

Variable	Hedonic experience	Information quality	Information usefulness	Purchase intention
Hedonic experience (Z2)	0.909			
Information quality (X)	0.602	0.741		
Information usefulness (Z1)	0.719	0.603	0.783	
Purchase intention (Y)	0.585	0.578	0.585	0.805

Source: Data processed

Table 4. Discriminant validity Heterotrait-Monotrait Ratio (HTMT)

Variable	Hedonic experience	Information quality	Information usefulness	Purchase intention
Hedonic experience (Z2)				
Information quality (X)	0.719			
Information usefulness (Z1)	0.875	0.772		
Purchase intention (Y)	0.631	0.678	0.691	

Source: Data processed

Table 5. Composite reliability and Cronbach's alpha

Variable	Cronbach's Alpha	Composite Reliability
Hedonic experience (Z2)	0.893	0.934
Information quality (X)	0.789	0.857
Information usefulness (Z1)	0.770	0.858
Purchase intention (Y)	0.866	0.902

Source: Data processed

Table 6. R-Square

	R-Square	R-Square Adjusted
Hedonic experience (Z2)	0.363	0.359
Information usefulness (Z1)	0.363	0.360
Purchase intention (Y)	0.447	0.437

Source: Data processed

Table 7. Hypothesis test results

Variable	Coefficient	T Statistic	P values	Note
Information_Quality_(X) → Hedonic_Experience_(Z2)	0.602	13.275	0.000	Accept H1
Information_Quality_(X) → Purchase_Intention_(Y)	0.291	2.955	0.003	Accept H2
Information_Quality_(X) → Information_Usefulness_(Z1)	0.603	10.944	0.000	Accept H3
Hedonic_Experience_(Z2) → Purchase_Intention_(Y)	0.237	2.748	0.006	Accept H4
Information_Usefulness_(Z1) → Purchase_Intention_(Y)	0.239	2.721	0.007	Accept H5
Information_Quality(X)→Hedonic_Experience(Z2)→Purchase_Intention(Y)	0.143	2.668	0.008	Accept H6
Information_Quality(X)→Information_Useful(Z1)→Purchase_Intention (Y)	0.144	2.934	0.003	Accept H7

Source: Data processed

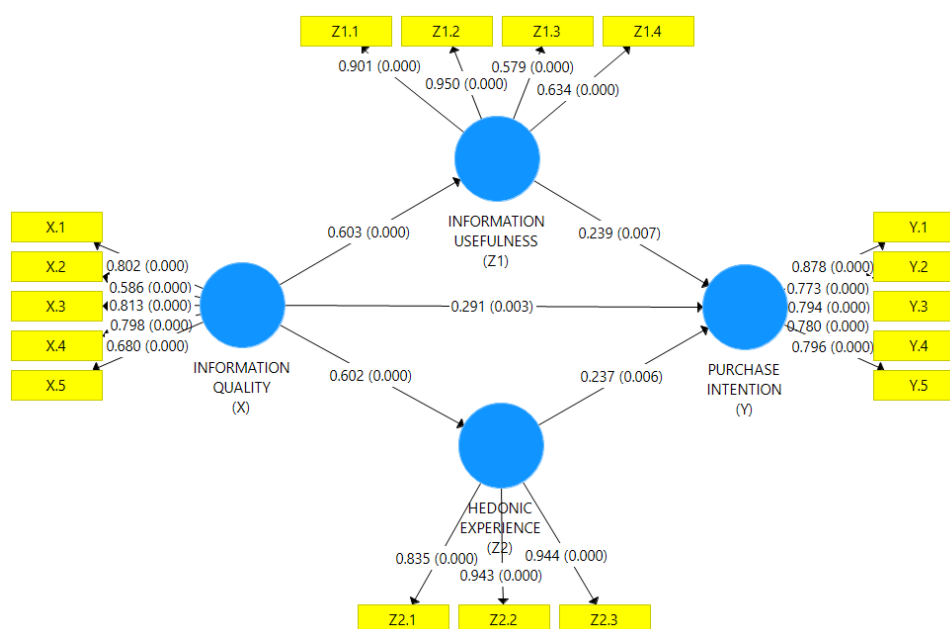


Fig. 2: PLS Output

Source: Data processed

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