





The Influence of Information Quality and Online Customer Review on Intention to Use

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Abstract. This study aims to determine the effect of Information Quality and Online Customer Review on Intention to Use. The type of research used is descriptive and verification, namely by describing and explaining the variables studied and then drawing conclusions. The dependent variables in this study are Intention to Use, Information Quality and Online Customer Review as independent variables. The population in this study were visitors to the Zomato website in Indonesia. The research method used in this research is the explanatory survey method. The data analysis technique used to determine the influence and relationship in this study is multiple regression analysis techniques and hypothesis testing with the help of SPSS version 26. The results of the study state that online customer reviews have a positive effect on intention to use. Information quality has a positive and significant effect on intention to use.

Keywords: Information Quality · Online Customer Review · Intention to Use

1 Introduction

The Internet has developed rapidly over the last decade and has changed the behavior of consumers in shopping patterns from conventional markets to digital markets such as e-commerce. Because the Internet has spread quickly, consumers have shifted from passive to active and well-informed. Electronic media, such as online forum, electronic bulletin board system, and groups news, is an important source of information that facilitate the exchange of information among consumers [1].

The manufacturing industry and the service industry share the same goal, which is, creating customer satisfaction in promoting the product. Customer satisfaction is key to a company's success. Business actors need to create competitive advantage so that they are capable of competing for a long period [2, 3].

The advance in science and technology has affected our life, including in the trade sector. The market is the place of meeting between sellers and buyers so that financial transactions can happen. Enggartiaslu Lukita, former Indonesian Minister of Trade, explained that the presence of the digital economy in the Public is part of Revolution Industry 4.0, which is identified by the use of advanced technology [4].

Service providers face a complex and competitive environment where an ordinary activity will not win the market (Dorsch, 2014). Digitization also affects the need for

food and drink. Customers can purchase it online by firstly searching the information on various social media, where they can get a recommendation regarding where to eat. This type of restaurant review could potentially influence the readers and their perceptions of the restaurant. In recent years, food bloggers have been a credible source of information. Food bloggers influence their readers by writing about their personal experiences. Blogger is a media on the Internet that provides a facility like personal note that can be seen by all Internet users and become a media to share information quickly and for free [5, 6].

Before purchasing food or drinks online, we need a reliable recommendation, which is usually based on experience from a consumer's reviews on social media and other websites. The sites that provide information about food and drink (in this case, restaurants) could help the Public or consumers find various interesting menus in the restaurants. Usually, the information is also completed with the price. This information also enables the customers to order through a delivery order system. The delivery order system is an alternative to eating in a restaurant. Through delivery orders, consumers could order food from a restaurant through the telephone, give the list of food they want to order, then the food will be sent to the address that has been given [7].

Zomato is a site that could direct its users to a food place. This site originally came from India. According to information from Zomato Indonesia, the registered restaurant in Zomato has reached 12 thousand medium to top restaurants. Although many other sites provide similar services, Zomato has advantages that make it lead the competition [8].

Zomato is an application that reviews food and beverages and relies heavily on websites to recommend, promote, and connect with consumers. Zomato users do not have face-to-face contact with consumers, and consumers do not see the products they are going to buy directly. Zomato was founded in 2008 by Deepinder Goyal and Pankaj Chaddah. When it was first founded, Goyal and Chaddah named this website Foodiebay. Nevertheless, in 2010 they changed their name to Zomato. A website must pay attention to its design to attract visitors' attention. Zomato has a website dominated by images/photos that display various food menus from restaurants listed on the website.

Social media is recognized by several experts as the best platform to increase consumer interest in a brand or product. In comparison, the intention to use can be influenced by the quality of information, namely the amount of information that plays a positive role in consumer buying behavior to persuade consumers and achieve sales [9].

Information quality is information provided by a marketplace on social media to assist customers in deciding to buy or use a product or service [10, 11]. Information quality refers to the quality of the system and the resulting information, which can be viewed as a screen display or online report. Operationally, information must be of good quality, up-to-date, and accurate [12]. Quality information aims to strengthen the information obtained by customers so that customers feel safe when making buying and selling transactions from the beginning of the process to deciding to buy a product or service [13, 14].

Zomato provides information available on the website to provide services for consumers. So, the information provided is based on factually available data at that location. For example, by reviewing the suitability of products offered, ordered, and received by

consumers, the information provided is always up-to-date and has complete information needed by consumers, such as restaurant data and food menus, how to transact, product prices, and others. Moreover, the information provided by the Zomato website is concise and easy to understand for readers [9].

The approach used in this study is the theory of consumer behavior. The theory states that purchase intention is influenced by e-commerce quality factors, customer satisfaction, customer trust [15]. Advertising creativity, and perceived brand quality [16]. Another factor influencing purchase intention is the user's online shopping habit through social commerce [17]. Trust and risk are essential bases influencing consumers' online purchase intentions in e-commerce. A study by Abed [18] explains that social influence and trust are relevant components that change intentions in social commerce [19]. Show that when customers search for a website that they think provides high-quality information, meets their needs, and can help them, they are more likely to trust the website. However, when a customer perceives that the information is unsafe or untrustworthy, it is more likely that the customer will leave the website and be disappointed. The information quality variable positively affects the intention to use. Information quality is the accuracy and form of product or service information on a website. Although the website's design is attractive, if there is no critical information related to the product or service, consumers will not be able to understand the product or service's benefits, so consumers lose the intention to make a purchase.

Online consumer review is one type of electronic word-of-mouth (e-WOM) that provides information about products and recommendations from a consumer perspective where consumers feel that the brand has the ability and willingness to continue to provide what consumers want [20, 21]. After visiting the site, consumers can see it through online consumer reviews in the consumer comments column [22–24]. Online Consumer Review is an important solution to increase the intention to use food and beverage review sites.

Online consumer reviews are user-generated content that contains positive, neutral, and negative comments or reviews about products or services based on consumer experiences. This consumer-generated information is useful for purchasing decisions because it provides an indirect experience to consumers. Online consumer reviews are increasingly relied on by consumers as a medium to make more appropriate purchasing decisions [1]. This study aims to determine the influence of online consumer reviews and the quality of information on the intention to use Zomato online site visitors in Indonesia.

2 Method

This study used a marketing management approach regarding the effect of online consumer reviews and information quality on the intention to use Zomato online visitors. In this study, there were two types of variables: the independent variable and the dependent variable. The independent variable of online consumer review has dimensions: Quality of argument, Volume, valence, Timeliness, and Source Credibility. The information quality variable has dimensions including: relevant, reliable, complete, timely, understandable, and verifiable. The dependent variable, intention to use, consists of several dimensions: transactional interest, referential interest, preferential interest, and exploration interest.

This research was conducted during a research period of less than one year, starting from February 2021 to February 2022, so the research method used was the cross-sectional method. The cross-sectional research method is a method in which the data is collected only once at a time. It can be a day, a week, or a month to answer research questions. So this research is often referred to as a one-shot or one-snapshot study.

This research is a type of descriptive and verification research. The types of data in this study consist of general data related to online consumer reviews, information quality, and intention to use Zomato online site visitors, as well as data for each variable studied. Meanwhile, two data sources were used, namely primary and secondary data. Data collection techniques using observation, interviews, and questionnaires.

The population in this study was 6,133,966 users of the Zomato application on February 20, 2022 (playstore, 2022), using the slovin formula for determining a sample of 107 respondents. The sampling technique used in this study is probability sampling because each element of the research population has the same opportunity to be selected as a sample. The method used is a simple random sampling method or simple random sampling, where every element in the population is known and has the same chance of selection. Each element is selected independently of every other element.

This technique is said to be simple because the sampling of population samples is carried out randomly without regard to the levels that exist in the population (Sugiyono, 2017). Simple random sampling is also a technique that is directly carried out on the sampling unit so that each sampling unit as an isolated population element has the same opportunity to become a sample or represent the population. This method is carried out if the population members are considered homogeneous.

To determine whether the data collection instrument is appropriate for dissemination, it is necessary to carry out a testing step in the form of validity and reliability testing. The validity of the data can be seen from the data collection instrument. A good instrument must meet two important requirements: valid and reliable.

The instrument validity test was carried out to ensure similarity between the data collected and the data that occurred on the object under study, while the reliability test was carried out to obtain the accuracy of the data collection tools. The validity and reliability tests in this study were carried out using the help of the SPSS 26 computer software program.

The verification data analysis technique in this study was used to see the effect of online consumer reviews and information quality on intention to use. The verification data analysis technique used to determine the correlation in this study is the technique of multiple linear regression analysis, correlation coefficient, and hypothesis testing.

3 Results & Discussions

The normality test aims to determine whether the dependent variable in the regression model is normally distributed or not. A good regression model is normal or close to normal data. The statistical test used to test the normality of the data in this study is the normality test or the Kolmogorov-Smirnov one-sample test. The results of this analysis are then compared with the critical value. There are decision-making guidelines: Significance number (Sig) $> = 0.05$, then the data is normally distributed. 2) Significance number (Sig) $< = 0.05$ then the data is not normally distributed..

Table 1. One-sample kolmogorov-smirnov test

		Unstandardized Residual
N		107
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	12,09174971
Most Extreme Differences	Absolute	,082
	Positive	,056
	Negative	-,082
Test Statistic		,082
Asymp. Sig. (2-tailed)		,075 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 1, the results show that the significance level of the variables in this study is normally distributed. This can be seen by looking at the normal condition of Asymp Sig, namely $0.075 > 0.05$.

The heteroscedasticity test aims to test that in the regression model, there is an inequality of variance from the residuals of one observation to another. If the variance from the residual of one observation to another observation constant is called homoscedasticity, and if it is different, it is called heteroscedasticity. The following are the results of heteroscedasticity testing.

Figure 1. Shows that the plot of the residuals in this regression model with the two independent variables is quite well spread above and below the score of 0 on the Y-axis. The plot of residuals does not even form a particular pattern. That is, in this regression model, there is no heteroscedasticity.

The multicollinearity test aims to test a regression model and the correlation between the independent (independent) variables. A good regression model should not correlate with independent variables. The VIF (Variance inflation factor) and tolerance scores can be seen in the multicollinearity test. Tolerance measures the selected independent variable that is not explained by other independent variables. So, low tolerance value = high VIF score (because $VIF = 1/\text{tolerance}$). The cutoff score commonly used to indicate the presence of multicollinearity is a tolerance value of 0.01 or equal to a VIF score of 10.

Based on Table 2, it is known that the tolerance value for the Online Consumer Review and Information Quality variables is 0.911. Therefore, because the tolerance score is 0, it can be said that there is no significant relationship between Online Consumer Reviews and Information Quality on Intention to Use. At the same time, the VIF value for the Online Consumer Review and Information Quality variables is 1.097. Thus the VIF value obtained is < 10 . It can be said that there is no alignment between the independent variables Online Consumer Review and Information Quality on Intention to Use. Thus,

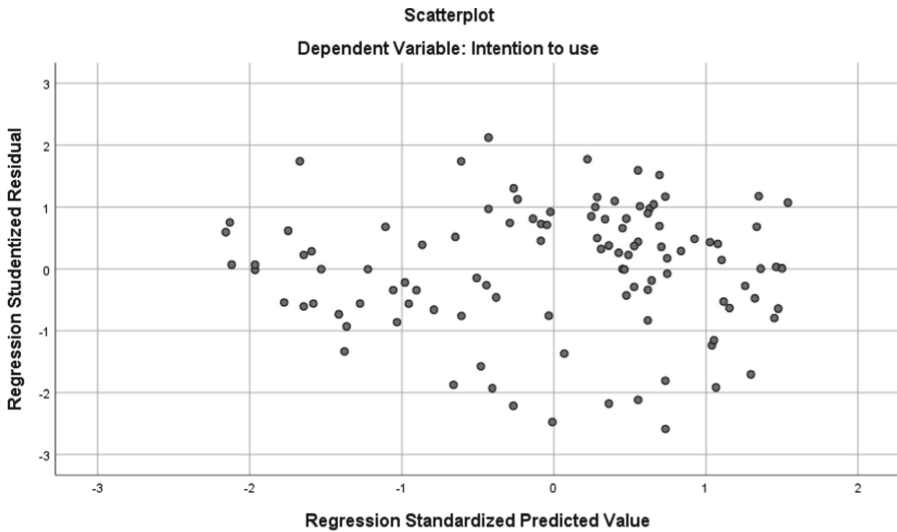


Fig. 1. Heteroscedasticity Test

Table 2. Multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	OCR	,911	1,097
	Information Quality	,911	1,097

a. Dependent Variable: Intention to use

the multiple regression model used for the Online Consumer Review and Information Quality variable with the dependent variable used is appropriate.

Multiple linear regression analysis is a statistical technique used to predict how the circumstances or the influence of the independent variable on the dependent variable. The independent variables are Online Consumer Reviews and Information Quality, while the dependent variable is the Intention to Use. The results of multiple linear regression are as follows:

Based on Table 3. Obtained a simple linear regression equation as follows:

$$Y = 16.079 + 0.167 (X1) + 0.251 (X2) + e$$

From the results of the multiple regression equation, each variable can be interpreted as its influence on Intention to Use as follows:

Table 3. Multiple regression test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,079	4,570		3,518	,001
	OCR	,167	,064	,238	2,634	,010
	Information Quality	,251	,065	,348	3,850	,000

a. Dependent Variable: Intention to use

- a) The score constant has a positive sign of 16.079, which indicates that if the Online Consumer Review and Information Quality variables have no change or are equal to 0, the Intention to Use score is 16,079.
- b) The Online Consumer Review variable has a positive regression coefficient of 0.167 p. This means that if the Online Consumer Review increases every 1 unit, it will increase the Intention to Use by 0.167.
- c) The Information Quality variable has a positive regression coefficient of 0.251. This means that if Information Quality increases every 1 unit, it will increase Intention to Use by 0.251

The correlation coefficient is an analysis used to determine the relationship between the independent variable and the dependent variable together and to measure how much the independent variable is or explain the variation of changes in the dependent variable. Analysis of the correlation coefficient in this study using multiple and partial correlations is used to test the hypothesis about the relationship of two or more independent variables directly with one dependent variable following are the results of testing the correlation coefficient.

Based on Table 4. Is known variable on line Consumer Review has a value of $R = 0.341$ on interval $0.200 - 0.399$, so the variable on line Consumer Reviews has a low relationship with the variable Intention to Use. Based on Table 4 is known that Information Quality has a score $R = 0.419$ in the interval $0.400 - 0.599$, then the variable Information Quality has a connection with variable interest buy.

Based on Table 5. Is a known variable on line Consumer Review and Information Quality with a score of $R = 0.476$ at an interval of $0.400 - 0.599$, then the Online Consumer Review variable and Information Quality have a strong relationship currently with the variable Intention to Use.

The coefficient of determination is the amount of contribution influence variable Online Consumer Review and Information Quality to the Intention to Use variable. To know how big an influence variable on line Consumer Review and Information Quality on the Intention to Use variable, use the formula as follows:

$$KD = R^2 \times 100\% = 0.476^2 \times 100\% = 22.7\%$$

Table 4. Partial Correlation Coefficient

		OCR	Information Quality	Intention to use
OCR	Pearson Correlation	1	,298**	,341**
	Sig. (2-tailed)		,002	,000
	N	107	107	107
Information Quality	Pearson Correlation	,298**	1	,419**
	Sig. (2-tailed)	,002		,000
	N	107	107	107
Intention to use	Pearson Correlation	,341**	,419**	1
	Sig. (2-tailed)	,000	,000	
	N	107	107	107

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5. Multiple correlation coefficient

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,476 ^a	,227	,212	12,207

a. Predictors: (Constant), Information Quality, OCR

b. Dependent Variable: Intention to use

Results calculation showing significant influence variable on line Consumer Review and Information Quality on the Intention to Use variable is as big as 22.7%, whereas the rest as big as 67.3% influenced by a variable not researched.

4 Conclusion

The technological readiness of administrative employees at one of the public universities in Bandung, Indonesia, is good in terms of optimism, innovativeness, discomfort, and insecurity. In optimism, the information system is considered to help ease/facilitate the respondent's work because, previously, all data recorded manually was the indicator that was rated the highest. In contrast, the indicator rated the lowest was the respondent's belief in the information system working according to what was instructed by the

respondent. In the Innovativeness dimension, the indicator that is rated the highest is the respondent's desire to find out in more detail if there is a new information system. While the lowest rate is an indicator of feeling freer in activities that are felt by respondents using information systems. For the dimension of discomfort, the indicator rated the highest on the dimension of discomfort is the respondent's feeling when entering data into the information system because it is possible that the data can be wrong. While the lowest rated is the respondent's feeling that the information system complicates the work due to signal constraints. Moreover, on the insecurity dimension, the highest indicator is the respondent's re-check when entering data to ensure no errors. While the indicator that is rated the lowest is the respondent's disbelief that data sent online through the information system can reach the destination.

The description of perceived ease of use is quite good, where the indicators that are rated the highest are the ease of information systems to learn and the ease of information systems to understand. Meanwhile, those that are rated the lowest are indicators of the ease of information systems in work.

The description of perceived usefulness is quite good, where the indicator that is rated the highest is that the overall information system has benefits for respondents. While the lowest rated is the indicator of the use of information systems to improve respondents' performance at work.

The description of use intention is quite good, where the indicator that is rated the highest is the respondent's expectation that the information system can be used in future work. While the indicator that is rated the lowest is the respondent's intention to use the information system.

There is an influence of Technology Readiness on Perceived Usefulness through Perceived Ease Of Use and Its Impact on Use Intention. Variable perceived ease of use significantly influences perceived usefulness more than readiness technology. Furthermore, the effect of perceived usefulness on use intention is compared to perceived ease of use.

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