

THE 2<sup>nd</sup> GLOBAL CONFERENCE ON BUSINESS,  
MANAGEMENT AND ENTREPRENEURSHIP

GC-BME 2017

9th of August, 2017

Sheraton Hotel, Surabaya, Indonesia



# CERTIFICATE

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**Prof. Badri Munir Sukoco, Ph.D**  
Conference Chair



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Faculty of Economics and Business,  
Universitas Airlangga

**Prof. Dr. Dian Agustia, S.E., M.Si., Ak**  
Dean  
Faculty of Economics and Business  
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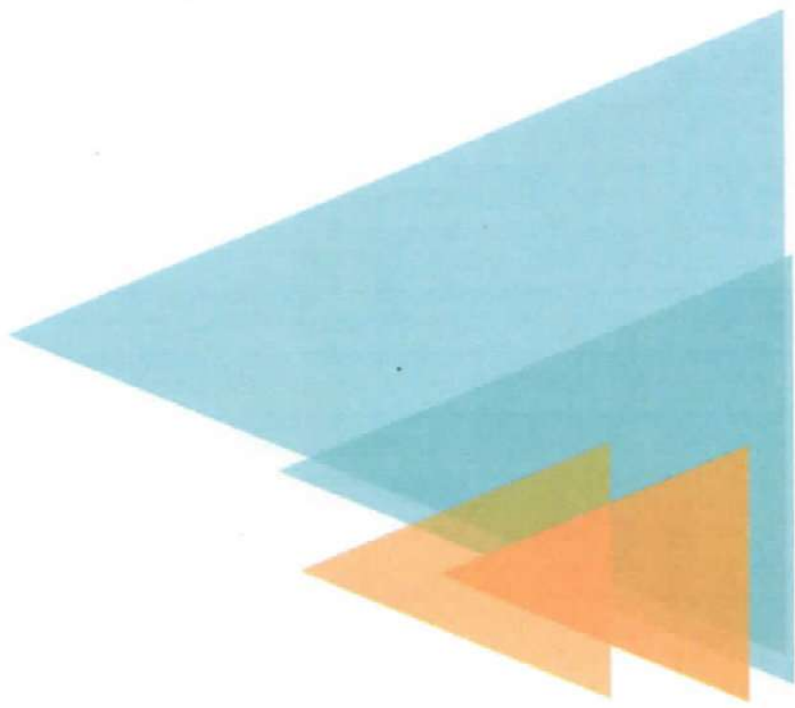
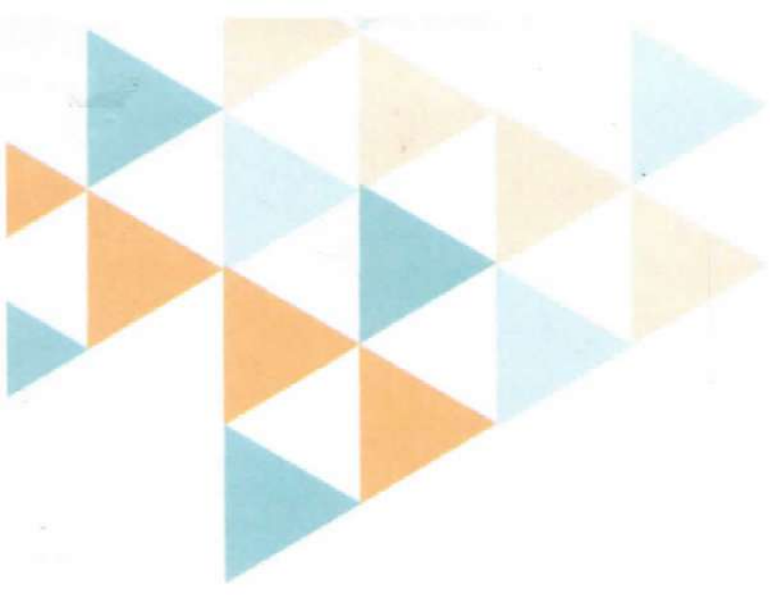
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# The 2<sup>nd</sup> GLOBAL CONFERENCE ON BUSINESS, MANAGEMENT AND ENTREPRENEURSHIP GC-BME 2017

*"Increasing Management Relevance and Competitiveness"*

**9th of August, 2017**  
Sheraton Hotel, Surabaya,  
Indonesia



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Business Management Education Program,  
Faculty of Economics and Business Education,  
Universitas Pendidikan Indonesia



Department of Management,  
Faculty of Economics and Business,  
Universitas Airlangga



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**PROCEEDINGS OF THE GLOBAL CONFERENCE ON BUSINESS MANAGEMENT AND  
ENTREPRENEURSHIP**

**GC-BME 2017**

**Surabaya, August 9<sup>th</sup>, 2017**

**Editor in Chief**

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Universitas Airlangga

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Faculty of Business and Economics Education  
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## WELCOME REMARKS



Welcome to the 2nd **Global Conference on Business, Management and Entrepreneurship (GC-BME) 2017**, with the theme of "Increasing Management Relevance and Competitiveness". This **GC-BME** is an annual conference co-hosted by Department of Management, Faculty of Economics & Business, Universitas Airlangga and Business Management Education Program, Faculty of Business and Economics Education, Universitas Pendidikan Indonesia.

**As a dean of Faculty of Economics and Business Universitas Airlangga**, I would like to thank to committee from Universitas Airlangga and Universitas Pendidikan Indonesia who held this conference and all delegates who contribute to this conference. May our cooperation continue and GCBME will be held every year, in Surabaya, Bandung, or other cities in Indonesia or even abroad.

Hopefully, this conference provides a forum for leading scholars, academics, researchers, and practitioners to reflect current issue, challenges and opportunities, and share the latest innovative research and practice, especially in business, management, and entrepreneurship. We hope this conference will bring together participants to exchange ideas on future development on management, business, and entrepreneurship discipline, and strengthen networking, collaboration, and joint effort among participants. Moreover, GC-BME 2017 provides an opportunity for researchers to publish their papers on reputed proceedings indexed by Scopus and ISI Thompson.

The theme of this conference is "Increasing Management Relevance and Competitiveness", so in this conference we can explore various theories and methods related to business, management, and entrepreneurships. GC-BME 2017 covers up many major thematic groups. We can discuss about everything related to topics: organizational behavior, leadership and human resources management; innovation, operations and supply chain management; marketing; strategic management; entrepreneurships. Even green management and management and economics education. Thus, the result will be able to improve competitiveness and value in facing the global challenge in industrial environment.

We hope this conference will contribute to a meaningful paradigm shifts in business, management, and entrepreneurship research, in general, and the delegates' career development, in particular. Finally, we would like to thank everybody who contributed in many ways to the success of the conference, especially to session chairs and the members on organizing committee.

We wish to see you on the next GC-BME.

**Prof. Dr. Dian Agustia, SE., M.Si., Ak. CMA., CA**  
*Dean,  
Faculty of Economics & Business  
Universitas Airlangga*

## FOREWORD



First and foremost, let us praise all the worship and praise to Allah, the loving God and the most merciful. Because of His love and affection we can be together present in this conference.

As the Rector of *Universitas Pendidikan Indonesia* (Indonesia University of Education), I would like to welcome all of you, distinguished guests and speakers, honorable members and all participants to "The 2nd Global Conference Business, Management and Entrepreneurship 2017".

*University Pendidikan Indonesia* (UPI) with its vision to be a leading and outstanding university is always committed to encourage all the members to create and develop academic activities, both individually and collaboratively, as one of the strategies to realize the vision as well as the mission of UPI through integrating knowledge and skill across various activities.

Continuing the 1<sup>st</sup> Global Conference-Business, Management and Entrepreneurship (GC-BME) conducted last year, initiated and hosted by Study Program of Business Management Education, Faculty of Economics and Business Education, UPI, with co-host Management Program, Faculty of Economics and Business, *Universitas Airlangga* (Airlangga University - UNAIR), this 2nd conference is an inseparable part of developing a solid academic culture in which its sustainability need to be supported by all of us.

In this occasion, I would like to commend and congratulate *Universitas Airlangga* (Airlangga University - UNAIR) for the cooperation with *Universitas Pendidikan Indonesia* (Indonesia University of Education) that has been established through this conference. I really hope we can continue and even extend this cooperation to other activities.

Finally, I would also like to extend gratitude to the speakers for contributing the great ideas; to the participants for attending the conference; and to the organizing and steering committee of "The 2nd Global Conference Business, Management and Entrepreneurship 2017", especially to Management Program, Faculty of Economics and Business, *Universitas Airlangga* (Airlangga University - UNAIR), for the commitment and efforts to conducting this conference successfully.

To all participants, please enjoy all the activities and explore the city of Surabaya with all its hospitality. Hopefully the pithy and qualified ideas are born from this conference.

With warm regards,

**Prof. Dr. Asep Kadarohman, M.Si.**

*Rector of Universitas Pendidikan Indonesia*

## FOREWORD



Dear distinguished guest, honorable members, speakers, and participants.

First of all, let me warmly welcome all of you. Who are gathered to participate in this memorable conference? I want to extend my whole hearted congratulations on hosting The 2nd UPI - Global Conference-Business, Management and Entrepreneurship (GC-BME). Joint conference with co-host study program of management, Faculty of Economic and Business, Universitas Airlangga (UNAIR).

I am very pleased the note that this in the second time that FPEB - UPI has hosted an academic conference with scholars from many different countries. The discuss increase management relevance and competitiveness through business, management and entrepreneurship studies. I would especially like to congratulate the scholars whose years of research will be presented here.

In This regards, I believe that these conferences offer a valuable chance to exchange knowledge, share information, and discuss feasible solutions for the issues. I truly hope that through these conference ideas and challenged, new ideas and alternative methods are explored, and fruitful efforts are made for brilliant achievement in all academic fields.

Once again, I am very pleased to hold this conference here at FPEB-UPI, and I want to thanks everyone who has contributed to make this event successful, especially to special thanks Prof. Dr. Ratih Hurriyati, M.P. and Prof. Badri Munir Sukoco Ph.D., as a chair organizing committee. I wish all the best for the 2nd - Global Conference-Business, Management and Entrepreneurship (GC-BME).

Thank you.

With warm Regards

**Prof. DR. Agus Rahayu, M.P.**  
*Dean of Economic and Business Education Faculty  
Universitas Pendidikan Indonesia*



## FOREWORD



International Conferences provide an excellent opportunity to bring together academics from different countries and backgrounds for the purpose of presenting their research results, critically discussing methodology and findings and improving the quality of research and the impact of the research on society and science. Furthermore, conferences enable the scientific community to create new networks, to foster relationships and extend their visibility.

The 2<sup>nd</sup> Global Conference on Business Management and Entrepreneurship (GCBME) 2017 is an annual conference co-hosted by Department of Management, Faculty of Economics & Business, Universitas Airlangga and Business Management Education Program, Faculty of Business and Economics Education, Universitas Pendidikan Indonesia. The theme of GCBME 2017 is *increasing management relevance and competitiveness*.

The theme inspired by the concern of Sumantra Ghoshal that bad management theories are destroying good management practices. Before that, the dichotomy between rigor and relevance is always becoming a hot topic in the management field. This conference aims to answer the following question: How might we accomplish a reconciliation of rigor (academic) and relevance (practitioner) standards to offer organizational competitiveness?

I expect this conference raises two important things in the discussion room and proceedings (based on Corley and Gioia, 2011): First, theories used in this conference should be *problem driven*—that is addressing a problem of direct, indirect, or long-linked relevance to practice, rather than narrowly addressing the (theoretical) “problem.” Second, the fact that we are a profession (academia) studying another profession (management), therefore it needs balancing between theoretical contribution managerial implications. By doing that, I believe that our research and discussion in this conference could offer something useful for practitioners (thus increase its competitiveness) while at the same time contribute to the development of our management field.

I am looking forward to seeing you in GCBME in the near future.

With warmest regards,

**Prof. Badri Munir Sukoco, PhD**  
*GC-BME 2017 Conference Chair*

## FOREWARD



Honorable Rector of Universitas Pendidikan Indonesia, Universitas Airlangga, Honorable Guests, participants, speakers, Ladies and Gentlemen.

As the Chairperson, on behalf UPI of the organizing committee of this conference, we are very delighted and honored to host this international conference. The committee has received a lot of supports and help from different parties to enable this conference to take place. First of all, I would like to express my sincere gratitude to Rector of UPI Prof. Dr. H. R. Asep Kadarohman, M.Si, , Rector Of UNAIR Prof. Dr. Mohammad Nasih, SE., Mt., Ak., CMA.

Vice-Rector for Research, Partnership and Business Affairs, Prof. Dr. H. Didi Sukyadi, MA, Dean of Economics and Business Education Faculty, Prof. Dr. H. Agus Rahayu M.P. Dean Faculty of Economics and Business, Universitas Airlangga, Prof Dr Dian Agustia, SE, MSi, Ak. Director School of post graduate UPI Prof Yaya Sukjaya, M.Sc., Ph.D for the support they have given for this Joint Conference.

This is the Second Global Conference on Business, Management and Entrepreneur (GCBME). The conference is expected to be held biannually and this year we take the theme of: **"Increasing Management Relevance and Competitiveness"**

GC – BME ultimately aims to provide a medium forum for educators, researchers, scholars, managers, graduate students and business men from the diverse cultural backgrounds to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. This Conference also serves as an opportunity for the participants to exchange new ideas and experience, develop the scholarship and collaboration in research and promote the global partnership for future cooperation.

I wish to extend a warm welcome to all the participants coming from various countries. I appreciate the hard work of the committee members who enabled many participants to be interested in joining this conference. Based on the latest data, this conference will be attended by 204 participants either as the presenters or the participants. They come from other countries such as: Malaysia, Mexico, and Oman and also from different parts of Indonesia.

It is expected that the number of papers presented at this conference, after being edited based on the result of presentation and discussion will be proposed to be published in **CRC Press (Taylor & Francis Group)** and will be submitted for further indexing to **SCOPUS, Thomson Reuters, and Google Scholar**. All articles get a Digital Object Identifier (DOI).

We expect that through GCBME, participants will gain opportunities to share and enhance their knowledge and to expand their networking as well as inspiring and innovative ideas for the advancement of knowledge and social welfare.

I wish both the presenters and participants a very fruitful and productive meeting/session. I am also very thankful to the invited speakers from South Korea, and Indonesia. Kindly please accept my sincere gratitude and appreciation to all contributors of the 2nd-GCBME 2017. Last but not the least, I would like to thank all members of the Organizing Committee and all those who have contributed their untiring efforts in making this conference a success.

**Prof. Dr. H. Ratih Hurriyati, MP**  
*Co-Chair of the GC-BME 2017*

## KEYNOTE SPEAKER



**Wann-Yih Wu**

Professor Department of International Business  
Nanhua University  
Taiwan



**Prof. Dr. Mohammad Nasih**

Rector  
Universitas Airlangga



**Prof. Dr. Didi Sukayadi, M.A**

Vice Rector of Research, Partnership and Business Affairs  
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## ABS-302

# The Effect of Information Quality, Information Credibility, Opinion Seeking, Information Usefulness and Information Adoption on Consumer's Purchase Intention: Prior Knowledge as Moderation Variable

Masmira Kurniawati; Mentari Septynaputri Widodo

*Faculty of Economics and Business,  
Universitas Airlangga  
Surabaya, Indonesia*

**ABSTRACT:** Growing trend of beauty vlogger among young women becomes viral, most of them looking for information about beauty product through YouTube. This study examines the effect of information quality, information credibility, opinion seeking, information usefulness, and information adoption on consumer purchase intention with prior knowledge as a moderating variable. This study focuses on one of Indonesia's beauty vloggers with the most subscribers among other beauty vloggers named Rachel Goddard. Data collected using online questionnaires through YouTube, Line and Instagram. Using Partial Least Square method, this research tries to explain the phenomenon based on the existing hypothesis. The results confirm that information quality, information credibility, opinion seeking, information usefulness and adoption of information influence consumers' purchase intentions. However, prior knowledge does not moderate the relationship between information quality and information usefulness

**Keywords:** *information quality, information credibility, opinion seeking, information usefulness, information adoption, consumer purchase intention, prior knowledge*

# The Effect of Information Quality, Information Credibility, *Opinion Seeking*, Information Usefulness and Information Adoption on Consumer's Purchase Intention: *Prior Knowledge* as Moderation Variable

Masmira Kurniawati

*Faculty of Economics and Business, Universitas Airlangga*

Mentari Septynaputri Widodo

*Faculty of Economics and Business, Universitas Airlangga*

**ABSTRACT:** Internet has changed consumer behavior. Most of young women nowadays are looking for information about beauty product via YouTube which then bring up a lot of beauty vloggers. Based on the review of those beauty vlogger then the audiences make the decision on purchasing beauty products. This study examines the effect of information quality, information credibility, opinion seeking, information usefulness, and information adoption towards consumer purchase intention with prior knowledge as a moderating variable. Data collected using online questionnaires via YouTube, Line and Instagram to 200 respondents. The results confirm that information quality, information credibility, opinion seeking, information usefulness and adoption of information influence consumers' purchase intentions. However, prior knowledge does not moderate the relationship between information quality and information usefulness.

**Keywords:** information quality, information credibility, opinion seeking, information usefulness, information adoption, consumer purchase intention, prior knowledge

## 1 BACKGROUND

World internet users grow 7.6 percent annually (www.wearesocial.com, 2015) and it changes consumer behavior. Today's teenager, especially young women, search information via internet and social media before purchasing certain product, for example: they watch beauty products review via YouTube before purchasing beauty products (Coursaris *et al.*, 2016). According to survey on internet users in US in 2010, it was found that 92% of those who watch online review of a certain product, 89% of them confirm that the review affects their product choice (Freeman and Chapman, 2007). In information search activity, some variables affect consumer's information processing process before generating consumer's purchase intention, namely information quality, information credibility, opinion seeking, information usefulness, and information adoption (Erkan and Evans, 2016), while prior knowledge moderates the relationship between information quality and information usefulness (Coursaris *et al.*, 2016).

This research is based on a phenomenon, which is the rapid emergence of *vloggers*. In Indonesia, there are numerous popular *beauty vloggers* such as Dhana Xaviera, Sarah Ayu, Rachel Goddard and Lizzie Parra. Rachel Goddard has 325.660 *subscribers*

which makes her a *beauty vlogger* with the most subscribers. This has made many beauty-product companies make use of her vlog to promote their products. Although this strategy is considered the most effective in marketing products, especially to the millennial generation, an investigation about the effectiveness of a beauty vlogger as an endorser of a beauty product is still needed.

## 2 HYPOTHESIS DEVELOPMENT

### 2.1 *Relationship between Information Quality and Information Usefulness*

Information quality reflects the extent to which users think that information are relevant, on time, accurate and complete (Sussman and Siegal, 2003). The depth of information in *online review* could increase consumer's trust, while long and complete information about how to use the product itself could decrease the uncertainty about the usage of a certain product (Mudambi and Schuff, 2010).

A person who receives a higher information quality has a tendency to feel that that information is useful (Jin *et al.*, 2009). Based on information adoption model, information is the main determinant of information usefulness (Sussman dan Siegal, 2003).



H1: information quality affects consumer's information usefulness

## 2.2 Relationship between Information Credibility and Information Usefulness

The existence of credibility will strongly influence the effect of the message or information given, to understand how those information users decide on what to believe (Wathen and Burkell, 2002). Therefore, when information is perceived credible by consumers, then it will influence consumer's comprehension of the information given, also the usefulness of the information. Previous research by Erkan and Evans (2016) also stated that there is a positive relationship between information credibility and information usefulness.

H2: information credibility affects information usefulness

## 2.3 Relationship between Opinion Seeking and Information Usefulness

Opinion seeking is defined as the extent to which an individual's tendency to look for opinion and information to friends, neighbors, relatives, or acquaintances about a category of a certain product (Pornpitakpan, 2004). Initially, consumer feels there is a gap between what they understand and what they need to understand on a certain situation (Marchionini, 1997). The more opinion a consumer is seeking, it will make him/her tend assume that the information they get is useful for him/her and in the end, consumer will understand the information that are given to him/her (Erkan and Evans, 2016)

H3: Opinion seeking affects information usefulness

## 2.4 Relationship between Information Usefulness and Information Adoption

Information usefulness is a perception of an individual who thinks that by using the new information, it will increase the quality of consumer's decision making (Bailey and Pearson, 1983; Cheung *et al.*, 2008). Information usefulness is used as the main predictor of information adoption. In their study, Cheung *et al.* (2009) stated that the higher the information usefulness perceived by consumers, the higher their intentions in adopting that information.

H4: information usefulness affects information adoption

## 2.5 Relationship between Information Adoption and Purchase Intention

Information adoption defines as the extent to which consumer receives the content of message and believes in certain meaningful information (Zhang and Watts, 2008). When consumer adopts the information, this means that the consumer believes in the information provided. The information could affect consumers' purchase intention because of the emergence of consumers' trust (Chan dan Ngai, 2011).

H5: information adoption affects purchase intention.

## 2.6 Moderating Effect of Prior Knowledge

Prior knowledge possessed by the message receiver changes the possibility of elaboration by influencing the individual's ability to process information: the higher the *prior knowledge* and the comprehension level about a message topic possessed by consumer will increase their ability to understand that information (Ratneshwar and Chaiken, 1991). The increase in information quality and the depth of relevant issue will affect his/her respond towards new information.

H6: *Prior knowledge* negatively moderates the relationship between information quality and information usefulness

# 3 RESEARCH METHOD

## 3.1 Data Collection and Sample

Data were collected from YouTube viewer. Specifically young female who have watched videos from Rachel Goddard's vlogger less than or equal to six months and the video they watched is a makeup video review. Online questionnaires were distributed to 200 respondents.

## 3.2 Data Measurement and Analysis

All items in questionnaire use 5-point Likert scale. Items measuring information quality are adapted from Sussman and Siegal (2003), information credibility are adapted from McKnight and Kacmar (2006), opinion seeking are adapted from Yoo, Gretzel and Zach (2011), information usefulness are adapted from Pengetal. (2016), information adoption are adapted from Tseng and Wang (2015), prior knowledge are adapted from Awasthy *et al.* (2012), and purchase intention are adapted from Ponte *et al.* (2015). Data are analyzed using Partial Least Square (PLS).

## 4 RESULTS AND DISCUSSION

Table 1 Summary of hypothesis and path coefficients

Hypothesis	Coefficient	t-statistics	Result
H1: Information quality → information usefulness	0,40	1.84	Supported
H2: Information credibility → information usefulness	0,47	4.77	Supported
H3: Opinionseeking → information usefulness	0,23	3.89	Supported
H4: Information usefulness → information adoption	0,78	21.11	Supported
H5: Information adoption → purchase intention	0,78	18.53	Supported
H6: Information quality → Prior knowledge → information usefulness	-0,22	0.52	Rejected

Table 1 provides a summary of the result of hypothesis testing. Supported H1 indicates that information quality affects information usefulness because when viewers perceive the information given is accurate, complete, relevant, and on time then viewers will perceive the information given is useful.

Supported H2 indicates that information credibility has positive and significant effects on information usefulness. This result is similar with Erkan and Evans' (2016) which found that information credibility positively influence the information usefulness. The credibility existence will strongly influence the effect of message or information given, to understand how those information users decide what to believe (Wathen and Burkell, 2002).

Supported H3 indicates that opinion seeking affects information usefulness. Opinion seeking affects information usefulness because when vlog viewers have a tendency to consider other's opinion, and they get information they need, they will perceive that the information provided is helpful information.

Supported H4 indicates that information usefulness affects information adoption. When a vlog viewers evaluate information provided is helpful information, they will be willing to follow the suggested information in the video.

Supported H5 indicates that information adoption affects purchase intention. It means when vlog viewer are willing to do the things recommended in the video, it will influence the possibility of the viewer buying the product that was reviewed.

Supported H6 indicates that prior knowledge does not moderate the connection between the information quality on information usefulness. The possible cause this insignificant result occur because one's prior knowledge could be blocked. The evalu-

ation of new information could be blocked when prior knowledge is not active and accurate (Ambrose et al., 2010). Someone often fails to use prior relevant knowledge to logically place it on the event that they currently facing, and they have differences in remembering certain facts (Martin and Pressley, 1991), therefore respondent's knowledge about a certain product does not influence their perception about it.

## 5 IMPLICATION

It is important for marketers to realize that vlog has been an appropriate marketing medium to use, especially for building relationships with consumers and shaping purchasing intentions. Marketers can trust and deliver their products to be reviewed by vloggers who are able to review the product by delivering quality and credible information. On the other hand, marketers also need to monitor vlog content reviewed by the vlogger, so that the information presented by the vlogger is the correct information.

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