

# THE IMPACT OF PRODUCT DESCRIPTION OF INVOLVEMENT PLATFORM TOWARDS PURCHASE INTENTION AT ONLINE STORES ON THE MARKETPLACE PLATFORM

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**Abstract:** This quantitative method research aims to determine whether the product description influences purchase intention, with the mediation of enduring and situational involvement as part of platform involvement. This research is based on the Theory of Planned Behavior (TPB), Involvement theory, and previous research on product description, platform involvement, and purchase intention on online platforms. The number of samples in this study was 95 respondents, with the determination of the sample using a purposive sampling technique, with the respondent's criteria being online consumers who had made transactions on the Tokopedia and Shopee marketplace platforms. The data analysis method is structural equation modelling Partial Least Square (SEM-PLS) with SmartPLS 3.3.7 software. The results of this study indicate that product description can positively and significantly affect enduring and situational involvement. However, the mediation between the product description and purchase intention is only fully found on the situational involvement variable, while enduring involvement does not affect purchase intention. It is different from the results of previous studies, which stated that enduring and situational involvement influence purchase intention. The implications for further researchers, it is recommended to reuse enduring involvement and purchase intention variables and other variables that can lead to enduring involvement concerning consumer purchase intention. Different types of products, populations, and analytical models, can be used to conduct further research to provide a more complete and appropriate description and data.

**Keywords:** Product Description, Enduring Involvement, Situational Involvement, and Purchase Intention

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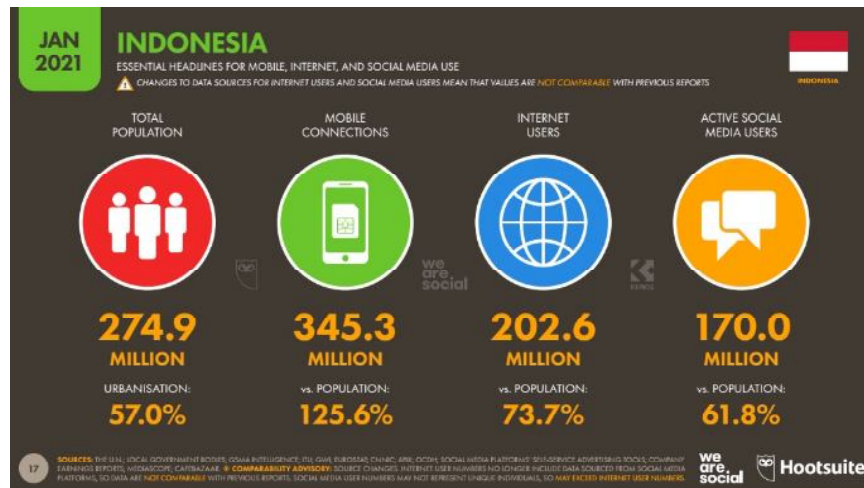
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Internet technology has now become one with human activities, where the development of internet technology is supported by the digitalization process that is hap-

pening faster. The characteristics of the current generation are exposure to technology and the internet from a young age (Prasad et al., 2019). In addition, the presence of smartphones makes various things can be done in the palm, including communication to entertainment. The fulfilment of needs is also

made easier by the presence of smartphones and the internet, namely by the existence of a digital

platform that allows everyone to shop and make payments via the internet and smartphones.



Source: [andi.link/hootsuite](https://andi.link/hootsuite) (2021)

**Figure 1. Trends in Internet and Social Media Users in Indonesia**

Figure 1 showed that the number of smartphone users in Indonesia would reach 345.3 million in 2021, with the total population of Indonesia reaching 274.9 million people. It showed that most of the Indonesian population had been educated about the use of smartphones. It affected the increase in the use of digital applications in various activities, one of which is online shopping applications. A marketplace creates new opportunities for existing entities to develop with a wider reach and offers rapid development prospects for emerging entities (startups).

Product description in an online context is a form of presenting the function and performance of the product to consumers (Yao and Shao, 2021). Therefore, Tokopedia and Shopee provide a guide for making product descriptions for sellers, which contains product details, such as specifications, advantages, completeness, warranty, and color. Consumer involvement will be formed with product descriptions that are easy to understand and provide information related to consumer needs. Consumer involvement directly affects information processing and cognitive resources (Yao and Shao, 2021; Petty et al., 1983). Furthermore, in the presence of con-

sumer involvement conditions, vivid descriptions positively influence consumers' attitudes towards utility (utilitarian), increasing consumers' purchase intention. (Yao and Shao, 2021). Consumer knowledge related to products is also based on the completeness of the data presented by the seller to marketing or educational sentences in the product description so that it is more informative and complete. The quality of a good product description can attract consumers' attention psychologically and emotionally, thus leading to positive feelings toward the product (Mou et al., 2020). Through product description, basic information about the product, emails from the retailer, providing feedback, and detailed product preferences can be given (Prasad et al., 2019).

Researchers found several studies that linked purchase intention on the online platform with product description (Yao dan Shao, 2021; Mou et al., 2020; Prasad et al., 2019; Zhu et al., 2019). Zhu et al. (2019) stated that product descriptions with good quality positively impact the level of consumer confidence in the product and brand through the information provided. With low consumer involvement,

product descriptions with vivid writing will help improve consumer attitudes towards product usability, while in conditions of high involvement, plain product description texts (pallid) will further increase attitudes on product usability because consumers can integrate or integrate product information more systematically (Yao and Shao, 2021). The quality of general information was found to be the most important, followed by other information related to the product (product-related), visual appeal (visual appeal), and layout. (Patel et al., 2020). From the information provided, consumers will understand or perceive the quality of the product differently depending on the consumers' values. (Rosillo-Díaz et al., 2020). With the information following consumer needs, it will reduce the risk of uncertainty and increase purchase intention from consumers. In terms of consumer needs, Chen et al. (2019) stated that online sellers must provide perfect product information to reduce the risk of uncertainty, which concerns value distribution, experience, and product presentation. When consumers see the information provided, valuable (valuable) information that meets consumer needs will be conveyed (Martins et al., 2019). It is expected to lead to involvement because product information meets consumer needs. Next, Kim (2019) stated that consumers with a high level of cognitive need (knowledge related to products) would make more efforts to process information with messages or complex content, while consumers with low cognitive needs would prefer information with simpler messages or content.

Findings from several previous journals often distinguish consumer involvement on online platforms (platform involvement) into two things, namely situational involvement and enduring involvement. (Mou et al., 2020; Zhu et al., 2019). Situational involvement reflects the temporary feelings of consumers on the online platform related to the hopes or desires (desires), interests (interests), and beliefs (convictions) of consumers (Zhu et al., 2019). Regarding situational involvement, Hsia et al. (2020) stated that providing information with a high level of relevance to consumers can encourage consumers to understand the attributes and uses provided on the online platform, thereby increasing consumer

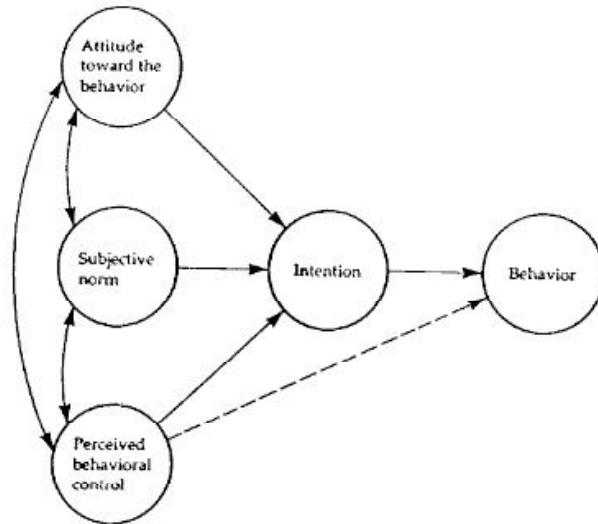
involvement on a temporary or situational basis (situational involvement). In contrast to situational involvement, enduring involvement reflects a continuing linkage to the online platform and long-term interest (Zhu et al., 2019). Mou et al. (2020) stated that products with high description quality could cause consumers to become more frequent (resonate) with online platforms and impact changing the thoughts, feelings, and psychology of consumers, resulting in ongoing involvement (enduring involvement) higher. It will make consumers more confident in the platform and products and reduce the chances of consumers being persuaded by other platforms (Zhu et al., 2019). According to several previous studies that have been conducted regarding factors that support consumer purchase intention on online platforms, it is often associated with variable product description, enduring involvement, and situational involvement (Yao and Shao, 2021; Mou et al., 2020; Patel et al., 2020; Hsia et al., 2020; Rosillo-Díaz et al., 2020; Kim, 2019; Liu et al., 2019; Martins et al., 2019; Prasad et al., 2019; Zhu et al., 2019).

This research is based on the Theory of Planned Behavior (TPB) which was developed by Ajzen (1991) from The Theory of Reasoned Action (TRA). TPB is a theory that states that behavior results from prominent information or beliefs that stand out so that it becomes relevant to the behavior (Ajzen, 1991). TPB underlies the construction of beliefs in self-efficacy and behavioral control in terms of beliefs, attitudes, intentions, and behaviors.

Figure 2 showed that attitudes toward the behavior, subjective norm, and perceived behavioral control impact interest, and all three could independently determine interest. Based on the TPB, belief control is usually also influenced by second-hand information about behavior to influence (increase or decrease) perceptions about the behavior (Ajzen, 1991). In connection with this research, purchase intention as a form of behavior (behavior) can be influenced by the experiences and attitudes of consumers.

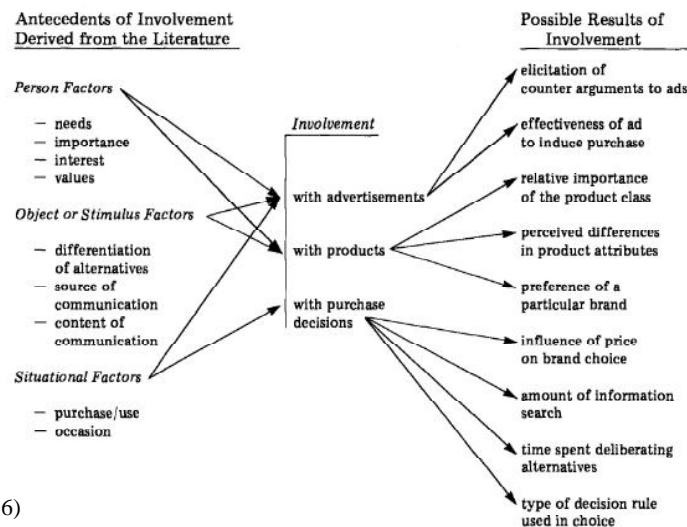
This research is also based on the Involvement Theory developed by Zaichkowsky (1986), which stated that involvement is motivating. That means that when individuals are involved, attention will

arise, increase perceptions of the importance of something, and lead to different behavior in individuals compared to conditions when individuals do not have any involvement (Zaichkowsky, 1986).



Source: Ajzen (1991)

Figure 2. Analysis Model Theory of Planned Behavior



Source: Zaichkowsky (1986)

Figure 3. Involvement Theory Analysis Model

Figure 3 showed that individual factors (needs, interests, interests, and values), stimulus factors (alternatives, sources, and content of communication), and situational factors (use or purchase, events) affect involvement (with advertising media, prod-

ucts, and purchasing decisions) and generate a variety of possible outcomes of involvement. Zaichkowsky (1986) states that the involvement of individuals or objects (in communication) is important in building attention to communication. When

individual involvement is at a high level, the arguments presented must contain good-quality statements to suppress counter (negative) arguments and convince the individual recipient of the message (Zaichkowsky, 1986).

As for some of the research journals studied, a researcher found a research gap in which Mou et al. (2020) found that enduring and situational involvement in platform involvement both significantly positively impact purchase intention. At the same time, Zhao et al. (2019) found that enduring involvement does not significantly affect purchase intention and only situational involvement, which affects purchase intention. Furthermore, this research focused on the respondents of the two largest online shopping platforms in Indonesia, Shopee and Tokopedia. Meanwhile, the research of Mou et al. (2020) and Zhao et al. (2019) only took respondents from one company website platform.

This study aims to determine the effect of the product description on enduring involvement and situational involvement, as well as the effect of enduring involvement and situational involvement on purchase intention. All these goals are divided into four hypotheses in this research. So it is hoped that the results of this research can be additional information for business owners in online business development, especially concerning the use and optimization of product descriptions on the marketplace to attract more consumers to be sure to shop on the online platform used.

## HYPOTHESIS DEVELOPMENT

### Product Description and Enduring Involvement

Research results from Mou et al. (2020) stated that enduring involvement could be increased through products with high description quality so that consumers can resonate or have the same frequency with online platforms. Through good-quality product descriptions, consumers will be more confident that the product provider is reliable, thus leading to consumer confidence in the online platform (Zhu et al., 2019). When consumers see product descriptions of high quality, a positive attitude will be formed towards online platforms, thus fostering relationships with online platforms and increasing enduring in-

volvement (Mou et al., 2020). The indicators used for measuring product description variables are: the customer finds it easy to understand product descriptions, can understand, and difficult to understand (Mou et al., 2020; Zhu et al., 2019; Smith et al., 2008). The indicators for measuring enduring involvement variables are: customer satisfaction is important; satisfaction needs attention; satisfaction means a lot; and satisfaction is significant to the customer (Mou et al., 2020; Zhu et al., 2019; Ferns and Walls, 2012).

H1: Product Description has a positive and significant effect on Enduring Involvement

### Product Description and Situational Involvement

Research results from Hsia et al. (2020) stated that providing highly relevant product descriptions can increase situational involvement on online platforms to consumers. The relevance of the information received by consumers will increase consumers' understanding of the usefulness of online platform attributes and impact increased situational involvement. According to research by Huang (2006), Mou et al. (2020) stated that product description positively and significantly influences situational involvement on online platforms. Situational involvement in the shopping process can be motivated by a specific purchasing environment and supported by existing product descriptions, thereby reducing uncertainty when consumers are shopping (shopping process) (Mou et al., 2020). The indicators used for measuring situational involvement variable are: shopping activities on the platform draw the customer's attention; the customer enjoys the process; the activity is the right activity; it shows the customer's type of needs, and the customer will be disturbed if the activity turns out to be bad (Mou et al., 2020; Zhu et al., 2019; Havitz and Mannell, 2005).

H2: Product Description has a positive and significant effect on Situational Involvement

### Enduring Involvement and Purchase Intention

Research results from Mou et al. (2020) stated that high enduring involvement would make consumers more trust in online platforms and thus en-

courage consumer confidence (purchase intention) in making decisions. In their research, Zhu et al. (2019) stated that consumers' habitual motivation and psychological activity in enduring involvement are more complicated (complicated) compared to situational involvement. Enduring involvement is believed to influence situational involvement because both have individual factors (Im and Ha, 2011). Im and Ha (2011) in Mou et al. (2020) stated consumers would feel very relevant and important on the online platform in a high condition of enduring involvement. The platform's shopping experience (purchase experience) increases enduring involvement, thus leading to increased purchase intention (Mou et al., 2020). Thus, consumer commitment to online platforms will increase and likely lead to purchase intention (Mou et al., 2020; Im and Ha, 2011). The indicators used for measuring purchase intention variables are: customers are interested in buying on the platform, they will buy, and they intend to buy (Mou et al., 2020; Zhu et al., 2019; Hsu et al., 2016).

H3: Enduring Involvement has a positive and significant effect on Purchase Intention

**Situational Involvement and Purchase Intention**

Research results from (Zhu et al., 2019) found that situational involvement significantly affects purchase intention. That is in line with the findings of Mou et al. (2020), which stated that platform situational involvement influences purchase intention. With high involvement, consumers will use more time and energy in transacting on related online platforms, indicating an increase in purchase intention on online platforms (Mou et al., 2020). It means that consumers with high situational involvement will be more likely to spend time and energy on an online platform more consistently so that purchase intention on that online platform can increase.

H4: Situational Involvement has a positive and significant effect on Purchase Intention

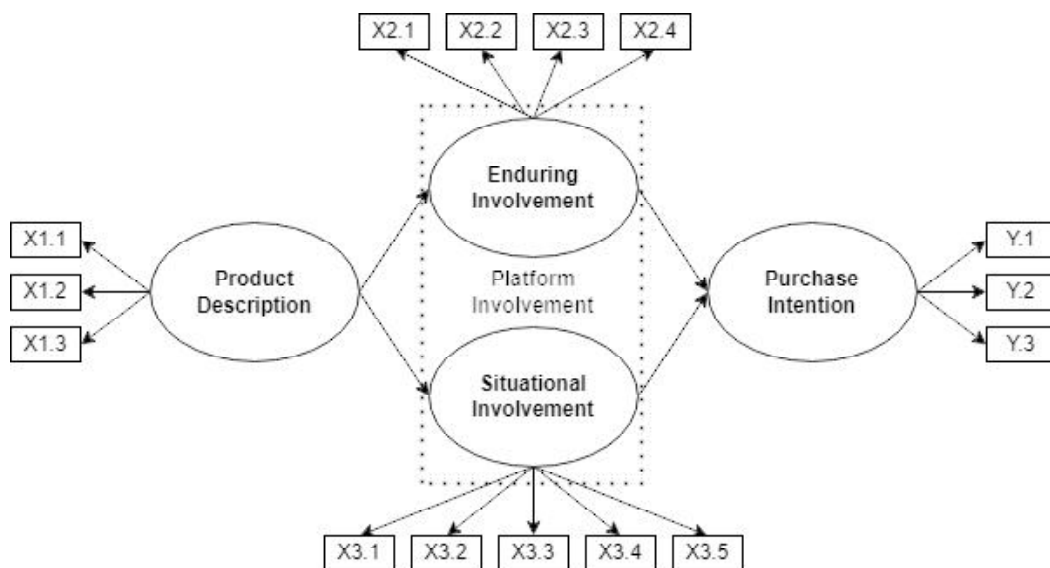


Figure 4. Conceptual Framework

**METHOD**

Determination of the number of samples in this study is based on the Slovin formula, which is the formula used to determine the sample size from a

certain population which can be known through the population proportion formula (Tejada et al., 2012). The population of this study is a consumer from one online store that has opened its business on

Tokopedia and Shopee for a minimum of three years with a general population of 1854 consumers. Because the size of the population is known, in this study, the calculation of the number of samples was obtained using the Slovin formula 95 samples. Furthermore, the sample in this research was selected with certain criteria based on purposive sampling

techniques, such as having shopped online, having shopped at Tokopedia and Shopee, and being familiar with the appearance of Tokopedia and Shopee. Based on data from iPrice.co.id (2021), Tokopedia and Shopee are the two largest ranks in Indonesia's online shopping platforms, with the highest number of visitors in the third quarter of 2021.

**Table 1. Operational Variables**

Variable	Indicator	Variable Operational Definition	Source
Purchase Intention (Y)	a. Have the interest to buy b. Will buy c. Tend to want to buy	1. I am interested in buying products on the platform 2. I will buy the product on the platform 3. I will probably buy a product on the platform	(Mou et al., 2020; Zhu et al., 2019; Hsu et al., 2016)
Product Description (X1)	a. Easy to understand b. understandable c. Difficult to understand	1. I find it easy to understand product descriptions on the platform 2. I can understand the product description on the platform 3. I find it difficult to understand product descriptions on the platform (Reversed)	(Mou et al., 2020; Zhu et al., 2019; Smith et al., 2008)
Enduring Involvement (X2)	a. Satisfaction is important b. Satisfaction needs attention c. Satisfaction means a lot d. Satisfaction is significant	1. The pleasure of shopping on the platform is very important to me 2. I pay more attention if the platform used is my favorite marketplace 3. The pleasure of shopping on the platform means a lot to me 4. The pleasure of shopping on the platform matters to me	(Mou et al., 2020; Zhu et al., 2019; Ferns and Walls, 2012)
Situational Involvement (X3)	a. Draw attention b. Enjoy the process c. Correct or appropriate activity d. Activities according to self-type e. Disturbed if the activity turns out to be not good	1. Shopping activities on the marketplace platform that I used caught my attention 2. I really enjoy the shopping process on the marketplace that I use 3. Shopping on the marketplace platform that is used is an activity that suits my current needs 4. Shopping on the marketplace platform that is used gives an overview of my needs 5. I will feel disturbed if shopping activities on the marketplace platform used are found to be not good	(Mou et al., 2020; Zhu et al., 2019; Havitz and Mannell, 2005)

Analysis of the data in this study using the structural equation modelling partial least square (SEM-PLS) with software support SmartPLS 3.3.7. The first stage is the measurement of the outer model,

which is carried out by testing the validity of the convergent and discriminant (Ghozali, 2021). In the first stage, convergent validity is used to measure whether the indicator correlation with the variables

used in the study is valid by looking at the average variance extracted (AVE) value, which must be greater than 0.5. The convergent validity test is tested by looking at the value of the loading factor on the rule of thumb, which must be more than 0.7 for confirmatory research. Discriminant validity concerns the principle that measures of different constructs should not be highly correlated (Ghozali, 2021). The indicator can be declared valid if it has a higher value on its latent variable compared to the indicator value on other latent variables. This validity is tested by using reflexive indicators. Namely, the cross-loading value must be more than 0.7. Reliability tests were carried out to prove the instrument's accuracy, consistency, and accuracy in measuring constructs (Ghozali, 2021), with a rule of thumb on Cronbach's alpha, and composite reliability must be greater than 0.7.

The second stage measures the inner model or hypothesis testing by looking at the value of R-Square, f-Square, Q-Square, T-test, and P-Values. The R-squares value is used to explain the effect of certain exogenous variables on certain endogenous (substantive) variables. With the rule of thumb, the results are 0.67 as the result of a strong model, 0.33 moderate, and 0.19 weak (Ghozali, 2021). The f-square test is intended to determine the effect of exogenous variables on endogenous variables. The Q-square test measures how well the path model can predict the original data values. Both use the rule of thumb, namely values below 0.02 are declared as very weak effects, values greater than equal to 0.02 to below 0.15 are declared as weak effects (small effect), values greater than equal to 0, 15 to below 0.35 is expressed as a medium effect, and values greater than equal to 0.35 are expressed as a strong effect (large effect). The T-test and P-values are intended to measure and show the significance of the hypothesis, with reference that the t-value above 1.96 is expressed as a significant relationship between variables, and P-values with a value less than or equal to 0.

The last stage is the mediating effect test which is intended to measure whether the relationship between variables is significant and fully mediates. The mediation effect is measured by looking at the t-

statistics value in the total effect table and the reference value, namely the t-value above 1.96, which means that the variable can fully mediate.

**RESULTS**

**Outer Model Measurement**

The Average Variance Extracted (AVE) value is intended to determine the correlation of the indicator with the variables used. The rule of thumb used is  $AVE > 0.5$ , so it can be said that the correlation of the indicator with each variable used in this study is valid. Rule of thumb used as a reference for convergent validity, namely the value of outer loading (loading factor)  $> 0.7$ . Based on this value, after the first calculation test was carried out, it was found that three indicators needed to be eliminated because they were declared invalid, namely X1.3, X3.5, and Y.3, with the outer loading values in the initial test sequentially, namely 0.444, 0.313, and 0.608.

**Table 2. AVE Value**

Variable	AVE
Product Description(X1)	0.937
Enduring Involvement(X2)	0.699
Situational Involvement(X3)	0.624
Purchase Intention(Y)	0.926

Source: Data processed (2022)

After eliminating indicators from the tested model, a recalculation process is carried out to obtain a valid loading factor value. Figure 5 shows that X1, X3, and Y variables have decreased by one indicator each, namely X1.3, X3.5, and Y.3. Figure 6 also shows that all the remaining indicators have valid values.

In the discriminant validity test, an indicator is declared valid if each indicator has a higher value on its latent variable compared to the indicator value on other latent variables, with a rule of thumb cross-loading value  $> 0.7$ , indicating that all indicators used in this study has a high correlation with the latent variable can be declared valid.



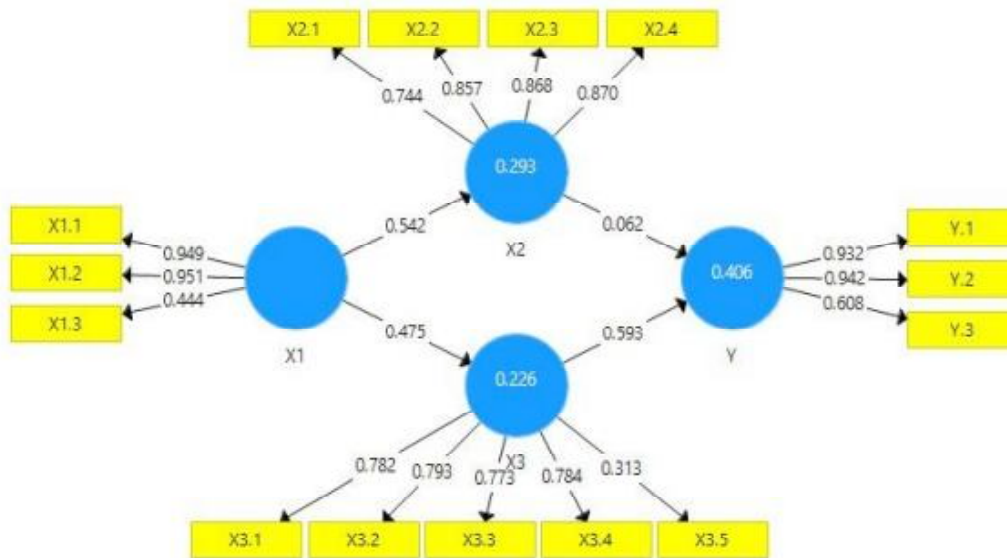


Figure 5. Outer Model (Before Elimination of Indicators)

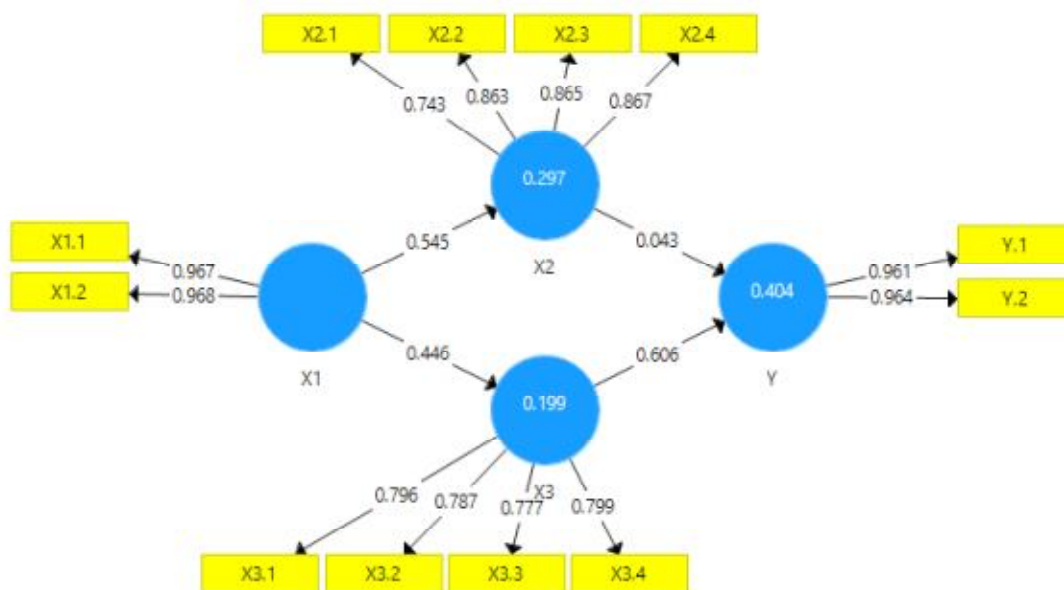


Figure 6. Outer Model (After Elimination of Indicators)

In reliability testing, the accuracy and consistency of the constructs were measured using the reliability test method on Cronbach's Alpha and Composite Reliability values. The variable has met the rule of thumb (above 0.7), so it can be said that the measurement indicators used on the variables are precise and accurate.

### Outer Model Measurement

The outer loadings value is intended to measure how much the respondents agree with the indicator statement and how well an indicator is a measuring tool that reflects the variable. The greater the mean value, the greater the level of respondents agreeing with the indicator statement, and vice

versa. Furthermore, the smaller the standard deviation value indicates, the better the indicator functions as a measuring tool that reflects the variable, and vice versa.

In the hypothesis test, the R-square value is used to measure how big the level of effect changes from one variable to another. Rule of thumb for the value of R-squares marked with values 0.67, 0.33,

and 0.19, with the conclusion that the results are 0.67 as a strong model, 0.33 as moderate, and 0.19 as weak. The F-square value is used to determine how strong the effect or influence of exogenous variables is on endogenous variables. The rule of thumb used is the values of 0.02, 0.15, and 0.35 to express a weak effect (small effect), medium (medium effect), and strong (large effect).

**Table 3. Value of Loading Factor After Elimination of Indicators**

Variable	Indicator	Loading Factor	Information
Product Description (X1)	X1.1	0.967	Valid
	X1.2	0.968	Valid
Enduring Involvement (X2)	X2.1	0.743	Valid
	X2.2	0.863	Valid
	X2.3	0.865	Valid
	X2.4	0.867	Valid
Situational Involvement (X3)	X3.1	0.796	Valid
	X3.2	0.787	Valid
	X3.3	0.777	Valid
	X3.4	0.799	Valid
Purchase Intention (Y)	Y1	0.961	Valid
	Y2	0.964	Valid

Source: Data processed (2022)

**Table 4. Value of Cross Loadings After Elimination of Indicators**

	Product Description (X1)	Enduring Involvement (X2)	Situational Involvement (X3)	Purchase Intention (Y)
X1.1	0.967	0.525	0.427	0.458
X1.2	0.968	0.530	0.436	0.432
X2.1	0.553	0.743	0.443	0.383
X2.2	0.560	0.863	0.512	0.342
X2.3	0.314	0.865	0.698	0.431
X2.4	0.308	0.867	0.657	0.356
X3.1	0.330	0.521	0.796	0.435
X3.2	0.402	0.620	0.787	0.544
X3.3	0.356	0.528	0.777	0.456
X3.4	0.314	0.467	0.799	0.555
Y1	0.463	0.414	0.601	0.961
Y2	0.422	0.460	0.620	0.964

Source: Data processed (2022)

**Table 5. Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability
Product Description(X1)	0.933	0.967
Enduring Involvement(X2)	0.857	0.903
Situational Involvement(X3)	0.800	0.869
Purchase Intention(Y)	0.920	0.962

Source: Data processed (2022)

**Table 6. Outer Loadings after Elimination of Indicators**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)
X1.1 ← Product Description(X1)	0.967	0.966	0.021
X1.2 ← Product Description(X1)	0.968	0.969	0.017
X2.1 ← Enduring Involvement(X2)	0.743	0.747	0.075
X2.2 ← Enduring Involvement(X2)	0.863	0.865	0.052
X2.3 ← Enduring Involvement(X2)	0.865	0.857	0.080
X2.4 ← Enduring Involvement(X2)	0.867	0.858	0.079
X3.1 ← Situational Involvement(X3)	0.796	0.794	0.053
X3.2 ← Situational Involvement(X3)	0.787	0.786	0.049
X3.3 ← Situational Involvement(X3)	0.777	0.778	0.047
X3.4 ← Situational Involvement(X3)	0.799	0.801	0.037
Y.1 ← Purchase Intention(Y)	0.961	0.961	0.017
Y.2 ← Purchase Intention(Y)	0.964	0.964	0.013

Source: Data processed (2022)

**Table 7. R-Square Value**

Variable	R Square	R Square Adjusted
Enduring Involvement (X2)	0.297	0.289
Situational Involvement (X3)	0.199	0.190
Purchase Intention (Y)	0.404	0.391

Source: Data processed (2022)

The Q-square value measures how well the path model can predict the original data values. The rule of thumb used is the Q-square value above zero indicating that the model has predictive relevance (exogenous construct variables have predictive relevance for endogenous construct variables) and vice versa, with values of 0.02, 0.15, and 0.35 to state weak effect (small effect), moderate (medium effect), and strong (large effect).

**Table 8. F-Square Value**

	X1	X2	X3	Y
X1		0.422	0.248	
X2				0.002
X3				0.332
Y				

Source: Data processed (2022)

**Table 9. Value of Q-Square**

	SSO	SSE	Q2 (=1-SSE/SSO)
X1	190,000	190,000	
X2	380,000	317,797	0.164
X3	380,000	334,308	0.120
Y	190,000	123,593	0.350

Source: Data processed (2022)

The T-test and P-values are intended to measure and show the significance of the hypothesis. In the measurement using the T-Statistics value, a value above 1.96 is expressed as a significant relationship between variables. P-values with a value less than or equal to 0.05 indicate that the hypothesis can be accepted and there is a significant effect.

There are two mediation variables tested, namely Enduring Involvement (X2) and Situational Involvement (X3), which mediate the Purchase Intention (Y). The mediation effect test is measured by looking at the T-Statistics value in the total effect table, with a rule of thumb value above 1.96, expressed as a significant or fully mediating relationship between variables.

The results obtained are the effect of Enduring Involvement (X2) on Purchase Intention (Y) has a value of T-Statistics 0.359 (below 1.96), which means the variable is considered unable to mediate fully. While the influence of Situational Involvement (X3) on Purchase Intention (Y) has a value of T-Statistics 5.255 (above 1.96), which means the variable is fully mediating.

**Table 10. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P Values	Information
X1→X2	0.545	0.553	0.085	6,426	0.000	Positive and Significant
X1 → X3	0.446	0.484	0.133	3,359	0.001	Positive and Significant
X2 → Y	0.043	0.033	0.120	0.359	0.720	Positive and Not Significant
X3 → Y	0.606	0.621	0.115	5,255	0.000	Positive and Significant

Source: Data processed (2022)

**Table 11. Table of Total Effects**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics
<b>Enduring Involvement (X2) → Purchase Intention (Y)</b>	0.043	0.033	0.120	<b>0.359</b>
<b>Situational Involvement (X3) → Purchase Intention (Y)</b>	0.606	0.621	0.115	<b>5,255</b>

Source: Data processed (2022)

**DISCUSSION**

**Product Description and Enduring Involvement**

This research found that the product description variable positively and significantly affects the enduring involvement variable. It is supported by research by Mou et al. (2020), which stated that

the relationship between consumers and online platforms (enduring involvement) would be awakened through the positive attitude generated by product descriptions with high quality, and (Zhu et al., 2019) which stated that consumer confidence in online platforms (enduring involvement) formed through

the good quality product description. Enduring involvement can be increased through high-quality product descriptions so that consumers can resonate with the online platform, eliciting a positive attitude (Mou et al., 2020) and leading to consumer confidence in online platforms (Zhu et al., 2019). The effect of a product description on enduring consumer involvement is shown by a strong effect (large effect). Product descriptions that can be understood by consumers and follow consumer needs and desires, coupled with the use of the consumer's favorite marketplace as a shopping platform, will be able to increase enduring involvement from consumers (consumers would pay more attention if the platform used is the consumer's favorite marketplace).

### **Product Description and Situational Involvement**

The product description positively and significantly affects the situational involvement variable. It is supported by research that has been done previously, namely the good quality of the product description will improve the consumer's shopping experience (Mou et al., 2020) and improve consumer understanding (relevance) of product usability and platform attributes (Hsia et al., 2020), and thus will increase situational involvement related to consumer desire, interest, and trust in online platforms (Zhu et al., 2019) The results show that the majority of consumers agree with the indicator statement that the shopping process on the marketplace platform provides an overview of the consumer's personal needs. Through product descriptions that are well structured and able to answer consumer needs relevantly, there will be a match between the products displayed on the platform and the product needs to be sought by consumers to increase consumer situational involvement. Concerning the product description, which refers to the representation of the product, situational involvement on the online platform can be increased by giving product description with a high degree of relevance to consumers (Hsia et al., 2020) through a specific shopping environment and supported by good product description to reduce uncertainty when consumers are shopping (Mou et al., 2020).

### **Enduring Involvement and Purchase Intention**

Enduring involvement has a positive but insignificant effect on the purchase intention variable. This finding was different from the results in the study by Mou et al. (2020) that situational involvement nor enduring involvement has a significant effect on purchase intention, which stated that when consumer involvement is high, consumers will spend more time and energy connecting to transactions on the platform, leading to purchase intention. Unlike Mou et al. (2020), the results of this study, on the contrary, supported the previous research by Zhu et al. (2019), which states that enduring involvement has no significant effect on purchase intention. According to Zhu et al. (2019), psychological activity and behavioural motivation in enduring involvement on the platform are more complicated (complicated) than situational involvement. Researchers found that the explanation Zhu et al. (2019) following the findings in the research conditions, where the products sold are household and business needs, where consumers are more concerned with the availability of the products needed, in contrast to psychological activities and shopping behavior motivation for other products (which are not relatively urgent needs). The existence of the fulfilment of product needs when they are needed by consumers (answering needs when consumer needs arise) makes consumer purchase intention more directed to situational needs than long-term involvement (enduring involvement).

### **Situational Involvement and Purchase Intention**

Situational involvement positively and significantly affects purchase intention. It is supported by research was done previously by Zhu et al. (2019) and Mou et al. (2020), both of which found that situational involvement had a positive and significant effect on purchase intention. This study found that the fulfilment of needs is more situational, where consumers tend to look for products and are interested in buying products only when the need is emerging. Consumers with high situational involvement will be more likely to spend time and energy on online platforms more consistently so that pur-

chase intention on the online platform can increase (Mou et al., 2020), leading to positive and significantly affect purchase intention (Mou et al., 2020; Zhu et al., 2019).

### Mediation Effects of Situational Involvement and Enduring Involvement

Following previous research by Mou et al. (2020), which found that situational involvement in platform involvement has a significant positive impact on purchase intention, the researcher also found that situational involvement can fully mediate between product description and purchase intention. It is indicated by the data presented in Total Effect, where the influence of the Situational Involvement (X3) variable on Purchase Intention (Y) has a T-Statistics value of 5.255 (above 1.96), which means the variable is fully mediating significantly. Consumers search for products in the marketplace to meet these needs situationally (temporarily) and in the short term (until the required products are met). This result differs from the findings regarding the mediation of enduring involvement, which is a research gap between this study and previous research. Mou et al. (2020) stated that enduring involvement significantly affects purchase intention, but Zhu et al. (2019) stated that enduring involvement had no significant effect on purchase intention. In this study, it was also found that the effect of Enduring Involvement (X2) on Purchase Intention (Y) has a T-Statistics value of 0.359 (below 1.96), which means that the variable is considered unable to mediate purchase intention fully. According to the discussion on situational involvement mediation, the characteristics of the respondents and the products purchased lead to situational involvement, which is stronger than enduring involvement. Following the findings of Zhu et al. (2019), psychological activity and behavioral motivation in enduring involvement are more complicated than in situational involvement, so that differences in product characteristics and respondents can cause differences in the influence of variables and their mediating effects on purchase intention.

### CONCLUSIONS

This research shows that product description positively and significantly affects enduring involvement (H1) and situational involvement (H2). Furthermore, enduring involvement was found not to affect purchase intention (H3). Meanwhile, situational involvement was found to positively and significantly affect purchase intention (H4). The results show that consumers are less concerned with feeling happy when shopping on the platform than other indicators. In terms of enduring involvement, consumers are not necessarily suitable for both the platform and the product because, in the long term, many things are considered by consumers, ranging from the possibility of changing needs from consumers' rising prices and competition for products in the marketplace. The implications that can be taken care of how to provide products that meet consumer needs are varied, have competitive prices, and have product descriptions that are continuously developed. Discussing product descriptions, if consumers are still at the stage of being able to understand, detailed product explanations can be made complete but concise (on point), but you must be careful because if the product description is too long, it can be annoying. In addition, a description that is too rigid in the grammar used also needs to be considered and corrected to make it easier for consumers to search for their product needs and make more consumers connect (engage) with sellers. Through this, it is hoped that involvement can be further increased both situationally and in the long term (repeat orders).

Findings about situational involvement show that consumers' desire to find and buy products is more likely to appear simultaneously as the need. Attention is obtained when there is a need, and then the shopping process, which is also influenced by the consumer's needs, creates a stronger urge to buy (purchase intention). The implication that can be taken is the need to increase the influence of product descriptions on consumers, for example, in responding to consumer information needs about products, so that consumers can immediately understand,

feel comfortable with the product, and choose the product as their shopping item on the marketplace (because of the relatively long shopping duration). In short, the seller must be able to answer needs quickly so that consumers do not switch to other sellers) so that the conversion rate to purchases will be higher.

### IMPLICATIONS

Discussing product descriptions, if consumers are still at the stage of being able to understand, detailed product explanations can be made more complete but concise (on point). This completeness is needed but must be careful because if the product description is too long, it can be annoying. In addition, a description that is too rigid in the grammar used also needs to be considered and corrected to make it easier for consumers to search for their product needs and make more consumers connect (engage) with sellers. Through this, it is hoped that involvement can be further increased both situationally and in the long term (repeat orders).

The results show that consumers are less concerned with feeling happy when shopping on the platform than other indicators. In terms of long-term involvement, consumers are not necessarily suitable for both the platform and the product because, in the long term, many things are considered by consumers, ranging from the possibility of changing needs from consumers' rising prices and competition for products in the marketplace. The implications that can be taken care of how to provide products that meet consumer needs are varied, have competitive prices, and have product descriptions that are continuously developed.

Findings about situational involvement show that the consumer's desire to find and buy products is more likely to appear simultaneously as the need. It may have different results with products that fulfil desires and not relatively urgent needs (such as fashion products, jewellery, etc.), which can be delayed in fulfilling their needs or shopping time. Therefore, it can be assumed that the type of product can also affect consumer involvement (enduring and situ-

ational involvement). Attention is obtained when there is a need, and then the shopping process, which is also influenced by the consumer's needs, creates a stronger urge to buy (purchase intention). The implication that can be taken is the need to increase the influence of product descriptions on consumers, for example, in responding to consumer information needs about products, so that consumers can immediately understand, feel comfortable with the product, and choose the product as their shopping item on the marketplace (because of the relatively long shopping duration). In short, the seller must be able to answer needs quickly so that consumers do not switch to other sellers) so that the conversion rate to purchases will be higher.

### LIMITATIONS

In the early stages of data processing, the researcher had to eliminate three indicators from all fifteen indicator statements because they did not meet the validity criteria. In further data processing, only 12 valid indicators could be used for the four variables in the study.

### RECOMMENDATIONS

For online entrepreneurs, it is recommended to develop deeper descriptions of existing products, namely through deepening product functions, assessing needs and information sought by consumers, as well as the practical use of products, and putting them in attractive and easy sentences for consumers to understand. Changes may need to be made if it is found that the review of the product description currently used is too long, rigid, or uninformative. Variations in product descriptions may be needed, such as product variants being sold, additional information, product selection tips, and ongoing promotions, so they are not limited to a standard format. With the consideration and input from the processed data of 95 respondents, online entrepreneurs are expected to understand better the importance of using product descriptions in attracting consumers, especially those that have been proven to be situationally influential in increasing purchase inten-

tion, so that they can be used to attract more consumers and potential consumers to buy products. For further researchers, it is suggested that they can use the enduring involvement and purchase intention variables as a research gap for re-testing.

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