

THE ROLE OF INFORMATION CREDIBILITY IN EWOM ON SOCIAL MEDIA TOWARD ONLINE PURCHASE INTENTION OF BOYCOTTED AMERICAN PRODUCTS: A CASE STUDY ON GEN Z

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Abstract

Social media is becoming a crucial digital information ecosystem, with electronic word of mouth (eWOM) significantly influencing consumer decisions. eWOM spreads information quickly to a wide audience, facilitating product comparison, but poses challenges in distinguishing credible information. This study aims to analyze the role of information credibility, attitude towards information, and eWOM in influencing online purchase intention of boycotted American products. Using quantitative research methods and an associative approach, data was collected through an online survey of 200 gen Z consumers, who are individuals aged 12-27 years old, active users of social media, and have knowledge of the boycott. Data analysis was carried out using the PLS-SEM technique with SmartPLS software. The results showed that information credibility positively affects information usefulness, online purchase intention, and information adoption. Information usefulness contributes positively to attitude and adoption, although it is not significant to online purchase intention. Attitude towards information has a positive effect on adoption, but not on purchase intention. This research emphasizes the importance of credibility and information usefulness in influencing attitudes and adoption, although not all relationships contribute directly to online purchase intentions.

Keywords: Information Credibility, Electronic Word of Mouth (eWOM), Online Purchase Intention, Generation Z, American Product Boycott

INTRODUCTION

The evolution of digital technology, particularly social networking platforms, has had a major impact on how consumers behave. One of the emerging phenomena is electronic word of mouth (eWOM), which serves as an essential tool in consumer decision-making. eWOM enables rapid dissemination of product information, but also poses challenges in distinguishing credible information from misleading ones. Researchers are especially interested in the impact of electronic word-of-mouth on the intention to purchase products online, especially those that have been boycotted. In Indonesia, boycott campaigns against certain products, including American products, often appear on social media and influence consumers' perceptions and purchase intentions. Generation Z, who are active on social

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media and exposed to eWOM, is an interesting group to research regarding the credibility of online information and its impact on online purchase intentions.

The Boycott, Divestment, and Sanctions (BDS) movement, which calls for the cessation of the use of Israeli products as a form of protest against human rights violations, has gained new momentum in Indonesia following the MUI's Fatwa No. 83 of 2023. The boycott of American products, especially those perceived to support Israel, has significant support from Gen Z, with data showing that 82% of them care about the boycott and 73% are actively involved. Activity on social media, particularly TikTok, has fueled this support, as seen by the increased use of the #boycott hashtag against pro-Israel brands since the Israel-Hamas conflict erupted in October 2023. Brands such as Starbucks, McDonald's and Disney have been the main targets of boycotts on the platform, with thousands of videos supporting the boycott (Katadata, 2024).

As a first step, the researcher conducted a pre-survey to 38 people to collect preliminary data on their perceptions and attitudes towards boycotting American products on social media. Based on the survey data, 92% of respondents find information about boycotting American products more useful if it comes from a trusted source, and 92% tend to avoid purchasing such products if they see accurate negative information on social media. Furthermore, 87% of individuals are in favor of endorsing the boycott initiative when it aids in their comprehension of the adverse effects of the item, while 95% would stop buying American products if there is a better local alternative. While 53% of respondents agreed to be more active in online discussions about boycotts, support for information credibility and positive attitudes towards information adoption only reached 50% and 32% respectively, indicating that support for creating boycott-related content is low.

In recent years, there has been a significant increase in the study of how electronic word-of-mouth on social media impacts consumer buying choices. However, there is a significant research gap, especially for Generation Z in Indonesia. The majority of past research, including studies carried out by Ngo et al. (2024) examined the influence of eWOM on social networking sites on information credibility and online purchase intentions, but did not restrict to a specific age group. This study differs by focusing on generation Z in Indonesia and the boycott of American products, adding social and political dimensions to online purchase intentions. The topics explored involve how the trustworthiness of information affects how helpful the information is, people's likelihood to make purchases online, and how readily information is embraced. The objective of this study is to offer

businesses an understanding of the eWOM dynamics and successful marketing tactics, while also assisting marketers in addressing the obstacles presented by the boycott movement.

While previous research by Al-Haddad et al. (2022) only examines eWOM on Facebook, this study takes a broader approach. Thus, while previous research did not specifically address the boycott of American products, it suggests that the credibility of information and the impact of eWOM on social media play a crucial role in determining purchase decisions, which is relevant to understanding and addressing the challenges companies face in current boycott campaigns. This research aims to address a void in the current body of work by examining the purchasing patterns of Generation Z individuals in Indonesia, a group that is not only active in spreading eWOM information but also engages in boycott movements in response to global socio-political dynamics. The research aims to offer a deeper understanding on how credibility factors in eWOM influence consumers' online purchase intentions, specifically boycotted products, thus providing valuable lessons for companies in managing communication and reputation strategies on social media.

The scope of this research includes Gen Z consumers who are active on social media and have purchased or plan to purchase the boycotted American products. In addition, this study focuses on the phenomenon of boycotting American products that are perceived to support Israeli policies, which is increasingly prevalent among the younger generation after the conflict in Palestine. This study has limitations, such as the limited sample size and regional coverage of respondents, and only observing consumer behavior in one specific time period. The decline in support for creating and sharing content related to the boycott of American products on social media, as shown in the baseline survey, signals the need for a deeper understanding of how information credibility and attitudes towards information influence adoption and purchase intentions. This study aims to investigate how the credibility of information in electronic word-of-mouth affects the online purchasing decisions of Gen Z consumers for products that have been boycotted, as well as identify the most influential credibility factors in shaping online purchase intentions.

LITERATURE REVIEW

Social Media

Social media serves as a platform for people to engage in virtual communication with one another. Platforms such as Facebook and Twitter allow companies to interact with consumers. Different types of social media consist of blogs, microblogging platforms like Twitter, social networking sites such as Facebook, photo-sharing platforms like Instagram,

and instant messaging apps such as Line and WhatsApp (Widiastuti & Sulistyandari, 2024). Social media serves as a source of information, entertainment, and a means of rapid social communication compared to traditional media (Kartini et al., 2020).

Electronic Word of Mouth (eWOM)

eWOM refers to the online spread of information regarding a product or service, functioning as a form of viral advertising (Kotler & Keller in Tuyu et al. (2022)). This is important in influencing consumer decisions.

Information Credibility (IFC)

The user's belief in the reliability and knowledge of the source determines the credibility of the information (Ngo, Bui, et al., 2024). The credibility of a source is crucial in influencing others (Wathen & Burkell in Leong et al. (2021)).

Information Usefulness (IFU)

Information usefulness refers to how well eWOM content assists in decision-making processes (Ngo, Bui, et al., 2024; Ong, 2022).

Attitude Toward Information (ATI)

Attitude toward information (ATI) reflects an individual's overall disposition toward eWOM content, encompassing cognitive, affective, and behavioral aspects. It contributes to a positive brand image and a strong emotional connection with the product (Ngo, Vuong, et al., 2024).

Information Adoption (IFA)

The assimilation of information involves individuals absorbing and embracing information provided by external sources, which contributes to the integration of eWOM in influencing consumer decisions (Ong, 2022).

Online Purchase Intention

Online purchase intention refers to an individual's consideration to buy products through digital platforms and serves as a primary predictor of purchasing behavior (Ngo, Vuong, et al., 2024).

Generation Z (Gen Z)

Generation Z is a tech-savvy generation characterized by high multitasking abilities and frequent reliance on the internet for interaction and information seeking (Mukhlis et al., 2023; Sparks & Honey, 2014).

Hypothesis Development

a. Information Credibility Positively Influences Information Usefulness

Information that is considered credible is more valuable to users (Ngo, Bui, et al., 2024). When users trust eWOM information, they tend to find it useful, creating a positive cycle in decision-making. Nyagadza et al. (2023) noted that although the relationship between credibility and usability is not as strong as other variables, credibility still increases consumers' trust in information. On the other hand, Pracoyo & Sharif (2023) also found that credibility increases consumer confidence that information can help in decision making. Khwaja et al. (2020) explains that information credibility reflects the extent to which information is considered trustworthy, accurate, and relevant by the recipient. When information is considered credible, users are more likely to find it useful because it fulfills the need to make the right decision. Based on these findings, the researcher formulates a hypothesis:

H1: Information credibility has a positive effect on information usefulness.

b. Information Credibility Positively Influences Online Purchase Intention

Users who perceive eWOM information as credible tend to have a higher intention to purchase (Ngo, Vuong, et al., 2024). This research shows that credibility not only influences perceived usefulness, but also shapes purchase intentions through the Information Acceptance Model (IACM), creating a positive cycle in decision-making. Nyagadza et al. (2023) asserts that information credibility increases consumer confidence in the product, so they are more likely to accept and consider accurate information. On the other hand, Kohler et al. (2023) also found that consumers are more inclined to make online purchases when they trust the information provided, with the expertise and trustworthiness aspects of the information source playing an important role in increasing the perceived usefulness of information. Khwaja et al. (2020) explains that credible information creates the perception that the product or service described matches expectations, which in turn encourages users to take a purchase step. Based on these findings, the researcher formulated a hypothesis:

H2: Information credibility has a positive effect on online purchase intentions.

c. Information Credibility Positively Influences Information Adoption

Users who find eWOM information credible are more likely to adopt it (Ngo, Bui, et al., 2024). This research shows that the higher the credibility, the more likely users are to adopt the information, even though the benefits may not be immediately apparent. Sardar et al. (2021) also found that the more credible a source is, the more likely the information is to

be trusted and adopted by consumers, serving as a risk mitigation tool in online shopping. On the other hand, Nyagadza et al. (2023) asserts that information credibility facilitates the adoption process by creating a sense of security and trust, so consumers are more likely to use the information in purchasing decisions. Khwaja et al. (2020) explains that information credibility directly affects information adoption by increasing the perceived usefulness and relevance of information. When users believe that the information comes from a reliable and unbiased source, users are more likely to integrate it into the decision-making process. Based on these findings, the researcher formulates a hypothesis:

H3: Information credibility has a positive effect on information adoption.

d. Information Usefulness Positively Influences Attitude Toward Information

Users who find eWOM information useful tend to develop a positive attitude (Ngo, Vuong, et al., 2024). Information usefulness reinforces the user's belief that the information is relevant and useful, creating a positive cycle in decision-making. Al-Haddad et al. (2022) added that the higher the level of information usefulness, the more positive the consumer's attitude towards it, because information that is considered useful is easier to accept and remember. On the other hand, Rahaman et al. (2022) also found that useful information shapes positive attitudes, as consumers find the information helpful in making decisions. Nyagadza et al. (2023) explains that information usefulness refers to the extent to which information is considered useful, relevant, and able to meet user needs in decision making. Based on these findings, the researcher formulates a hypothesis:

H4: Information usefulness has a positive effect on attitude toward information.

e. Information Usefulness Positively Influences Online Purchase Intention

People who see value in electronic word-of-mouth recommendations are more inclined to buy a product (Ngo, Bui, et al., 2024). The study indicates that increased information effectiveness leads to a more favorable intention to buy online, despite the influence of factors like product quality and risk. Al-Haddad et al. (2022) asserts that information that is perceived as useful increases the likelihood that consumers will adopt that information in purchasing decisions. On the other hand, Khwaja et al. (2020) found that useful information can increase purchase intentions by providing added value, such as explaining product benefits. Nyagadza et al. (2023) explains that information usefulness refers to the extent to which information is considered relevant, accurate, and able to meet

consumer needs in decision making. Based on these findings, the researcher formulates a hypothesis:

H5: Information usefulness has a positive effect on online purchase intentions.

f. Information Usefulness Positively Influences Information Adoption

Users are more active in receiving information that they find useful (Ngo et al., 2024). The higher the level of information usefulness, the more likely users are to adopt it, even though the benefits may not be immediately apparent. Brighton Nyagadza et al. (2023) explain that consumers tend to adopt information that is considered relevant and useful, which helps to understand the product better. On the other hand, Leong et al. (2021) also found that useful information increases users' propensity to adopt it, especially if the information is quality and credible. Nyagadza et al. (2023) explain that information usefulness has a direct relationship with information adoption, because useful information helps consumers feel more confident that decisions are based on valid and relevant data. Based on these findings, the researcher formulates a hypothesis:

H6: Information usefulness has a positive effect on information adoption.

g. Attitude Toward Information Positively Influences Online Purchase Intention

Consumers with positive views are more likely to act on that information (Ngo et al., 2024). A positive attitude towards eWOM information makes users perceive the information as useful in decision-making, creating a positive cycle that reinforces trust in the information source. Al-Haddad et al. (2022) explained that a positive attitude towards information can increase purchase intentions, as consumers feel more confident and informed. However, Nyagadza et al. (2023) found that negative attitudes towards information can reduce purchase intentions, suggesting that consumers' evaluation of information is very influential in decisions. Based on these findings, the researcher formulates a hypothesis:

H7: Attitude towards information has a positive effect on online purchase intention.

h. The Attitude toward Information Positively Influences Information Adoption

Positive attitudes encourage users to perceive information as valuable and relevant (Ngo et al., 2024). The more favorable the user's attitude towards information, the more likely they are to adopt it, especially in risky online shopping. Nyagadza et al. (2023) added that negative attitudes can hinder information adoption, suggesting that positive attitudes serve as an initial filter that strengthens consumers' trust in the information received. On the other hand, Sardar et al. (2021) also found that a positive attitude towards eWOM

information increases consumers' tendency to adopt the information, because it creates trust and comfort in decision making. Al-Haddad et al. (2022) explain that attitudes towards information reflect individual perceptions and evaluations of the quality, relevance, and usefulness of information received by consumers. Based on these findings, the researcher formulates a hypothesis:

H8: Attitude towards information has a positive effect on information adoption.

i. Information Adoption Positively Influences Online Purchase Intention

Users who incorporate electronic word-of-mouth information into their decision-making process are more inclined to complete a purchase (Ngo et al., 2024). When users receive information from credible sources, there is a greater likelihood that they will have higher intentions of making online purchases. This correlation between information adoption and purchase intentions is particularly strong at higher levels of adoption. Al-Haddad et al. (2022) explain that when consumers adopt relevant and useful information, consumers' intention to buy online also increases, because information adoption provides confidence in decision making. On the other hand, Nyagadza et al. (2023) found that consumers who adopt information feel more confident in making purchasing decisions, thereby increasing the intention to buy products promoted online. Leong et al. (2021) explain that consumers tend to prefer and adopt eWOM information that meets their needs in completing tasks or purchasing decisions. Based on these findings, the researcher formulates a hypothesis:

H9: Information adoption has a positive effect on online purchase intentions.

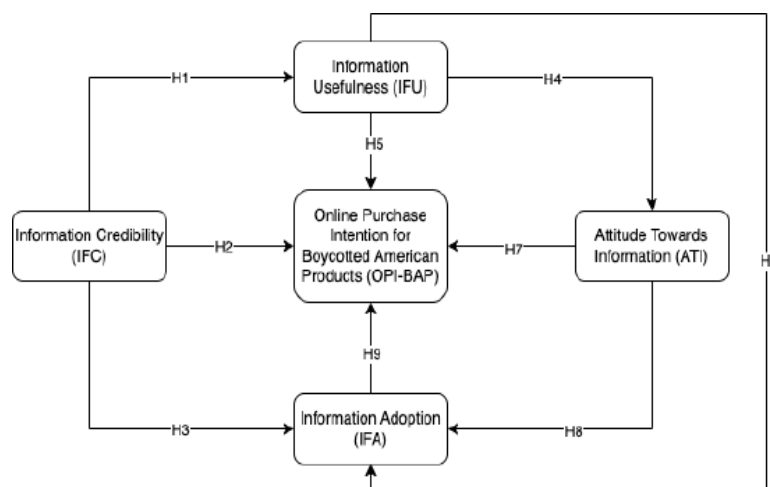


Figure 1. Research Framework

Source: Researcher, 2024

RESEARCH METHODS

This research employs a quantitative methodology and an associative strategy to discover the correlation among different factors impacting the inclination of Gen Z individuals towards boycotting American products when making online purchases. The operational variables in this study consist of several constructs that are measured using indicators relevant to the research objectives.

This study focuses on two primary operational variables: Electronic Word of Mouth (e-WOM) and Online Purchase Intention. The e-WOM variable is based on the research conducted by Ngo et al. (2024) and includes four dimensions: Information Credibility (IFC), Attitude Towards Information (ATI), Information Adoption (IFA), and Information Usefulness (IFU). IFC dimension pertains to individuals' views on the credibility of e-WOM information on social media, which includes how convincing, reliable, reasonable, and trustworthy the information is perceived to be. The ATI dimension shows individual attitudes towards e-WOM information, including the tendency to seek such information before buying a product, the perceived usefulness of the information, as well as increased confidence in decision-making. The IFA dimension reflects the level of individual acceptance of e-WOM information and recommendations related to a particular brand. Meanwhile, the IFU dimension measures the extent to which e-WOM information is considered useful and relevant in evaluating products. The second variable, Online Purchase Intention, also refers to Ngo et al. (2024), with a focus on Online Purchase Intention for Boycotted American Products (OPI-BAP). Indicators on this variable reflect a strong aversion to purchasing these products, despite the need, as well as a tendency not to recommend them to others.

The study population was Indonesian Gen Z consumers who use social media and are aware of the American product boycott campaign. The sample was determined using purposive sampling technique with the criteria that respondents were 12-27 years old, familiar with social media, and knew information related to the boycott. Determination of the number of samples follows the rules of Hair Junior et al. (2017), which is at least 10 times the number of research indicators. With 17 indicators, the minimum sample required was 170 respondents, and the number was increased to 200 in anticipation of invalid responses. Primary data was collected through a survey using a Google Form-based questionnaire, with measurement using a 5-point Likert scale, which provides ratings ranging from "Strongly Disagree" (1) to "Strongly Agree" (5).

Data validity was tested through convergent (AVE) and discriminant (HTMT and Fornell-Larcker Criterion) validity analysis, while reliability was tested with Cronbach's Alpha and Composite Reliability, where a value of ≥ 0.70 is considered adequate (Sugiyono in Sujarweni, 2014). To prevent bias, data were filtered through normality tests, outlier detection, and checking the independence of respondents. The Partial Least Squares-Structural Equation Modeling (PLS-SEM) method was employed for data analysis, given its appropriateness for exploratory studies aiming to forecast connections among different variables. Inner model evaluation includes collinearity analysis ($VIF < 5$), testing the significance of the relationship between variables through bootstrapping, and assessing the coefficient of determination (R^2) to assess the ability of the model to explain the variance of the dependent variable (Hair & Alamer, 2022).

RESULTS AND DISCUSSION

Respondent Profile

According to the data on the participants' characteristics, most of the individuals who took part in this research were between the ages of 20 and 23 (61%), with the next largest group being 24-27 years old (25.5%), showcasing the prevalence of young adults. In regards to sex, the majority of respondents were women (87%), suggesting a higher level of interest or significance of the research subject among this demographic. Based on domicile, most respondents are from Java (83%), while the rest are spread across Sumatra (8.5%), Kalimantan (5%), and other regions in small numbers. The education level of the majority of respondents is Bachelor's degree (58%) and Senior High School (31%), which indicates that they have a fairly high educational background. In terms of occupation, most respondents are students (60.5%), followed by employees (23%), with other groups such as entrepreneurs, housewives, and those not working in smaller percentages.

Table 1. Respondent Profile

Demographic Variable	Total	Percentage
Age		
12 - 15	1 person	0,5%
16 - 19	26 people	13%
20 - 23	122 people	61%
24 - 27	51 people	25,5%
Gender		
Male	26 people	13%
Female	174 people	87%
Residence (Island)		
Java	166 people	83%
Sumatera	17 people	8,5%
Kalimantan	10 people	5%

Demographic Variable	Total	Percentage
Sulawesi	3 people	1,5%
Papua	1 person	0,5%
Nusa Tenggara Islands	2 people	1%
Bali	1 person	0,5%
Education		
Junior High School (SMP)	1 person	0,5%
Senior High School/Vocational School (SMA/SMK)	62 people	31%
Diploma	20 people	10%
Bachelor's Degree	116 people	58%
Master's Degree	1 person	0,5%
Occupation		
Student/University Student	121 people	60,5%
Employee	46 people	23%
Entrepreneur	8 people	4%
Housewife	4 people	2%
Unemployed	14 people	7%
Other	7 people	3,5%

Source: Results of Questionnaire Data Processing, 2024

Measurement Model (Outer Model)

The criteria for demonstrating strong convergent validity include a Loading Factor exceeding 0.7 and an AVE surpassing 0.5 (Hair & Alamer, 2022). Reliability evaluates the internal coherence of the concept, determined through Cronbach's Alpha and Composite Reliability (CR), with a threshold of 0.7 denoting acceptable coherence (Widodo & Yusiana, 2021).

Table 2. Convergent Validity and Reliability Test Results

Construct	Indicator	Convergent Validity		Reliability	
		Loading Factor	Average Variance Extracted	Cronbach's Alpha	Composite Reliability
Rule of Thumb		> 0.7	> 0.5	> 0.7	> 0.7
Attitude Towards Information (ATT)	ATI-1	1.402	0.649	0.732	0.752
	ATI-2	1.518			
	ATI-3	1.432			
Information Adoption (IFA)	IFA-1	1.385	0.653	0.734	0.745
	IFA-2	1.665			
	IFA-3	1.445			
Information Credibility (IFC)	IFC-1	1.912	0.710	0.864	0.868
	IFC-2	2.044			
	IFC-3	1.952			
	IFC-4	2.330			
Information Usefulness (IFU)	IFU-1	1.745	0.680	0.764	0.769
	IFU-2	1.521			
	IFU-3	1.490			
Online Purchase Intention_Boycotted American Product (OPI-BAP)	OPI-BAP-1	2.041	0.669	0.842	0.889
	OPI-BAP-2	2.069			
	OPI-BAP-3	2.143			
	OPI-BAP-4	1.551			

Source: SmartPLS Data Processing Results, 2024

The evaluation results show that all constructs in this research model meet the convergent validity criteria. The Loading Factor value for each indicator is more than 0.7,

and the AVE for each construct exceeds 0.5, which indicates that the indicator is able to explain the construct variance well. Cronbach's Alpha and Composite Reliability (CR) were utilized to assess dependability, showing all measures surpassing 0.7 and falling within the range of 0.732 to 0.889, suggesting strong internal coherence. The constructs of Attitude Towards Information (ATT), Information Adoption (IFA), Information Credibility (IFC), Information Usefulness (IFU), and Online Purchase Intention Boycotted American Product (OPI-BAP) show adequate validity and reliability, so the test results show that all constructs in this study are valid and reliable.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Test Results

Variable	ATT	IFA	IFC	IFU	OPI-BAP
Attitude Towards Information (ATT)					
Information Adoption (IFA)	0.748				
Information Credibility (IFC)	0.562	0.641			
Information Usefulness (IFU)	0.714	0.789	0.685		
Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.238	0.329	0.400	0.311	

Source: SmartPLS Data Processing Results, 2024

Discriminant validity test using HTMT' shows all HTMT' values between constructs are below 0.9, indicating no discriminant validity problem. The HTMT' value between ATT and IFA is 0.748, between ATT and IFC 0.562, and between IFA and IFC 0.641, all below the threshold. In addition, the HTMT' value between IFU and OPI-BAP of 0.311 is also well below 0.9. This indicates that the constructs in the measurement model meet the criteria of discriminant validity and can be considered as measurements of different concepts without significant overlap.

Structural Model Evaluation (Inner Model)

Table 4. Collinearity Test Results

Variable	VIF
Attitude Towards Information (ATT) → Information Adoption (IFA)	1.497
Attitude Towards Information (ATT) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	1.647
Information Adoption (IFA) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	1.826
Information Credibility (IFC) → Information Adoption (IFA)	1.538
Information Credibility (IFC) → Information Usefulness (IFU)	1.000
Information Credibility (IFC) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	1.608
Information Usefulness (IFU) → Attitude Towards Information (ATT)	1.000
Information Usefulness (IFU) → Information Adoption (IFA)	1.733
Information Usefulness (IFU) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	1.926

Source: SmartPLS Data Processing Results, 2024

In this research, the VIF values fall within the range of 1,000 to 1,926, indicating the absence of multicollinearity in the model and ensuring accurate and consistent interpretation of the regression analysis findings.

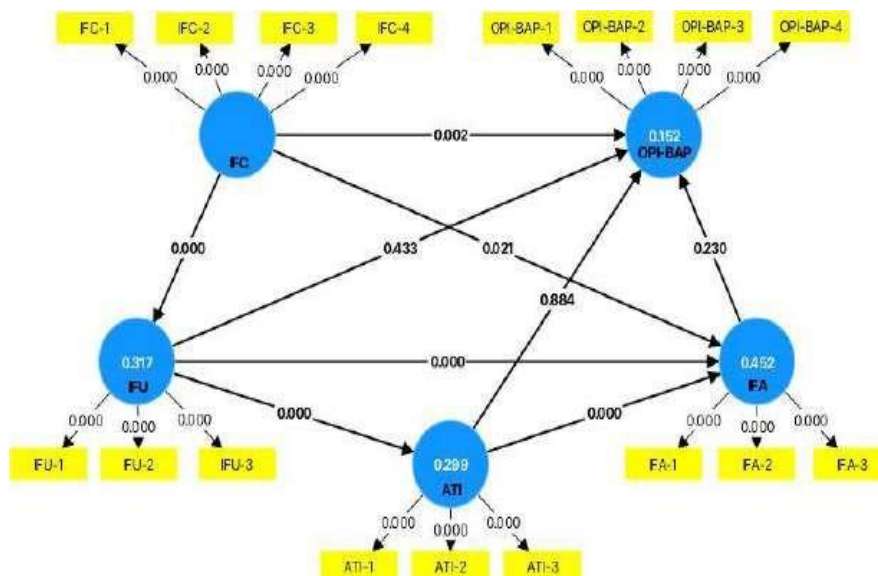


Figure 2. Run Results After Bootstrapping

Source: SmartPLS Data Processing Results, 2024

The significance test was conducted to assess whether the relationship between constructs in the study was statistically significant. The purpose of this is to enhance the connection between factors in every proposed idea. The correlation between unseen components is determined by path coefficients. When the t value exceeds 1.96 (at a 5% significance level) and the p-value is under 0.05, the link is deemed important, signaling acceptance of the hypothesis (Hair et al., 2022).

Table 5. Significance Test Results or Hypothesis Test

Indicator	Original Sample	t-Statistic	P-Value	Result
Information Credibility (IFC) → Information Usefulness (IFU)	0.563	7.455	0.000	Accepted
Information Credibility (IFC) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.270	3.038	0.002	Accepted
Information Credibility (IFC) → Information Adoption (IFA)	0.196	2.305	0.021	Accepted
Information Usefulness (IFU) → Attitude Towards Information (ATI)	0.547	8.418	0.000	Accepted
Information Usefulness (IFU) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.073	0.784	0.433	Rejected
Information Usefulness (IFU) → Information Adoption (IFA)	0.326	3.628	0.000	Accepted

Indicator	Original Sample	t-Statistic	P-Value	Result
Attitude Towards Information (ATI) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	-0.013	0.146	0.884	Rejected
Attitude Towards Information (ATI) → Information Adoption (IFA)	0.287	4.238	0.000	Accepted
Information Adoption (IFA) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.119	1.202	0.230	Rejected

Source: SmartPLS Data Processing Results, 2024

According to the findings from conducting hypothesis tests, six hypotheses were approved while three were disproved. Accepted hypotheses include: H1, that information credibility has a positive and significant effect on information usefulness (t-statistic 7.455, p-value 0.000); H2, information credibility has a positive effect on online purchase intention (t-statistic 3.038, p-value 0.002); H3, information credibility has a significant effect on information adoption (t-statistic 2.305, p-value 0.021); H4, information usefulness has a positive effect on attitude towards information (t-statistic 8.418, p-value 0.000); H6, information usefulness increases information adoption (t-statistic 3.628, p-value 0.000); and H8, attitude towards information has a positive effect on information adoption (t-statistic 4.238, p-value 0.000). Meanwhile, three hypotheses were rejected, namely: H5, that information usefulness has no significant effect on online purchase intention (t-statistic 0.784, p-value 0.433); H7, attitude towards information has no significant effect on online purchase intention (t-statistic 0.146, p-value 0.884); and H9, information adoption has no significant effect on online purchase intention (t-statistic 1.202, p-value 0.230). Thus, these results indicate that the effect of credibility, information usefulness, and attitude on information adoption is more significant than their effect on online purchase intention.

Table 6. Determination Coefficient Assessment Results

Dimension	R-square	R-square adjusted
ATI	0.299	0.295
IFA	0.452	0.444
IFU	0.317	0.314
OPI-BAP	0.152	0.134

Source: SmartPLS Data Processing Results, 2024

The results showed that the Attitude Towards Information (ATI) construct has an R^2 of 0.299 (weak), influenced by Information Usefulness (IFU); Information Adoption (IFA) has an R^2 of 0.452 (moderate), influenced by Information Credibility (IFC), IFU, and ATI; Information Usefulness (IFU) has an R^2 of 0.317 (weak), influenced by IFC; while Online Purchase Intention towards boycotted American products (OPI-BAP) has an R^2 of 0.152 (very weak), influenced by IFC, IFU, IFA, and ATI. This shows that most of the models in this study have weak to very weak predictive ability, except for the IFA construct which has moderate predictive power.

Table 7. Effect Size Assessment Results

Dimension	F-square	Result
Information Credibility (IFC) → Information Usefulness (IFU)	0.465	Large
Information Credibility (IFC) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.053	Moderate
Information Credibility (IFC) → Information Adoption (IFA)	0.046	Moderate
Information Usefulness (IFU) → Attitude Towards Information (ATI)	0.426	Large
Information Usefulness (IFU) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.003	No Effect
Information Usefulness (IFU) → Information Adoption (IFA)	0.112	Moderate
Attitude Towards Information (ATI) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.000	No Effect
Attitude Towards Information (ATI) → Information Adoption (IFA)	0.100	Moderate
Information Adoption (IFA) → Online Purchase Intention_Boycotted American Product (OPI-BAP)	0.009	No Effect

Source: SmartPLS Data Processing Results, 2024

In determining the impact of exogenous variables on endogenous variables, the F^2 effect size is utilized by analyzing the changes in the R^2 value when variables are excluded from the model. A value of 0.02 signifies a minor effect, 0.15 a moderate effect, and 0.35 a significant effect. In this study, six hypotheses were accepted and three were rejected. The significant results show that information credibility and information usefulness have a great influence on variables such as usefulness and attitude towards information, while the influence on online purchase intention of boycotted products tends to be small or insignificant. This suggests that such factors are more important in influencing information adoption than purchase decisions.

Table 8. PLSpredict Results

	PLS-SEM_RMSE	LM_RMSE	PLS - LM (RMSE)
ATI-1	0.931	0.948	-0.017
ATI-2	0.671	0.680	-0.009
ATI-3	0.701	0.702	-0.001
IFA-1	0.672	0.683	-0.011
IFA-2	0.644	0.653	-0.009
IFA-3	0.674	0.683	-0.009
IFU-1	0.555	0.557	-0.002
IFU-2	0.623	0.633	-0.01
IFU-3	0.602	0.598	0.004
OPI-BAP-1	0.875	0.888	-0.013
OPI-BAP-2	0.924	0.927	-0.003
OPI-BAP-3	0.938	0.953	-0.015
OPI-BAP-4	0.866	0.847	0.019

Source: SmartPLS Data Processing Results, 2024

From the results of the PLS-Predict analysis, it can be concluded that the PLS-SEM model shows better predictive performance on most indicators, especially on variables such as Attitude Towards Information (ATI), Adoption Information (IFA), Information Usefulness (IFU), and Online Purchase Intention-Boycotted American Product (OPI-BAP) for some of its indicators. However, the Linear Model (LM) model provides more accurate results on certain indicators, such as IFU-3 and OPI-BAP-4. This shows that the accuracy of the prediction model can vary based on the characteristics of the indicators being analyzed, so the model selection must be adjusted to achieve optimal results. Thus, it can be concluded that the strength of the prediction model in this study is moderate.

Theoretical Implications

Based on the results of the study, it was found that information credibility plays a significant role in influencing generation Z's behavior in the context of online purchasing, especially regarding the issue of product boycotts. Information credibility is shown to increase information usefulness (Ngo et al., 2024; Pracoyo & Sharif, 2023; Nyagadza et al., 2023), encourage purchase intentions (Ngo et al., 2024; Nyagadza et al., 2023; Kohler et al., 2023), and strengthen information adoption (Sardar et al., 2021; Ngo et al., 2024; Nyagadza et al., 2023). On the other hand, information usefulness also affects attitude towards information (Ngo et al., 2024; Al-Haddad et al., 2022; Rahaman et al., 2022) and information adoption (Leong et al., 2021; Ngo et al., 2024; Nyagadza et al., 2023), but does not significantly affect online purchase intention, different from the findings of Khawaja (2020) and Al-Haddad et al. (2022). (2022). In addition, although attitudes towards information can

enhance information adoption (Ngo et al., 2024; Sardar et al., 2021; Nyagadza et al., 2023), they have no significant effect on online purchase intention (Nyagadza et al., 2023), suggesting that other factors such as social influence and emotions play a greater role. Finally, information adoption also does not directly affect online purchase intentions, contrary to previous studies (Ngo et al., 2024; Al-Haddad et al., 2022; Nyagadza et al., 2023), indicating that the complexity of modern consumer behavior requires consideration of additional factors such as risk perception and brand trust. This research confirms the importance of establishing credibility and relevance of information in communication and digital marketing strategies targeting generation Z.

Managerial Implications

Based on the results of this study, information credibility plays an important role in positively influencing information usefulness, online purchase intention, and information adoption. Therefore, companies are advised to improve information credibility by ensuring accuracy and transparency in every message delivered. The use of influencers or trusted sources in marketing strategies can help build consumer trust and strengthen the positive relationship between information and consumer behavior. In addition, the finding that information usefulness affects consumer attitudes towards information but has no significant effect on online purchase intentions suggests that companies need to pay attention to other factors, such as product quality or additional promotions, to encourage online purchase intentions. Relevant and accessible content is also important to increase information adoption, especially in audiences that are skeptical of certain products.

The rejected hypothesis, that information usefulness has no significant effect on online purchase intention, suggests that even if consumers find information useful, it is not always enough to motivate them to make a purchase. This confirms the importance of understanding other conditions, such as the product's emotional appeal or social relevance. Similarly, attitudes towards information that do not directly influence purchase intentions highlight the need for companies to better understand and address negative consumer attitudes, such as skepticism towards information sources or the product itself. Information adoption also did not directly increase purchase intentions, which suggests that while consumers may accept information as valid, there are other barriers that influence consumers' final decisions. Companies should identify and address such barriers, such as trust in the brand or social barriers, to maximize the potential of information adoption. Thus, marketing strategies that combine high credibility, relevant content, and a strong emotional

approach can be more effective in increasing online purchase intentions, particularly for products with controversial public perceptions such as boycotted products.

CONCLUSION

This research highlights how the credibility of information in electronic word of mouth (eWOM) on social media influences online purchase intentions of American products that are being boycotted by Gen Z in Indonesia. The boycott was triggered by a social media campaign highlighting social and political issues that are not in line with Gen Z's values. The main findings show that the more credible the information received, the greater the perceived usefulness, which indirectly increases purchase intention, despite the product being boycotted. However, information usefulness does not directly drive purchase intention, and attitude towards information and information adoption also have no significant effect on purchase intention. Therefore, companies are advised to deliver credible information through social media and work with trusted influencers to build consumer trust. This study has limitations in the scope of respondents who only involve Gen Z in Indonesia, so the results cannot be generalized. For future research, it is recommended to expand demographic coverage and consider cultural factors and product types to gain a broader understanding. The practical implications of this study emphasize the importance of building information credibility as a corporate communication strategy in facing the challenges of boycotting foreign products, especially American products.

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