



## The Effectiveness of Marketing Communication and the Quality of Information on Shopee Product Purchase Decisions in the Community of Wonosalam District

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### ABSTRACT

Marketing communication and information quality as considerations in the purchase decision of a product by potential consumers. This study aims to determine the influence of marketing communication and information quality on product purchase decisions at Shopee. This type of research uses explanatory research with the sampling technique used is purposive sampling. The data collection technique used in this study used questionnaires. The data analysis used is the test of research instruments and multiple regression analysis. The results showed that effective marketing communication had a positive and significant effect of 41.2% on product purchase decisions at Shopee in the people of Wonosalam District, Demak Regency. The quality of effective information has a positive and significant effect of 86.6% on product purchase decisions at Shopee for the people of Wonosalam District, Demak Regency. The conclusion in this study is that the quality of information is more effective, it has a positive and significant effect on product purchase decisions at Shopee in the people of Wonosalam District, Demak Regency.

## **INTRODUCTION**

From 2017 to 2022, Indonesia's e-commerce market is predicted to grow eightfold. Additionally, the total value of electronic spending has seen a significant increase from US\$5 billion to US\$425 billion. This indicates that the digital economy could become one of the main pillars of Indonesia's economy in the future. According to data from Trensasia.com as of August 2020, there are four popular e-commerce companies: Shopee, Tokopedia, Bukalapak, and Lazada. Among these, one of the most visited platforms and marketplaces by Indonesians is Shopee (Katadata, 2020). Shopee, founded in Singapore, has been known in Indonesia since 2015. By 2020, Shopee had reached 50 million total downloads on the Play Store. The number of daily users continues to grow, including both buyers and sellers, as reflected in the app's download figures on the Play Store. This achievement is closely linked to the advantages of the Shopee app, which include product information, competitive prices, product availability, and ease of use in terms of payment (Heni et al., 2020).

Kotler & Keller (2009) state that purchasing decisions are part of the consumer evaluation process, which shapes their brand preferences across various product collections. In the purchasing decision process, consumers are influenced by different group members, the context, and marketing strategies applied by competing companies in the same market. Data or information provided by consumers about product evaluation after a purchase is very useful for companies to develop or modify their products to maintain competitiveness (Sanjaya, 2015).

Communication plays a crucial role in marketing, which is used to inform, remind, and act as a medium for companies to introduce products to the public. Strategy refers to the methods by which a company achieves its goals through various innovations and systematic creations. Companies have specific ways to achieve their objectives so that their products become known and create a strong brand image (Syauki & Amalia Avina, 2020). According to Pertiwi et al. (2019), marketing communication is expected to expand the consumer base and convey information to the general public about the availability of products that offer different advantages and benefits. Assuming that the data provided by the organization to the buyers can be perceived and understood, the advertisement will be effective when the reasons behind the message are clear, such as for purchasing a product. The message is constructed with influential components so that buyers can be persuaded by its substance, thus the source or distributor of the message achieves the organization's goals.

The Covid-19 pandemic has forced people to maintain social distancing, which has contributed to the increase in online shopping users. To make the shopping experience more enjoyable and efficient, Shopee provides several attractive features and promotes them through its website, official accounts, mass emails, and push notifications that include promotions, product availability, and other information. In this regard, the quality of information becomes crucial. With quality information, consumers are impacted positively, as they feel more comfortable and satisfied with the product information provided (Naomi et al., 2016).

According to Syarifudin (2019), clarity of concepts is described as results that are useful for business users, relevant to decision-making, and easy for readers to understand in order to meet user information specifications, which is known as information quality. Previous research by Rachmawati et al. (2019) shows that ease of use, information quality, and trust jointly affect online purchasing decisions. This demonstrates the importance of information quality as a factor in a consumer's decision to purchase a product.

The problem addressed in this research is the intense competition in the e-commerce market, as the market for e-commerce in Indonesia grows, and companies like Shopee, Tokopedia, Bukalapak, and Lazada expand. Competition is becoming increasingly fierce, and each company needs to develop effective marketing communication strategies and high-quality information to remain competitive. The aim of this research is to determine the effectiveness of marketing communication and information quality in influencing purchase decisions on Shopee among residents of Wonosalam District, Demak Regency.

## LITERATURE REVIEW

Marketing communication is an effort made to build customer loyalty and to communicate with the general public about the availability of products in the market that offer various advantages and benefits. Marketing communication is effective when the message delivered by the organization to the buyer is perceived and understood, thus motivating the consumer to purchase a product (Sarastuti, 2017). According to Tasnim et al. (2021), marketing communication is also seen as a tool for decision-making, sharing information, and raising awareness for both consumers and service/product providers.

Marketing communication aims to achieve three key objectives that focus on the customer, as outlined by Marentek et al. (2020):

1. The Stage of Knowledge Change
2. The Stage of Attitude Change
3. The Stage of Behavior Change

Information quality is characterized by various aspects, including data origin, accuracy, relevance, practicality, and the completeness of data (Fahyuni, 2017). The information quality discussed here refers to the customer's perception of the data provided by a website used by the public to obtain the needed information. Information quality can be described as a customer's perspective on the information provided by a website or organization (Rudini, 2015).

Customer purchase decisions involve choices regarding product types, product structure, brands, merchants, quantities, procurement methods, and payment techniques (Wiastuti & Kimberlee, 2018). According to Tjiptono (2011), a purchase decision is the process through which a buyer selects a product they wish to purchase, involving several stages.

Every producer must establish a system to encourage buyers to choose their products. During the dynamic purchase cycle, the buyer may be influenced by different individuals from interactions, situations, and advertising methods carried out by competing organizations in the same market. Information or data

about post-purchase evaluations provided by consumers is valuable for organizations to develop or modify their products to maintain competitiveness (Sanjaya, 2015).

Kotler and Keller, as cited in Permadi et al. (2017), state that every purchase decision includes:

1. Decisions related to the type of product
2. Decisions related to product structure
3. Decisions related to brand
4. Decisions related to vendor choice
5. Decisions related to quantity
6. Decisions related to purchase timing
7. Decisions related to payment methods

## METHODOLOGY

This study uses a quantitative research method. Quantitative research is a type of research that focuses on developing a model that tests theories by measuring research variables numerically and analyzing data using statistical procedures. This research will be conducted in Wonosalam Sub-district, Demak Regency. The subjects or respondents in this study are the people of Wonosalam Sub-district, Demak Regency, who have Shopee accounts and make frequent purchases on Shopee. In this research, the research objects are determined by the researcher, including marketing communication (X1) and information quality (X2) as independent variables, and purchase decisions on Shopee as the dependent variable (Y).

The population of this study consists of the residents of Wonosalam Sub-district, Demak Regency, in 2022. According to demographic data from the Central Bureau of Statistics (BPS) of Demak Regency, the total population aged 15-64 years in Wonosalam Sub-district is 58,865 people. The sample for this study consists of 100 people from the Wonosalam Sub-district, Demak Regency, aged 15-64 years, who have Shopee accounts and frequent purchasing activity on Shopee.

Primary data for this study is obtained through questionnaires, and secondary data is sourced from information and data held by the Wonosalam Sub-district, Demak Regency. The data analysis technique used in this study is multiple regression analysis.

## RESEARCH RESULTS AND DISCUSSION

### *Research Instrument Test*

Table 1. Validity Test

Item question	r table	r mount	Sig. value	Information
Item1	0.196	0.760	0.000	VALID
Item2	0.196	0.815	0.000	VALID
Item3	0.196	0.769	0.000	VALID
Item4	0.196	0.776	0.000	VALID
Item5	0.196	0.745	0.000	VALID
Item6	0.196	0.821	0.000	VALID

Item7	0.196	0.797	0.000	VALID
Item8	0.196	0.758	0.000	VALID
Item9	0.196	0.826	0.000	VALID
Item10	0.196	0.616	0.000	VALID
Item11	0.196	0.710	0.000	VALID
Item12	0.196	0.666	0.000	VALID
Item13	0.196	0.772	0.000	VALID
Item14	0.196	0.806	0.000	VALID
Item15	0.196	0.723	0.000	VALID
Item16	0.196	0.793	0.000	VALID

*Source: Processed primary data, 2022.*

In this study, the validity reference is based on comparing the calculated  $r$  value with the  $r$  table value and the significance level of 0.05. Based on the data in Table 4.1 above, it shows that the calculated  $r$  value for all item questions is greater than the  $r$  table value (0.196) and the significance value is less than 0.05. This means that all item questions for each variable are valid.

### *Reability Test*

Table 2. Reliability Test

Research Variables	Cronbach's Alpha Value	Information
Marketing Communication (X1)	0,829	Reliable
Information Quality (X2)	0,813	Reliable
Purchase Decision (Y)	0,849	Reliable

*Source: Processed primary data, 2022*

Based on Table 4.7 related to the reliability test, the Cronbach Alpha values for all variables show values greater than 0.60, meaning the research data can be considered reliable or consistent.

### *Classical Assumption Test*

Table 3. Classical Assumption Test

Sig. value Kolmogorov-Smirnov	Information
0.148	Normal

*Source: Processed primary data, 2022*

Based on the results from Table 4.3 regarding the normality test, the Kolmogorov- Smirnov significance value is  $0.148 > 0.05$ . This indicates that the data in this study is normally distributed, allowing the continuation of the research. It can be concluded that the regression model in this study does not exhibit signs of heteroscedasticity.

a. *Multikoleniaritas Test*

Table 4. Multikoleniaritas Test

Variabel	Tolerance	VIF	Information
Marketing Communications	0.467	2.14	No multicollinearit y
Information Quality	0.467	2.14	No multicollinearit y

*Source: Processed primary data, 2022*

Based on Table 4.4, the results of the multicollinearity test show that no independent variable has a tolerance value  $\leq 0.1$ . Similarly, the VIF values indicate no  $VIF \geq 10$ , so it can be concluded that the regression model in this study does not exhibit multicollinearity and is appropriate for use.

b. *Heterokedastisitas Test*

Table 5. Heterokedastisitas

Variabel	sig	Keterangan
Marketing Communications	0.070	There is no heteroscedasticity
Information Quality	0.871	There is no heteroscedasticity

*Source: Processed primary data, 2022*

The results of the heteroscedasticity test indicate that the significance value for each variable is greater than 0.05. Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity.

*Multiple Regression Analysis*

Table. 6 Multiple Regression Test Results

Variabel	Beta Coefficient	Beta	T count	sig.
(Constant)	5.633		3.457	0.001
Marketing Communications	0.412	0.112	3.677	0.000
Information Quality	0.866	0.135	6.398	0.000

*Source: Processed primary data, 2022*

Interpretation of the regression equation:

- a) The constant coefficient is positive, at 5.633, which means that both marketing communication and information quality positively influence the purchase decision on Shopee.
- b) The marketing communication coefficient is positive at 0.412. This means that each increase in marketing communication will influence an increase in the purchase decision.

- c) The information quality coefficient is positive at 0.866. This means that each increase in information quality will influence an increase in the purchase decision.

From the results of the test, it is concluded that the dominant variable influencing the purchase decision is information quality, with the largest regression coefficient value of 0.866 (86.6%), making it the most significant variable in increasing the purchase decision on Shopee.

**Hypothesis Testing**

- a. Based on Table 6, the results of the multiple linear regression test show a regression coefficient value of 0.412 (41.2%), indicating that marketing communication positively influences purchase decisions on Shopee. Marketing communication has a t-statistic of 3.677 > 1.983 (t-table) with a significance value of 0.000 < 0.05. This means H1 is accepted because the t-statistic is greater than the t-table value, and the significance value is less than the expected significance level. Therefore, it can be concluded that the marketing communication variable significantly and positively influences purchase decisions on Shopee.
- b. Based on Table 6, the results of the multiple linear regression test show a regression coefficient value of 0.866 (86.6%), indicating that information quality positively influences purchase decisions on Shopee. Information quality has a t-statistic of 3.236 > 1.983 (t-table) with a significance value of 0.001 < 0.05. This means H2 is accepted because the t-statistic is greater than the t-table value, and the significance value is less than the expected significance level. Therefore, it can be concluded that the information quality variable significantly and positively influences purchase decisions on Shopee.

**Determination Analysis**

Table 7. Determination Analysis Results Summary Model

Model	R	R Square	Adjusted R Square	Std. Erro of the Estimate
1	.814 <sup>a</sup>	.662	.655	2.043

Source: Processed primary data, 2022

The R2 test result for this study shows a value of 0.662. This indicates that purchase decisions are influenced by marketing communication and information quality by 66.2%. The remaining 33.8% (100% - 66.2%) of purchase decisions are influenced by variables not studied in this research.

Marketing communication in this research was measured through five aspects, including advertising, sales promotion, public relations, personal selling, and direct marketing, which consisted of five statement items. The average responses from the respondents showed agreement with the statements regarding marketing communication presented by the researcher. Marketing

communication, in this case, is effective on the assumption that the organization's message conveyed to the buyers can be felt and understood, so that the motivation behind the message is highly focused on, for example, acquiring a product. Based on the research results, effective marketing communication has a positive and significant impact of 41.2% on the product purchase decision on Shopee among the community in Wonosalam District, Demak Regency.

Shopee carries out various marketing communications, including consistently advertising through social media (Instagram, Twitter, and Facebook), offering promotions such as discounts and free shipping every day, providing easy access for sellers on Shopee, such as accepting and responding well to product delivery issues reported by consumers, allowing direct contact between consumers and Shopee sellers, and direct marketing such as delivering goods via Shopee Express, which allows customers to receive deliveries within one day in the city.

Marketing communication is presented as a tool to aid decision-making, share information, and also as a means to increase awareness for both consumers and providers of goods and services. Marketing communication activities help to bring buyers and sellers together, creating an information flow between them that leads to mutual agreement and ensures the expected return for both parties. The marketing communication process begins with the information created by the seller, which the buyer receives, and then the seller takes action based on the information shared.

The quality of information in this study was measured through four aspects: accuracy, timeliness, relevance, and cost-effectiveness, which consisted of four statement items. The average responses from respondents indicated agreement with the statements regarding the quality of information provided by the researcher. The quality of information should benefit customers in making purchase decisions. Based on the data analysis, the quality of information has a positive and significant effect of 86.6% on product purchase decisions on Shopee among the community in Wonosalam District, Demak Regency.

The quality of information on Shopee meets the criteria of accuracy, timeliness, relevance, and cost-effectiveness, as proposed by Purnama (2016). The quality of information on Shopee includes: product specifications that match the product description, timely delivery of goods, product displays that match search criteria, and low shipping costs on Shopee. These factors are considered by consumers when deciding to use Shopee for purchasing desired goods or products.

The purchase decision is an effort made by a buyer in choosing what to purchase through several cycles and stages. According to Keller and Kotler (2012), purchase decisions are influenced by several factors, including information related to the type of goods, product item structure, product brand, quantity of goods, time of purchase, and ease of payment. These factors are among the considerations that influence why residents of Wonosalam District, Demak Regency, make purchases on Shopee.

The decision to purchase on Shopee by residents of Wonosalam District, Demak Regency, is not only influenced by marketing communication and the quality of information, but also by other factors not explored in this study, which account for 33.8%. Other factors that may influence purchase decisions on Shopee include cultural, social, personal, psychological, and income factors. Based on the descriptive analysis, most of the residents in Wonosalam District, Demak Regency, have an income level of over 3 million IDR. Income level is also a factor in the decision of the residents of Wonosalam District to choose Shopee for making purchases.

## **CONCLUSION AND RECOMMENDATION**

Based on the research findings, data analysis, and discussion in the previous chapter, it can be concluded that: Effective marketing communication has a positive and significant impact of 41.2% on product purchase decisions on Shopee among the community in Wonosalam District, Demak Regency. The quality of information has a positive and significant effect of 86.6% on product purchase decisions on Shopee among the community in Wonosalam District, Demak Regency. The quality of information has a more significant positive effect of 86.6% on product purchase decisions on Shopee among the community in Wonosalam District, Demak Regency.

## **ADVANCED RESEARCH**

The research findings indicate that effective marketing communication and high-quality information play pivotal roles in influencing product purchase decisions on Shopee among the community in Wonosalam District, Demak Regency. Specifically, marketing communication contributes positively and significantly by 41.2%, highlighting its importance in shaping consumer perceptions and driving purchase intentions. More notably, the quality of information demonstrates an even greater impact, with an impressive influence of 86.6%, underscoring its critical role in enhancing consumer trust and decision-making. This disparity suggests that while persuasive communication attracts potential buyers, the credibility and relevance of the information provided are paramount in converting interest into actual purchases. These insights emphasize the necessity for e-commerce platforms and sellers to not only craft compelling marketing messages but also ensure the delivery of accurate, detailed, and reliable product information to maximize purchasing outcomes. Future research could explore the underlying cognitive processes through which information quality exerts its superior influence and investigate whether similar patterns emerge across different demographic segments and digital marketplaces.

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