

## Customer Trust and Interaction Quality as a Mediating: The Effect of Quality of Information on Purchase Decision

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### ABSTRACT

#### Keywords:

Customer Trust;  
Interaction Quality;  
Quality of Information;  
Purchase Decision;  
Electronic Retail.

*E-retail has one of the problems, such as not being able to provide examples of goods products that consumers want in digital form; therefore, this affects consumer purchasing decisions. Many factors underlie consumer purchasing decisions in e-retail. This study aims to analyze the role of customer trust and interaction quality in mediating the influence of quality of information on purchase decisions in electronic retail (E-Retail). The population in this study is e-retail users aged 18 years and over who have used or are currently using e-retail. The sample used was 100 people. The analysis technique uses Partial Least Square (PLS). The results showed that quality of information influences purchasing decisions and customer trust, customer trust influences purchasing decisions, quality of information influences interaction quality, and interaction quality influences purchasing decisions and customer trust. It was also found that customer trust and interaction quality can mediate the influence of quality of information on purchasing decisions.*

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## INTRODUCTION

Retail growth in Indonesia increases every year. This is based on written data that the number of offline retailers in Indonesia in September 2022 was 5,524 million. This data shows an increase of 1.2% from August of 4,862 million (Widodo, 2023). Retail sells goods in various retail outlets such as kiosks, markets, and others that bring together sellers and final customers

(Pandin, 2009). Retail in Indonesia is categorized by several characteristics, namely traditional retail and modern retail (Soliha, 2008). Traditional retail is several small and simple retailers or traders, for example, grocery stores or traders on the side of the road, retail traders in traditional markets, and so on. Modern retail is retail traders or large retailers, for example, with many branches and complete and modern retail stores, such as Matahari and others.

Along with the internet's development, the retail world has created many breakthroughs, like the emergence of online stores or marketplaces. One of the benefits of having a marketplace is to make it easier for buyers from home or anywhere without having to come to the shop. According to We Are Social survey data, Indonesian internet users who shop online are the highest at 88.1 percent, followed by the United Kingdom at 86.9 percent and the Philippines in third place at 86.2%. Furthermore, there is also data on e-retail revenue in Indonesia, which states that e-retail revenue in 2018 was 8.6 billion US\$, in 2019, it was 10.4 billion US\$, in 2020, it was 12.3 billion US\$ and in 2021, it will be 14.4 billion US\$. If you look at the graph, e-retail income has increased, although not significantly (Lidwina, 2023).

According to data written on the Bank Sinarmas website, one type of customer shopping habit in online stores is that customers are hesitant in making purchasing decisions. Indecisive customers tend to make offline purchases by going to a physical store or making purchases online using an application to buy the goods they want (Maharani, 2023). This data is supported by one of the problems in e-retailing in Indonesia, namely that e-retailing cannot provide examples of products that customers want in digital form. The majority of e-retailers in Indonesia sell products in the form of clothing. Clothing cannot be visualized in digital form. Product descriptions can be provided digitally to convince customers to make purchasing decisions.

Psychological foundations influence purchasing decisions, which is essential in understanding customers' purchasing decisions (Kotler & Keller, 2009). Anyone making a purchasing decision usually chooses what they want before buying. The same thing is also explained by (Tua et al., 2022), that a purchasing decision is a process where a customer identifies a problem, looks for information about a particular product or brand, and evaluates each option well so that the quality of the information influences the purchasing decision.

Quality of information is a determining factor for customers in making purchasing decisions. Quality of information can be the customer's perception of the quality of information about an online shop's product or service. It was further explained that three characteristics can determine the quality value of information; the first is accurate; the information must be free from errors and not false or misleading and must be by the product being sold; the second, namely timely, the information produced must not be late, because late information does not have good value and is too late, the third is suitability, the information provided must be by the product being sold. Quality of information factors are the basis for purchasing decisions for products sold through online stores.

Research conducted by (Dyatmika, 2018) shows that the quality of information can influence purchasing decisions. However, there are still differences in the results of research conducted by (Mardiani et al., 2020), who took a sample of buying Shopie Martin Paris bags in Ponorogo, saying that the quality of information does not affect purchasing decisions. The results of the research above show a research gap in the influence of quality of information on purchasing decisions, so other variables are needed to link quality of information variables and purchasing decisions. Trust can be a connecting variable between the two, proven by research (Gunawan & Ayuningtiyas, 2018), that customer trust can increase purchasing decisions.

Customer trust can be formed because if the quality of the information provided is accurate, timely, and appropriate, it can support and increase customer trust. According to research by (Wahyuni & Irawan, 2017), the quality of information can increase trust. The higher the quality of information an online store offers, the more customers trust the online store and ensure that customers make purchasing decisions. However, there are still differences in the results of research conducted by (Minarsih *et al.*, 2015), which took a population of students from Pandanaran University, Semarang, who had previously purchased clothes online, saying that customer trust did not influence purchasing decisions.

The interaction quality variable can be a connecting variable between the two, proven by research by (Maulana & Suryaningwulan, 2020) that good quality information can improve the quality of interactions. The quality of interaction can be formed if the better the quality of the information, the more the quality of interaction in the online shop will increase. According to (Alhasanah, 2014), the quality of interaction can improve customer purchasing decisions. The better the quality of interaction, the faster customers decide to buy a product.

Apart from that, the quality of interactions can influence customer trust, as evidenced by research by (Berlilana *et al.*, 2018) that the better the quality of interactions, the more customer trust in online stores will increase. In the explanation of the above phenomenon, the researcher wishes to conduct further research regarding the relationship between the role of quality of information variables and the mediating variables of trust and interaction quality in improving online shop customer purchasing decisions.

## LITERATURE REVIEW

The purchase decision is a final decision in which a customer decides to buy a product with various considerations of how to buy it (Situmorang & Santoso, 2016). Everyone who makes a buying decision usually chooses what they want before deciding what to buy. The same thing was explained by Mulyadi *et al.*, (2018). A purchasing decision is a process in which the customer knows the problem, looks for information about a particular product or brand, and correctly evaluates each of these alternatives. The quality of information is very influential in purchasing decisions at online stores (Rakhmadian *et al.*, 2017). Good quality information consists of 3 components: relevance, accuracy, and timeliness, so that information is Acceptable. Relevance is helpful to show whether the information provided is Acceptable or relevant. Accurate or accurate information is characterized by the fact that the information presented is not misleading because it is free from error and can explain what is meant. Timeliness is usually related to the information that is produced; it should not be late because late information does not have good value and is too late.

The quality of information greatly influences purchasing decisions in the current era of online purchasing. According to Ra, the higher the quality of information online stores provide, the more confident customers will be in purchasing products. Apart from that, if the information is not of good quality, customers may doubt the quality of the product and the credibility of the online shop. Many online shops only provide minimal information that does not describe a product and sometimes give the impression of providing far from good information. This raises doubts about customers' interest in making purchasing decisions. Research results by (Mulyadi *et al.*, 2018) show that the quality of information positively and significantly affects purchasing

decisions. Quality, accurate, and timely information will make customers confident to purchase without thinking again.

The quality of information is important in convincing customers to buy a product. The higher the quality of information an online shop provides to customers, the higher the level of customer trust in the online shop. Many online shops in Indonesia do not provide good information, such as providing information that is not descriptive of a product and sometimes give the impression of providing information that is far from good so that the credibility and honesty of an online shop are doubtful, which will make customers hesitate in making purchasing decisions. This is supported by research by (A. Widodo et al., 2016) that the quality of information influences customer trust. Better quality information will increase customer confidence.

**Hypothesis 1:** Quality of information has a significant effect on purchasing decisions

**Hypothesis 2:** Quality of information has a significant effect on trust

Customers who already have trust will certainly be quick to make purchasing decisions without any doubt. Many customers do not believe or are hesitant in making purchasing decisions because many online stores do not pay attention to the credibility, honesty, and reliability of online stores. Customers will decide to purchase if the online shop's credibility, honesty, and reliability are well maintained. If an online shop takes care of these factors, it will undoubtedly make customers confident and quick in purchasing decisions. This is supported by research (Ardyanto & Susilo, 2015), who argue that trust positively affects customer purchasing decisions. The higher the customer trust, the faster customers decide to purchase.

**Hypothesis 3:** Customer trust has a significant influence on purchasing decisions

Good-quality information cannot be separated from good-quality interaction. According to (Rakhmadian et al., 2017), one of the quality indicators of information is the completeness of product descriptions or specifications. Information on product specifications or descriptions in online stores is complete according to the goods offered. Indicators of interaction quality that support the quality of information influence the quality of interaction, creating confidence that the goods delivered are the promised goods. This is supported by research by (Berlilana et al., 2018), who argue that the quality of information influences the quality of interactions. The better the quality of information an online shop provides, the better customer interaction quality.

**Hypothesis 4:** The quality of information has a significant effect on the quality of interactions

The quality of interaction is a factor that influences customers in the decision process to purchase a product. The problem with online stores in Indonesia is that customers feel they are missing the human touch they usually get in physical stores. When purchasing at a physical store, customers feel the interaction between humans and humans in determining purchasing decisions. In physical stores, employees are provided to serve customers searching for the products they want. This is supported by research conducted by (Alhasanah, 2014) that the quality of interactions influences purchasing decisions.

**Hypothesis 5:** The quality of interaction has a significant effect on purchasing decisions

Interaction quality is a factor that influences customers in making customer trust online stores. The better the quality of online shop interactions, the higher customer trust. The problem in online stores in Indonesia is that most customers are not served by humans but by robots

implemented using chatbots, making customers feel doubtful when deciding whether this robot can serve the same as humans do. This opinion is supported by research conducted by Meliana et al., (2013), who argue that the quality of interaction influences trust. Interaction quality is the quality of service interactions experienced by users when they enter and learn more deeply about an online shop.

**Hypothesis 6:** The quality of interaction has a significant effect on customer trust

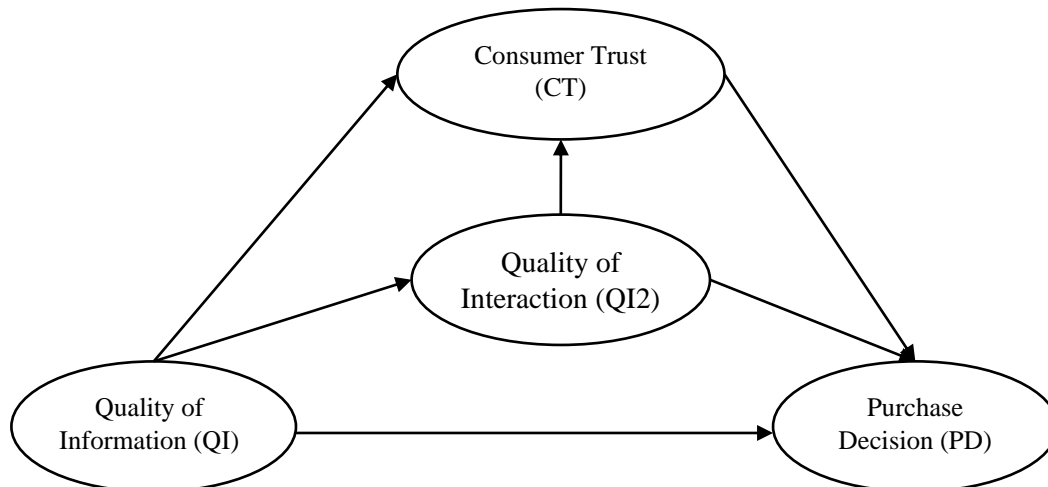
In a broader sense, the quality of information is an essential factor in building customer relationships online. Good quality information will certainly influence customer confidence, resulting in customers being quick in making purchasing decisions. If the quality of the information provided in online stores is not good, customers will hesitate to make purchasing decisions. So, customer trust can mediate between the quality of information and purchasing decisions. This opinion is supported by research conducted by (Ferdiansyah & Rahayu, 2019), who argues that trust can mediate the influence of quality of information on purchasing decisions. The better the quality of information in an online shop, the more likely customers will trust them so they can quickly make purchasing decisions at the online shop.

**Hypothesis 7:** Customer trust can mediate the influence of quality of information on purchasing decisions

Good-quality information cannot be separated from good-quality interactions. Suppose the quality of the information is good. In that case, good-quality interactions will be created, thereby speeding up customers' purchasing decisions so that the quality of interaction can mediate between the quality of information and purchasing decisions. This opinion is supported by research conducted by (Romla & Ratnawati, 2018), who argue that interaction quality can mediate the influence of quality of information on purchasing decisions.

**Hypothesis 8:** The quality of interaction can mediate between the quality of information and purchasing decisions

Based on the theoretical and variable relationships above, the following research framework is built as follows:



**Figure 1.** Research Framework

Source: developed in this research, 2023

## RESEARCH METHOD

The type of research used is "explanatory" with a quantitative descriptive approach. Because the population of e-retail customers is unknown and has a large population, researchers cannot study everything in the population due to limited funds, energy, and time, so researchers use samples taken using the formula Fraenkel et al., (2012). The population in this study were e-retail users residing in Indonesia, totaling 100 customers. The data source used in this study is primary data with a questionnaire as a data collection tool and uses a Likert scale as a measurement tool. The research instrument uses validity and reliability tests. Data analysis techniques used statistical techniques and a Structural Equation Model (SEM) with data analysis using SmartPLS software. Data measurement used a 5-point Likert scale, with Strongly Disagree scored 1 and Strongly Agree scored 5.

The operational definition of variables includes purchasing decision variables using indicators Widiyanto & Prasilowati (2015), namely, speed of decision, steady in deciding, confidence in purchases, and not considering other ways of purchasing other than online stores. Quality of information variables using indicators Rakhmadian et al., (2017), namely, accurate, up-to-date, completeness of product descriptions or specifications, and accuracy. Customer confidence variables use Komiak & Benbasat indicators (2004), namely trust in the company's website, trust information about the company provided by the online store, trust in information about products from the company's online store, and trust in online distribution channels. At the same time, the interaction quality variable uses Suhendra indicators (2009), namely security in transactions, personal data security, a sense of personalization, and creating confidence that the goods delivered are the promised goods.

## RESULT AND DISCUSSION

Based on the test results in the respondent characteristics table above, it shows that the number of respondents consisted of 67 female respondents (67.0%) and 33 male respondents (33.0%). The 18-30 year age range dominated the number of respondents, namely 67 respondents (67.0%), followed by the 31-45 year age range with 23 respondents (23.0%), followed by the 46-

60 year age range with 10 respondents. (10.0%), followed by 100 respondents (100%) living in Indonesia, and 100 respondents (100%) have been and are currently e-retail users.

**Table 1.** Respondent's Profile

No	Content	Frequency	Percentage
1	Gender		
	Male	33	33.0%
	Female	67	67.0%
2	Age		
	18-30	67	67.0%
	31-45	23	23.0%
	46-60	10	10.0%
3	Country		
	Indonesia	100	100.0%
4	Customer's E-Ritel		
	Have you ever used e-retail, or are you currently an e-retail user	100	100.0%

Source: Primary Data Processed, 2023

The results of the convergent validity measurement (Convergent Validity Test) showed that the outer loading value for each indicator for each variable was greater than ( $\geq$ ) 0.5. This shows that each variable is declared to meet the validity standards by the provisions of the convergent validity value so that the reflexive indicators and the latent variable scores are correlated. Research output data obtained shows that the AVE value in the results of discriminant Validity testing on the variables of quality of information, customer trust, interaction quality, and purchasing decisions has an Average Variant Extracted (AVE) value greater than ( $\geq$ ) 0.5, meaning the Validity of the research model has been tested by determination of the average variant extracted (AVE) value and meeting the standards so that the reflexive indicators and the latent variable scores are correlated. The following convergent validity test results can be seen in Table 2 below:

**Table 2.** Outer Loading and Validity Test

Variable	Items	Outer Loading	AVE	Information
Quality of Information (QI)	QI.1	0,826	0,593	Acceptable
	QI.2	0,795		Acceptable
	QI.3	0,759		Acceptable
	QI.4	0,671		Acceptable
Customer Trust (CT)	CT.1	0,838	0,621	Acceptable
	CT.2	0,796		Acceptable
	CT.3	0,766		Acceptable
	CT.4	0,736		Acceptable
Quality of Interaction (QI2)	Q12.1	0,865	0,758	Acceptable
	Q12.2	0,847		Acceptable
	Q12.3	0,887		Acceptable
	Q12.4	0,868		Acceptable
Purchase Decision (PD)	PD.1	0,802	0,674	Acceptable
	PD.2	0,828		Acceptable
	PD.3	0,902		Acceptable
	PD.4	0,724		Acceptable

Source: Primary Data Processed, 2023

After convergent validity testing, all items are tested for reliability. The results of variable reliability testing are shown in the following table 3:

**Table 3.** Composite Reliability and Cronbach Alpha

Variable	Composite Reliability	Cronbach's Alpha	Information
Quality of Information (QI)	0,763	0,761	Reliable
Customer Trust (CT)	0,796	0,792	Reliable
Quality of Interaction (QI2)	0,895	0,890	Reliable
Purchase Decision (PD)	0,842	0,831	Reliable

Source: Primary Data Processed, 2023

Based on the measurement results in the table above, the results show that the value of composite reliability and Cronbach's alpha for each variable has a value of  $\geq 0.6$ , which indicates that a variable has good composite reliability based on the composite reliability score of each research variable. In contrast, Cronbach's Alpha has good composite reliability based on the value of the alpha coefficient. Then, all research instrument items are declared reliable and consistent for further testing.

**Table 4.** The Goodness of Fit Model

Variable	R Square
Customer Trust (CT)	0,615
Purchase Decision (PD)	0,592
Quality of Interaction (QI2)	0,326

Source: Primary Data Processed, 2023

The R-square value or coefficient of determination obtained for the customer trust variable is 0.615, or the equivalent of 61.5%. This shows that the construct of customer trust can be explained by the quality of information and interaction, amounting to 61.5%, and the remaining 38.5% is explained by other variables not used in the research. The R-square output for purchasing decisions is 0.592, equivalent to 59.2%, which shows that the purchasing decision construct can be explained by the quality of information, customer trust, and interaction quality of 59.2%, and the remaining 40.8% is explained by other variables that are not used in research. The R-square output for interaction quality is 0.326, equivalent to 32.6%, which shows that the interaction quality construct can be explained by 32.6% of the quality of information, and the remaining 67.4% is explained by other variables not used in this research.

The Q-Square or Goodness of Fit test, or what can also be called the total coefficient of determination, is used to measure the level of good or bad research carried out for its impact on the model used in the research. Q-Square or Goodness of Fit, also known as the total coefficient of determination, is obtained using the formula:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) (1 - R^2_3)$$

Where:  $Q^2$  = Total Coefficient of Determination,  $R^2$  = Coefficient of Determination

The calculation results based on the formula above are:

$$Q^2 = 1 - (1 - 0,615) (1 - 0,592) (1 - 0,326)$$

$$Q^2 = 1 - (0,385) (0,408) (0,674) = 1 - 0,1058 = 0,8942$$



From the results of calculating the predictive relevance ( $Q^2$ ) value above,  $Q^2$  as Goodness of Fit is 0.8942 or 89.42%. The results of the  $Q^2$  value showed that 89.42% of the data built could explain the diversity of data, and the remaining 10.58% explained variables outside the built model and the error rate. Therefore, the GoF formed can interpret the model built very well and explain 89.42% of the variables studied.

**Table 5.** Direct Hypothesis Testing

Hypothesis	Path Koefisien	T-Statistic	P-Value	Information
Quality of Information (QI) → Purchase Decision (PD)	0,218	2,190	0,029	Accepted
Quality of Information (QI) → Customer Trust (CT)	0,635	9,180	0,000	Accepted
Customer Trust (CT) → Purchase Decision (PD)	0,447	4,165	0,000	Accepted
Quality of Information (QI) → Quality of Interaction (QI2)	0,571	8,191	0,000	Accepted
Quality of Interaction (QI2) → Purchase Decision (PD)	0,202	2,199	0,028	Accepted
Quality of Interaction (QI2) → Customer Trust (CT)	0,223	2,623	0,009	Accepted

Source: Primary Data Processed, 2023

The following results are obtained from the results of hypothesis testing directly in Table 5 above. The output from the analysis and calculation of the first hypothesis found that the path coefficient value was 0.218, the T-statistic value was 2.190, and the P-value was  $0.029 \leq 0.05$  ( $\alpha$ ). In conclusion, **the first hypothesis is accepted**, which states that the quality of information has a significant effect on purchasing decisions. The second hypothesis tests the influence of the quality of information on customer trust. The analysis and calculations found that the path coefficient value was 0.635, the T-statistic value was 9.180, and the P-value was  $0.000 \leq 0.05$  ( $\alpha$ ). In conclusion, **the second hypothesis is accepted**, which states that information quality significantly affects customer trust.

The third hypothesis tests the influence of customer trust on purchasing decisions. The analysis and calculations found that the path coefficient value was 0.447, the standard deviation value was 0.107, the T-statistic value was 4.165, and the P-value was  $0.000 \leq 0.05$  ( $\alpha$ ). In conclusion, **the third hypothesis is accepted**, which states that customer trust significantly affects purchasing decisions. The fourth hypothesis tests the influence of the quality of information on interaction quality. The analysis and calculations found that the path coefficient value was 0.571, the T-statistic value was 8.191, and the P-value was  $0.000 \leq 0.05$  ( $\alpha$ ). In conclusion, **the fourth hypothesis is accepted**, which states that information quality influences interaction quality.

The output from the analysis and calculation of the fifth hypothesis found that the path coefficient value was 0.202, the T-statistic value was 2.199, and the P-value was  $0.028 \leq 0.05$  ( $\alpha$ ). In conclusion, **the fifth hypothesis is accepted**, which states that interaction quality significantly affects purchasing decisions. The output from the analysis and calculation of the first hypothesis found that the path coefficient value was 0.223, the T-statistic value was 2.623, and the P-value

was  $0.009 \leq 0.05$  ( $\alpha$ ). In conclusion, **the sixth hypothesis is accepted**, which states that interaction quality significantly affects customer trust.

**Table 6.** Indirect Hypothesis Testing

Hypothesis	Path Coefficient	T-Statistic	P-Value	Information
Quality of Information (QI) → Customer Trust (CT) → Purchase Decision (PD)	0,283	3.783	0,000	Accepted
Quality of Information (QI) → Quality of Interaction (QI2) → Purchase Decision (PD)	0,115	2,054	0,040	Accepted

Source: Primary Data Processed, 2023

The analysis and calculations found that the path coefficient value was 0.283, the T-statistic value was 3.783, and the P-value was  $0.000 \leq 0.05$  ( $\alpha$ ). In conclusion, **the seventh hypothesis is accepted**, which states that the customer trust variable plays a role in mediating the influence of the quality of information on purchasing decisions. The analysis and calculations found that the path coefficient value was 0.115, the T-statistic value was 2.054, and the P-value was  $0.040 \leq 0.05$  ( $\alpha$ ). In conclusion, **the eighth hypothesis is accepted**, which states that the customer trust variable plays a role in mediating the influence of the quality of information on purchasing decisions.

The results of hypothesis testing that has been carried out regarding the influence of information on purchasing decisions show that the quality of information significantly affects purchasing decisions. This means that the higher quality information provided by e-retailing makes customers quicker to make purchases online. The results of this research have supported previous research conducted by Mulyadi et al., (2018) and Rakhmadian et al., (2017) in that the research results found that the quality of information significantly affects purchasing decisions. Accurate information will make consumers not hesitate to make online purchase decisions. Accurate information will generate consumer trust and make consumers purchase online.

Consumers read reviews and ratings to learn about other customers' experiences before purchasing (Chen et al., 2022). The information on product packaging and labels can influence purchasing behavior and consumer satisfaction (Yuliana & Pantawis, 2023; Zhao et al., 2021). Accurate and detailed information about a product, such as name, ingredients, and packaging, can increase its value and appeal in the eyes of consumers. Accurate and detailed information about a product, such as name, ingredients, and packaging, can increase its value and attractiveness in the eyes of consumers (Zhao et al., 2021). The quality of information can play an essential role in shaping consumer perceptions and decisions.

Hypothesis testing has been carried out regarding the influence of information on customer trust, and the result is that the quality of information significantly influences customer trust. This means that the higher the quality of information provided by e-retail to customers, it will create trust in e-retail itself and vice versa; if customers already have trust in e-retail, then it is certain that the quality of the information contained in e-retail is of high quality. The results of this research have supported previous research conducted by Rakhmadian et al., (2017), Suhendra

(2009), and Widodo & Putranti (2016) in the research results found that quality of information has a significant effect on customer trust.

The quality of information a brand or product provides can significantly affect consumer confidence (Elida *et al.*, 2023; Fadhillah *et al.*, 2021). Trust is essential in consumer loyalty and purchasing decisions (Fadhillah *et al.*, 2021; Patma *et al.*, 2023). Consumers tend to trust brands and products that provide accurate and reliable information. Consumers tend to trust brands that provide accurate and detailed information about their products and services (Elida *et al.*, 2023). Search results show that information quality is vital in building consumer trust.

Customer trust in purchasing decisions with the result that customer trust significantly influences purchasing decisions. This means that customers who already trust e-retail will be quick in making purchasing decisions without any doubt, and vice versa; if customers do not trust e-retail, they will automatically not make purchasing decisions through e-retail. The results of this research have supported previous research conducted by Ardyanto & Susilo (2015), finding that customer trust significantly affects purchasing decisions. Trust is one of the factors that can influence consumer purchasing decisions, in addition to buying interest, perceived value, and price (Hidayat *et al.*, 2021). Trust has a positive effect on consumer purchase intent, and a significant level of trust in the integrity, virtue, and competence of sellers is required by consumers before making a purchase decision (Mahliza, 2020). Overall, customer trust is an essential factor that businesses must consider when influencing purchasing decisions. Building trust with customers can help increase their willingness to purchase a product or service and result in long-term loyalty.

Quality of information on interaction quality with the result that quality of information significantly influences interaction quality. This means that the better the quality of the information provided, the more direct impact it will have on the quality of the interaction. E-retailing guarantees the suitability of the content of goods information provided to customers, leading to good quality interactions. The better the quality of information in e-retail, the better the quality of e-retail interactions provided to customers. The results of this research have supported previous research conducted by Suhendra (2009) and Berlilana *et al.*, (2018) in that the research results found that the quality of information significantly affects the quality of interactions.

Information quality refers to the extent to which a system provides valuable content to its users (Zhao, 2019). Information quality can affect consumers' perceptions of the usefulness of products and services and their trust in information sources (Geng & Chen, 2021; Li *et al.*, 2022). Quality of interaction refers to the feelings of consumers and service personnel in the contact process. This includes the attitudes, behaviors, and skills of service personnel, as well as responsiveness, professionalism, informativeness, and personalization of interactions (Li *et al.*, 2022). High-quality interaction shows consumers that they can quickly update information, get real-time information, and actively control the acquisition of information on the platform (Geng & Chen, 2021). High-quality interactions and information can improve consumers' perception of usefulness and trust in products and services.

Interaction quality on purchasing decisions shows that the quality of interaction has a significant effect on purchasing decisions. This means that the better quality of interaction provided by e-retailing can certainly make customers directly make purchasing decisions online.

The results of this research have supported previous research conducted by Alhasanah (2014), which found that the quality of interaction significantly affects purchasing decisions. Online stores provide a sense of security to consumers to complete transactions. A sense of security is something that online stores must consider to guarantee consumers in making transactions; if online stores provide a sense of security to consumers to complete transactions, it will make consumers immediately make online purchase decisions. Assuring that the goods delivered to the online store are appropriate is one of the qualities of interaction between online stores and consumers.

Quality of interaction on customer trust: The results showed that interaction quality significantly affected customer trust. This means that the better quality of interaction provided by e-retailing can certainly influence customers to make decisions to make purchases online. The results of this research have supported previous research conducted by Meliana et al., (2013) in that the research results found that the quality of interaction significantly affects customer trust. The confidentiality of personal data is essential in determining consumers' decisions. If the online store guarantees the confidentiality of consumer personal data, consumers will trust the online store. High-quality interactivity can be a cornerstone of trust (Geng & Chen, 2021).

Many existing studies provide statistical evidence on the quality of employee-customer interaction in driving customer trust (G. Chen & Li, 2021; Patma et al., 2023). The quality of information has a positive and significant effect on customer trust and loyalty, and the quality of experience has a positive and significant effect on trust (Patma et al., 2023). The high quality of interaction from artificial content increases consumers' perception of product reliability, and their impression of the product or service increases trust, reduces transaction risk, and increases purchase intent (Geng & Chen, 2021).

Quality of information on purchasing decisions through customer trust as a mediator with the result that customer trust can mediate the influence of quality of information on purchasing decisions positively and significantly. This means that the better the quality of the information provided to customers, the greater the customer trust will certainly increase customers' decision to shop online. The results of this research have supported previous research conducted by Ferdiansyah & Rahayu (2019) in that the research results found that customer trust could mediate the influence of quality of information on purchasing decisions.

Quality of information on purchasing decisions through interaction quality as a mediator with the result that interaction quality can mediate the influence of quality of information on purchasing decisions. This means that the quality of the information will undoubtedly impact the quality of interactions and quick purchasing decisions because the quality of the information and the quality of the interactions provided will influence purchasing decisions. This research supports research by Romla & Ratnawati (2018), which states that interaction can mediate the quality of information on purchasing decisions.

## CONCLUSION

As a result of the analysis carried out by researchers in the previous chapter, several conclusions can be drawn. Quality of information has a significant effect on purchasing decisions; quality of information has a significant influence on customer trust; customer trust has a

significant influence on purchasing decisions; quality of information has a significant influence on interaction quality; interaction quality has a significant effect on purchasing decisions, and interaction quality has a significant effect on customer trust. Later, the mediating influence was found that customer trust can mediate the influence of quality of information on purchasing decisions positively and significantly, and interaction quality can mediate the influence of quality of information on purchasing decisions.

The quality of information and interaction is an influential factor in building consumer confidence in online transactions. Trust plays an essential role in online purchases; customer trust and quality of interaction are important mediators in the relationship between information quality and purchase decisions. E-retail companies mainly need to pay attention to the quality of information provided, which must be appropriate and constantly updated; it is also necessary to improve the quality of interaction with online customers to form consumer trust in a product considered for purchase.

This finding has implications that companies must pay attention to the factors of information provided to consumers must not be late or not updated, provide accurate information about the company through online stores, and maintain consumer trust, which will later affect consumers to make purchases directly from online stores. Further researchers can add other relevant variables or can retest the findings. Future researchers can also test a large number of respondents, of course, according to the categories or criteria that the researchers themselves have set.

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