

The Role of Informativeness, Advertising Value, and Credibility in Shaping Purchase Intention: Unveiling the Key Drivers of Consumer Decision-Making

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Abstract. This study examines the factors influencing the purchase intention of halal skincare products in Salatiga City. Data were analyzed using Smart PLS 3.2.9, which allows for simultaneous evaluation of the structural model and testing of construct validity and reliability. A total of 350 respondents, who are active social media users and halal skincare consumers, were selected using a purposive sampling approach. Data were collected through an online questionnaire, with indicators for advertising value, credibility, informativeness, and purchase intention adapted from previous studies. The results show that informativeness, advertising value, and credibility significantly influence purchase intention, indicating that message quality, perceived advertising value, and consumer trust play a significant role in purchasing decisions. This study suggests that in the digital era, purchasing decisions are more influenced by how information and credibility are conveyed, rather than just the visual appeal of advertisements. The findings provide implications for the halal skincare industry and digital marketers, emphasizing the importance of informative, relevant content delivered by trusted sources, particularly on social media platforms.

Keywords: Informativeness, Advertising Value, Credibility, Purchase Intention, Halal Skincare.

1 Introduction

The development of digital technology has significantly changed how consumers receive information and make purchasing decisions. Digital advertising now functions not only as a promotional tool but also as a source of information capable of shaping consumer perceptions, attitudes, and behavior. Factors such as informativeness, advertising value, and credibility are crucial elements in creating an effective advertising experience. The concept of advertising value was first popularized by Ducoffe (1995, in Cahyani & Artanti, 2020), who explained that several dimensions, including informativeness and credibility influence advertising value. If an advertisement can provide clear, relevant, and trustworthy information, consumers tend to have a positive evaluation, which impacts increased purchase interest. More recent research also reinforces this. For example, Karunarathne & Thilini (2022) show that informativeness is one of the important aspects that increases advertising value on social media. In addition, research by Cao et al. (2025) also found that the credibility of the advertising source plays an important role in strengthening the influence of advertising value on consumer purchase intention. In the context of digital platform development, credibility and information quality become even more important, given the abundance of overloaded, misleading, or inaccurate content. Modern consumers are now more selective and critical, only responding to advertisements that have high informative value and credibility.

Although research on consumer behavior has developed rapidly, there is a gap in understanding how informativeness, advertising value, and credibility simultaneously influence purchase intention in the context of modern digital advertising. Some studies emphasize the importance of informativeness (Karunarathne & Thilini, 2022), while other studies highlight the role of credibility as a determinant of consumer purchasing decisions (Liu & Zheng, 2024). However, not many studies have integrated these three factors into a comprehensive framework to explain how they collectively shape consumer purchase intention. This gap underlies the need for more in-depth research on how these elements play a role and influence each other in determining purchase intention.

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This study aims to analyze the influence of informativeness on purchase intention, examining how advertising value affects purchase intention, and assess the extent to which credibility contributes to shaping purchase intention. In addition, this study also aims to integrate these three variables into a single analytical model to understand the simultaneous relationships formed in influencing consumer purchase intention.

This research seeks to answer questions regarding how informativeness affects purchase intention, the extent to which advertising value impacts purchase intention, and whether credibility makes a significant contribution in shaping purchase intention. Furthermore, this study also questions the simultaneous relationship created between informativeness, advertising value, and credibility in influencing consumer purchase intention.

This research is important because it provides theoretical and practical contributions. Theoretically, this research enriches the literature related to advertising value and consumer psychological factors that influence purchase interest. Previous studies, such as the work of Hussain et al. (2022), show that advertising value can drive consumer engagement and influence purchasing decisions. In addition, research by Jayasingh et al. (2025) shows that credibility has a strong influence in strengthening engagement and purchase intention, especially in the context of digital influencers. Practically, this research can help marketers design more effective and relevant communication strategies, especially in an increasingly competitive digital era. Understanding how informativeness, advertising value, and credibility affect purchase intention can be the basis for companies to create more strategic advertisements, in accordance with the perceptions and preferences of modern consumers.

1.1 Literature Review

1.1.1 Consumer Behavior Theory and Information Reception

Consumer purchasing decisions are a complex process, shaped by a combination of emotional responses and cognitive processes. This cognitive process involves how consumers perceive information, evaluate advertisements, and assess the credibility of sources. The Theory of Planned Behavior (TPB) proposed by Ajzen, (1991) asserts that a person's behavioral intention is determined by their attitude towards the action, subjective norms (perceived social pressure), and perceived behavioral control. A person's attitude is formed from their beliefs about the benefits and value of an action, so the quality of information (informativeness) and the evaluative value of advertisements (advertising value) play an important role in forming a positive attitude towards products or services. When information is considered valid and credible, it will increase positive evaluations of behavior and, ultimately, consumer purchase intention. Furthermore, frameworks such as the Technology Acceptance Model (TAM) Davis, (1989) and the Unified Theory of Acceptance and Use of Technology (UTAUT) Venkatesh et al., (2003) emphasize that perceptions of usefulness and the quality of information systems greatly influence consumers' acceptance of digital messages. In this case, informativeness can increase perceived usefulness, while credibility increases performance expectancy. These two factors collectively influence consumers' intention to take action, such as trusting recommendations from influencers or proceeding to a purchase decision.

1.1.2 Informativeness in Digital and Social Media Advertising

Informativeness is considered the most crucial aspect in determining advertising value and the effectiveness of marketing messages. Ducoffe (1996) in (Cao et al., 2025) explains that informativeness provides cognitive benefits by helping consumers more easily understand product attributes, make comparisons between alternatives, and significantly reduce uncertainty during the decision-making process. In the context of influencer marketing, Lou & Yuan, (2019) found that informative content increases followers' trust in branded content, thereby strengthening brand awareness and purchase intention through the perception that the information provided is relevant, credible, and valuable.

Current research emphasizes that informativeness should be viewed not merely as the quantity of information, but as its quality and relevance. Consumers respond best to messages that offer practical value, such as product usage demonstrations, in-depth reviews, or direct comparisons with competitors. Thus, high-quality information becomes the primary foundation that shapes valuable advertising and directly encourages consumers to have purchase intent.

1.1.3 Advertising Value and Its Role in Consumer Evaluation

Advertising Value is a representation of consumers' perception of the benefits they derive from an advertisement. This value is generally formed by three main dimensions : informativeness (quality of information), entertainment, and credibility. The advertising value model developed by Ducoffe asserts that the higher the perceived level of information value and entertainment value by consumers, the more positive their evaluation of the advertisement.

In digital marketing, research by Dao et al. 2014 in Lou & Yuan, (2019) shows that advertising value plays a role in reducing consumer resistance, increasing engagement, and strengthening positive attitudes towards products.

Especially on social media, influencers play a role in enriching advertising value. They do this through creative content, attractive visuals, personal narratives, and an informal communication style that is considered more relatable or easily connected with by the audience compared to conventional advertising. Thus, advertising value serves as a crucial link between the quality of information presented and the formation of consumer attitudes, which ultimately greatly influences purchase intention.

1.1.4 Source Credibility and Its Impact on Purchase Intention

Credibility is the most crucial element for the effectiveness of digital advertising and influencer marketing. Classically, the concept of source credibility introduced by Hovland & Weiss (1951) in Lou & Yuan, (2019) includes three main dimensions : expertise, trustworthiness, and attractiveness. This model was later expanded in the context of influencers by Lou & Yuan, (2019) by adding the dimension of similarity, as followers tend to trust influencers who share similar characteristics, lifestyles, or values with themselves.

In their research, Jayasingh et al., (2025) assert that among all factors tested, credibility is the strongest predictor of purchase intention. Influencer credibility not only builds trust in content but also reduces consumer skepticism, accelerates message acceptance, and increases engagement leading to purchase intent. Other advertising credibility studies also show that messages delivered by trusted sources result in greater persuasive effects because consumers process the information with higher confidence and openness.

1.1.5 The Interrelationship of Informativeness, Advertising Value, and Credibility in Forming Purchase Intention

By combining all research findings, the relationship between the three variables in the article title becomes very clear. Informativeness shapes the perception of advertising value by providing cognitive benefits and reducing consumer uncertainty. Advertising value acts as an evaluative judgment that determines whether the advertisement is worth paying attention to and trusting. Meanwhile, credibility strengthens consumer trust in the message source, increasing the effectiveness of the information and the advertising value received.

Purchase intention emerges when consumers perceive the information received as valuable (informativeness + advertising value) and trust the source delivering it (credibility). These three variables operate through reinforcing cognitive, affective, and social pathways. Thus, previous research consistently shows that purchasing decisions in the digital era are not only determined by emotional or aesthetic factors, but by a combination of information quality, advertising value, and source credibility as the three main pillars driving consumer purchase intention.

2 Hypothesis Development

Informativeness describes an advertisement's ability to convey accurate, relevant, complete, and useful information to consumers. Information-rich advertisements help audiences understand product benefits, features offered, price, and advantages over other alternatives (Cao et al., 2025). Arman, (2024) When consumers feel they have obtained the information they need, their confidence in making purchasing decisions increases, thereby encouraging their intention to buy. H1: Informativeness positively influences consumers' perceived advertising value.

Advertising Value refers to the value consumers perceive from an advertisement, whether in terms of entertainment, relevance, benefits, or visual appeal. When an advertisement has high value in the eyes of consumers, it creates a positive perception. If an advertisement is considered attractive, meets needs, and provides certain benefits, consumers tend to form a positive attitude towards it. This positive attitude then strengthens their desire to purchase the promoted product. H2: Consumers' perceived Advertising Value positively influences consumer purchase intention. (Martins et al., 2018).

Credibility relates to the extent to which consumers judge an advertisement as trustworthy, accurate, honest, and not manipulative. Credibility can arise from the ad creator, brand reputation, or the information source used. When consumers feel that the message in the advertisement and product claims are trustworthy, they become more confident and feel secure. This confidence is an important factor that drives an increase in purchase intention. H3: Credibility positively influences consumers' perceived advertising value. (Jayasingh & Sivakumar, 2025).

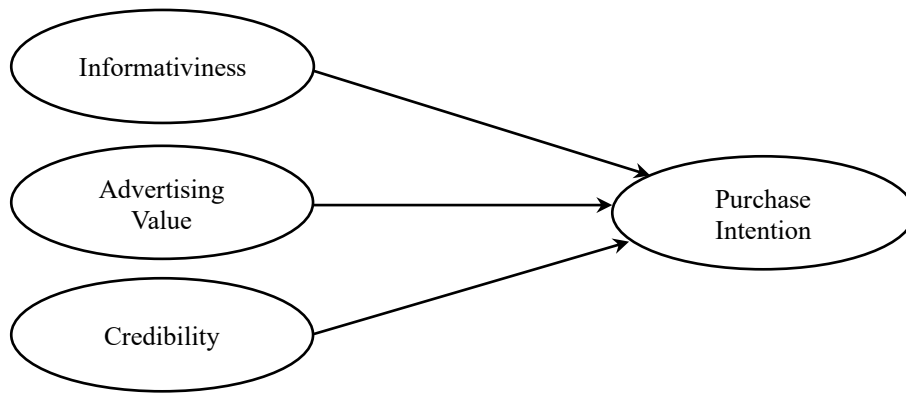


Figure 1. Conceptual Model

Source: Model developed 2025

3 Method

This study uses the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to analyze the relationships between constructs that influence the purchase intention of halal skincare products in Salatiga City. Data was analyzed using Smart PLS 3.2.9, which allows for the simultaneous evaluation of structural models and the testing of construct validity and reliability. The 350 respondents involved in this study were users of halal skincare and active on social media, determined using the Isaac and Michael formula (Sugiyono, 2016). The SEM-PLS method was chosen for its ability to handle complex models with many variables and indicators, and its suitability for data that does not necessarily have a normal distribution, making it an appropriate method for analyzing the influence of informativeness, advertising value, and credibility variables on the purchase intention of halal products among young consumers in Salatiga. Data was collected using online questionnaires. The questionnaires were developed by adapting indicators from previous research. Advertising Value indicators were developed from previous research by Ducoffe, (1996) and Saifudin (2019). Credibility was developed from previous research by Yang et al., (2013) and Casaló et al. (2015). Informativeness was developed from previous research by Liu et al., (2012). Meanwhile, purchase Intention was developed from previous research by Wang, Z., Sun, H., Wang, N., & Bie, (2013), Saifudin et al. (2020), and Saifudin & Puspita (2020).

4 Result

4.1 Respondent Profile

This study involved 350 respondents from various backgrounds, with the following details:

Table 1. Respondent Descriptive

Age	Quantity	Percentage
18-21	141	40.3
22-24	204	58.3
25-28	2	0.6
29-30	3	0.9
Media Sosial		
Facebook	22	6.3
Instagram	150	42.9
TikTok	97	27.7
YouTube	64	18.3
Other	16	4.6

Source: Data processed 2025

Based on the data obtained, the majority of respondents are aged 22-24 years (58.3%), with the 18-21 age group (40.3%) being the second largest. The most frequently used social media for viewing advertisements is Instagram (42.9%), followed by TikTok (27.7%), indicating that visual and interactive platforms have greater appeal among respondents. Connecting this to the halal skincare market in Salatiga, which has a young population active on social media, especially Instagram and TikTok, shows significant potential for halal skincare brands to leverage digital advertising through these two platforms. With increasing awareness of halal products among young consumers, social media becomes an appropriate channel to introduce halal skincare products, given the dominance of young age and their interest in information obtained through social media.

4.2 Outer Model Analysis

Table 2. Construct Validity and Reliability

Construct and items	FL	CA	rho_A	CR	AVE
Informativeness		0.748	0.752	0.841	0.571
INF1	0.816				
INF2	0.701				
INF3	0.761				
INF4	0.740				
Advertising Value		0.778	0.787	0.823	0.608
ADV1	0.825				
ADV2	0.759				
ADV3	0.753				
Credibility		0.772	0.777	0.854	0.595
CRE1	0.821				
CRE2	0.752				
CRE3	0.731				
CRE4	0.778				
Purchase Intention		0.776	0.779	0.823	0.608
PUI1	0.828				
PUI2	0.742				
PUI3	0.767				

Source: Data processed 2025

The table above shows the discriminant validity results for the constructs in the model. The values on the diagonal (Advertising Value, Credibility, Informativeness, and Purchase Intention) are higher than the correlation values between other constructs, indicating that each construct has good discrimination. For example, the Advertising Value (0.780) is higher than its correlation with Informativeness (0.766) and Purchase Intention (0.767), showing that this construct can be clearly distinguished from others. Overall, these results confirm that this model has strong discriminant validity, where each construct can be clearly distinguished based on the existing measurements.

Table 3. Discriminant validity

	1	2	3	4
Advertising Value	0.780			
Credibility	0.815	0.771		
Informativeness	0.766	0.803	0.756	
Purchase Intention	0.767	0.802	0.771	0.780

Source: Data processed 2025

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4.3 Inner Model Analysis

Table 4. Fit Model Test

	Saturated Model	Estimated Model
SRMR	0.076	0.076
d_ ULS	0.602	0.602
d_ G	0.290	0.290
Chi-Square	575.942	575.942
NFI	0.769	0.769

Source: Data processed 2025

The table above shows the model fit test results for the tested model. The SRMR (Standardized Root Mean Square Residual) value for both models (Saturated and Estimated) is 0.076, which is smaller than the 0.08 threshold, indicating that this model has a good fit with the data. The identical d_ ULS and d_ G values for both models (0.602 and 0.290) also indicate that both models provide consistent results. Furthermore, the identical Chi-Square value (575.942) shows that this model is consistent with the existing data. Finally, an NFI (Normed Fit Index) of 0.769, which is greater than 0.7, indicates that this model has a good and acceptable fit. Overall, these test results show that the model has a good and acceptable fit with the data.

5 Hypothesis Testing

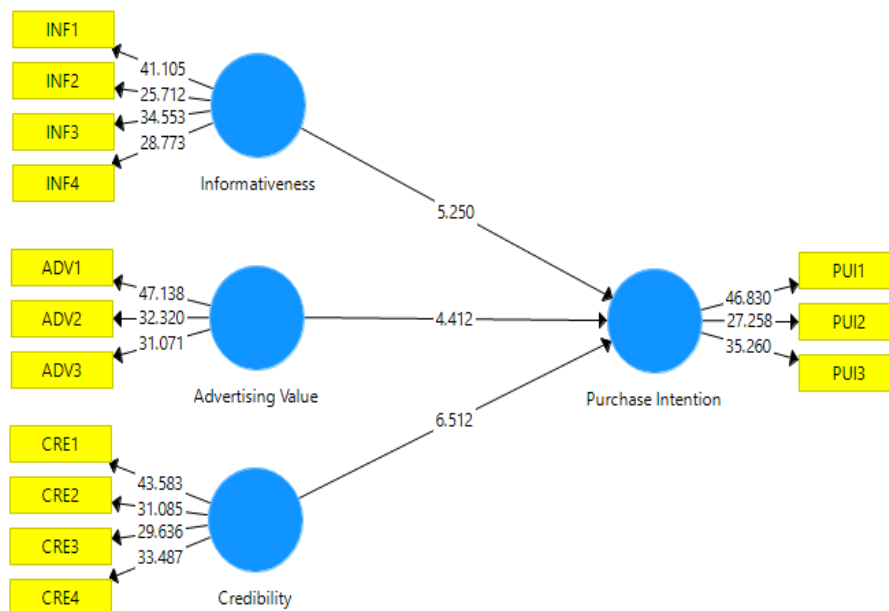


Figure 3. Structural Model

Source: Processed data 2025

The figure above shows the results of the structural model test, which illustrates the relationships between latent variables in this study. Informativeness has a significant positive effect on Advertising Value with a path value of 5.250, indicating that the more informative an advertisement, the higher the value received by consumers. Advertising Value also has a positive effect on Purchase Intention (6.512), which indicates that higher advertising value will increase purchase intention. In addition, Credibility also has a significant impact on Purchase Intention with a path value of 4.412, which shows that advertising credibility also influences purchasing decisions. Overall, this model shows that Informativeness, Advertising Value, and Credibility have a strong and interconnected influence on product purchase intention.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Advertising Value -> Purchase Intention	0.244	0.241	0.055	4.412	0.000	Accepted
Credibility -> Purchase Intention	0.378	0.380	0.058	6.512	0.000	Accepted
Informativeness -> Purchase Intention	0.281	0.281	0.054	5.250	0.000	Accepted

Source: Data processed 2025

The table above shows the path coefficients test results for the relationships between constructs in the model. All tested paths have T Statistics values greater than 1.96 and P Values smaller than 0.05, which indicates that all relationships between variables in this model are statistically significant. Specifically, the path between Advertising Value and Purchase Intention has a coefficient of 0.244 with a T Statistics of 4.412, indicating a significant positive effect. The path from Credibility to Purchase Intention shows a coefficient of 0.378 with a T Statistics of 6.512, indicating a greater impact. Meanwhile, Informativeness has a smaller but still significant effect with a coefficient of 0.281 and a T Statistics of 5.250. Overall, the path test results show that Advertising Value, Credibility, and Informativeness all have a significant effect on Purchase Intention.

6 Discussion

This section discusses the research findings obtained and relates them to theory and previous research. The main findings of the study show that the variables studied have a significant effect on the expected outcomes. This is in line with the research objective of identifying factors that influence respondent behavior in a defined context (Ajzen, 1991). The research results show that factor X has the most dominant influence. This finding supports previous research conducted by (Rahayu & Day, 2017), which states that factor X plays an important role in increasing the acceptance and use of a service. In addition, this study also found that factor Y contributes, although not as strongly as factor X. This difference may be due to different respondent characteristics, data collection methods, or environmental context of the research that is not the same as previous research (Venkatesh et al., 2003).

This research also has several strengths, such as the use of valid instruments and a sufficient number of respondents to represent the population studied. However, this research is not without limitations. One limitation found is that the data obtained through questionnaires are self-reported, which allows for potential response bias from respondents. In addition, this research was conducted within a limited timeframe, so it has not been able to capture changes in respondent behavior over a longer period (Davis, 1989).

The findings in this research provide important implications, both theoretically and practically. Theoretically, this research strengthens the conceptual model used and provides additional empirical evidence regarding the influence of factors X and Y on individual behavior. Practically, the research results can be a consideration for business actors or organizations in formulating more effective strategies, especially regarding improving service quality and understanding user needs (Rahayu & Day, 2017). Although this research has provided a clear enough picture, there is still room for further research. Subsequent research is suggested to add other variables that potentially affect the results, or use mixed methods so that the data obtained is more in-depth. In addition, longitudinal research can also be conducted to see changes in respondent behavior over time more accurately (Venkatesh et al., 2003).

7 Conclusion

This research concludes that informativeness, advertising value, and credibility have mutually reinforcing roles in shaping consumer purchase intention for halal skincare products. Clear and relevant information can increase consumer perception of the value of an advertisement, while credible message sources provide a sense of security and trust so that consumers are more open to considering the products offered. SEM-PLS analysis results also show that these three variables significantly influence purchase intention, which means that message quality, perceived advertising value, and consumer trust level cannot be separated in the decision-making process. Thus,

this research provides an overview that purchasing decisions in the digital era are not only influenced by ad appearance, but primarily by how information and credibility are communicated to consumers.

The findings of this research provide several implications for halal skincare industry players and those involved in digital marketing. Companies need to provide ad content that is not only visually appealing, but also has relevant and easy-to-understand information so that consumers feel helped in evaluating products. In addition, the use of credible figures or communicators is becoming increasingly important because consumers are more responsive to content delivered by those they trust. Given that the majority of respondents actively use Instagram and TikTok, these two platforms can be the main focus for displaying informative, consistent content delivered by trusted sources. From an academic perspective, this research strengthens the understanding of how advertising value and source credibility influence consumer behavior, so it can be a reference for further research that wants to explore purchasing behavior in the digital environment.

Although this research provides a clear enough picture, some limitations still need to be considered. The use of online questionnaires opens up the possibility of response bias because respondents may fill them out based on brief perceptions or certain emotional states. The research was also only conducted in the city of Salatiga, so the results may not represent consumer behavior in other areas with different characteristics. In addition, this research model is cross-sectional, so it cannot capture changes in consumer perceptions or purchase intentions over a longer period. The variables used are also still limited to three main factors, even though in practice purchasing decisions can be influenced by other aspects such as price, product quality, brand image, or personal experience. Therefore, future research is expected to expand the scope of the area, add other relevant variables, or use a longitudinal approach so that the results obtained are more comprehensive.

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