



## THE INFLUENCE OF ARGUMENT QUALITY AND SOURCE CREDIBILITY IN GADGET PRODUCT REVIEW VIDEOS ON YOUTUBE TOWARD THE PERCEIVED INFORMATION USEFULNESS, INFORMATION ADOPTION, AND PURCHASE INTENTION OF GENERATION Z IN INDONESIA

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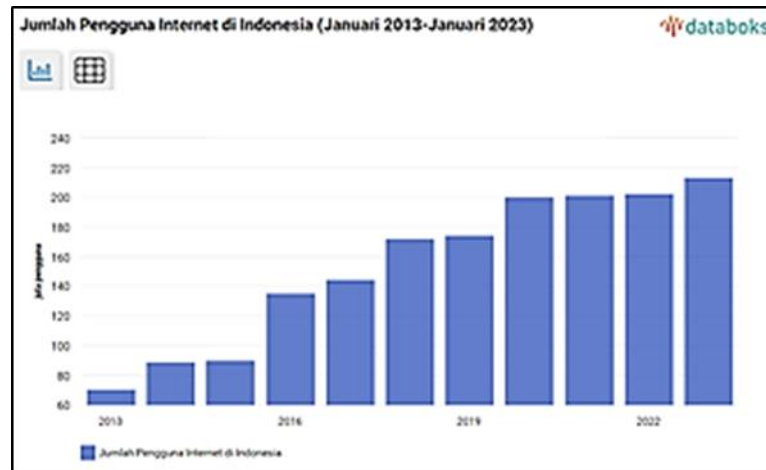
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### ABSTRACT

Generation Z is a generation that does not easily trust information about a product provided by a brand and they require further verification of the information through various product review videos on YouTube. Through this study, the researcher wants to find out the influence and role of argument quality in product review videos and source credibility of the YouTubers on certain channel on the perceived information usefulness, information adoption, and purchase intention of Generation Z in Indonesia, especially in the technology (gadget) industry. The researcher will use a quantitative research approach using a survey (questionnaire). A total of 267 valid respondents filled out this questionnaire with the criteria, namely Generation Z in Indonesia, who have watched gadget product review videos on the Jagat Review channel on YouTube (specifically in the last 3 months). Based on the results of the analysis, the researcher found that the argument quality in gadget product review videos and the source credibility of the tech YouTubers on certain channel have a great influence on the perceived information usefulness and information adoption of Generation Z in Indonesia, especially those who live in the Java Island area. With good perceived information usefulness and information adoption, it will easily increase the purchase intention of Generation Z in Indonesia towards the gadget products reviewed. Therefore, the researcher recommends that marketers understand the importance of argument quality and source credibility in gadget product review videos as well as collaborate with tech YouTube channels to review and promote gadget products from their companies to reach more customers from Generation Z in Indonesia. In addition, the researcher also has suggestions for the YouTube channel of Jagat Review to increase the engagement of its viewers so that more of them want to accept, adopt, and follow the various suggestions/recommendations given.

## INTRODUCTION

The Internet is a global network that connects electronic devices, both hardware and software (GCFGlobal, 2023). Globally, especially in 2023, internet users reached 5.16 billion or 64.4% of the world population of 8.01 billion people. Meanwhile, internet users in Indonesia have reached 213 million people, or around 77% of Indonesia's population in 2023 (Annur, 2023). They generally use the internet through various platforms to search for information, look for inspirational ideas, communicate with their family and friends, and search for and carry out various activities for their entertainment (Meltwater & We Are Social, 2023).



**Figure 1. Number of Internet Users in Indonesia over the Last Decade**  
Source: Annur (2023)

Among the many internet users in Indonesia, Generation Z is the generation with the largest number of internet users, or around 34.4% of the total internet users in Indonesia in 2023 (APJII, 2024). Generation Z is a generation that was born between 1997 and 2012 when the internet just emerged and started to spread in Indonesia (Teniwut, 2022; IDN Research Institute, 2024). This generation is usually known as digital natives or a generation that is very dependent on the internet (Francis & Hoefel, 2018; Chang & Chang, 2023). In addition, Generation Z is considered a generation that cannot be bound by anything, especially not being loyal to certain brands. Generation Z can be loyal to a brand, but they do not see the brand as the main thing and they also prefer other brands that can offer products at affordable prices with better/higher quality (Mondalek, 2023; OliverWyman, 2023; Rabolini, 2023).

To decide which brand to buy, 67.4% of 500 Generation Z people rely on online reviews and ratings supported by their own research (Snipp, 2023). More specifically, around 59% of 50 Generation Z people in Indonesia stated that product review videos in the form of User-Generated Content (UGC) on YouTube and TikTok are very helpful in determining which brand/product to buy and they are also very likely to buy the product reviewed by the influencer. This can happen because they have a way of thinking in the form of 'healthy skepticism', where they tend to be more critical and skeptical of information compared to several previous generations. They tend not to easily believe the information provided by a brand on a product, so they need further verification (research) to determine whether the information can be trusted (OliverWyman, 2023; Rabolini, 2023).

As mentioned earlier, the platforms Generation Z in Indonesia uses and relies on most frequently to find product review videos are YouTube and TikTok. The usage of either of these platforms depends on what type of review videos they want, where they tend to prefer long review videos that provide in-depth explanations or short review videos that do not provide detailed explanations. About 607 people from Generation Z (out of a total of 2,204 respondents aged 18-64) rely heavily on YouTube to find various types of videos, especially product review videos (Ameliya, 2023; IDN Research Institute, 2024). In addition, through YouTube, they can enjoy short videos as well as long videos that contain detailed explanations of product specifications, sharing experiences during product use, and various testing data (benchmarks) for the products being reviewed.



**Figure 2. Marketers Underestimate the Authenticity and Influence of User-Generated Content (UGC)**

Source: DeGruttola (2019)

Unfortunately, many marketers still do not understand and underestimate the impact of product review videos in the form of User-Generated Content (UGC) compared to brand-created content. Marketers around the world believe that content created by a brand is more authentic or trustworthy to consumers (DeGruttola, 2019). If we talk about the fact, 57% of 607 people from Generation Z in Indonesia highly trust information provided by influencers (who are also fellow users/consumers) more than information provided by other parties, such as professional reviews (30%), other customer's insight (6%), their own family and friends (4%), or from themselves (3%). As previously explained, authenticity and relatability in product review videos uploaded by influencers (YouTubers) who are fellow users are very important for them to determine whether the information received is useful and trustworthy (IDN Research Institute, 2024).

Therefore, marketers need to know, realize, and pay attention to this issue/problem and try to take advantage of this opportunity before many other competitors begin to understand and act first. This will impact the revenue as well as the future of the company, especially those whose target market is Generation Z. However, finding the right YouTube channel is more challenging than most people out there think. They need to understand what kind of YouTube channel can make their viewers trust the information provided in their product review videos. If marketers do not understand this, this marketing strategy will be futile because the information conveyed by the YouTubers on certain channel will not be conveyed properly through the review and cannot be trusted by the viewers. To avoid this, they should look for a YouTube channel that can attract and gain viewers (subscribers) based on the quality of the information provided and the credibility of the YouTubers on certain channel so that viewers can easily accept, adopt, and follow the information provided (Huang et al., 2022).

One example of a tech YouTuber or YouTube channel that has managed to gain subscribers based on some of the previous factors is Marques Brownlee (Solomon, 2024). Marques Brownlee, often known as MKBHD on YouTube, is a gadget product reviewer and YouTube channel who started his career on YouTube without any background knowledge of technology.

Although less successful at the beginning, he still tries to maintain the quality and consistency of each gadget product review video, where he always prioritizes transparency and honesty. He also tries to improve his skills and knowledge about the technology (gadget) he has. In addition, he also upgraded his studio equipment and tools for shooting and editing videos. In his view/perspective, a product review video is not only seen from the quality of information conveyed but also from how trustworthy and professional the tech YouTuber is in reviewing the product (Ali, 2023). With his previous improvements, Brownlee has become one of the best tech reviewers (YouTubers) and YouTube channel in the technology industry, with 18.9 million subscribers (MaxData, 2022). He, or especially his channel, gained a lot of trust from his subscribers because he was able to show that he is a trustworthy YouTuber who can provide quality information about gadgets with detailed as well as objective analysis and explanations (without exaggeration). With his seriousness and dedication in the technology industry, he dares to give good or bad reviews even though other brands pay him to review and promote their products (Mccracken, 2023; Garg, 2024). In addition, he started to be noticed/recognized by many tech company leaders and received various awards or recognition as the best tech YouTuber and YouTube channel in the world (Smith, 2014; Streamy Awards, 2020; MasterClass, 2022).



**Figure 3. Marques Brownlee**  
Source: Garg (2024)

Based on the previous example, it is challenging to find a YouTube channel that can gain subscribers based on the argument quality in gadget product review videos and the source credibility of the tech YouTubers on certain channel, which affects how their viewers accept, adopt, and follow the information provided. From this, we know that we need to understand how an individual processes receiving and adopting/utilizing information through a model known as the Information Adoption Model (IAM). As explained earlier, the key to Brownlee's success is that he is able to show that he has good source credibility and can provide good argument quality in his review videos. Argument Quality refers to how informative, valuable, and convincing (persuasive) the information provided by the YouTubers are. Meanwhile, Source Credibility generally refers to how trustworthy, credible, reliable, and professional the YouTubers are (Sussman & Siegal, 2003; Huang et al., 2022).

These two previous factors play an essential role in influencing the viewers' perception of the usefulness of the information. They will consider the information useful if they find the YouTubers on certain channel trustworthy as well as can provide good quality and relevant information to fulfill their needs. Once they perceive the information as useful and trustworthy, this perception will indirectly influence their information adoption. As in the case of Brownlee earlier, if the viewers already believe in the information provided and the information providers (tech YouTubers), they will easily accept, adopt, and follow various information (advices or recommendations) from the tech YouTubers as well as return to that YouTube channel to search more about gadget product review videos (Sussman & Siegal, 2003). As a result of their ease in receiving and adopting the information provided, it becomes easier to influence their purchase intention towards the products reviewed by the tech YouTubers on certain channel. They will feel that they want to try and purchase the products reviewed as well as share the information provided by the tech YouTubers with their close friends/family (Coyle et al., 2001; Huang et al., 2022).

Based on the previous explanation, through this study, the researcher aims to further explore and prove that argument quality in product review videos and source credibility of the YouTubers on certain YouTube channel, especially in the technology (gadget) industry, play an important role in influencing the perceived information usefulness and information adoption of Generation Z in Indonesia, which will ultimately affect the increase/decrease of their purchase intention. By using the Information Adoption Model (IAM), the researcher and readers, especially marketers, can further understand the importance and influence of User-Generated Content (UGC) in the form of gadget product review videos as well as the various factors that play an important role in gadget product review videos. Marketers can become more aware and understand of what kind of YouTube channel that can gain trust or subscribers based on their argument quality and source credibility.

## **METHODS**

In this study, the researcher wants to learn more about the role of argument quality in gadget product review videos and source credibility of the tech YouTubers on certain channel in influencing Generation Z's perceived information usefulness, information adoption, and purchase intention in the technology (gadget) industry. To achieve that goal, the researcher needs several stages or processes of this research as follows.



**Figure 4. Research Design**

Based on Figure 4, the stage or process of this study begins with problem identification, followed by a literature study. The researcher will seek information from various books and previous studies to explain the various variables in this study and form/develop hypotheses. Data will be collected using a quantitative research approach through a survey (questionnaire). After all the data is collected, the researcher will analyze the various data to provide a clear and detailed picture of the results of the research and data analysis that has been done previously. In the final stage of the whole process, the researcher will make conclusions and recommendations for readers and further research in the future.

In this study, the researcher will use a quantitative research approach. This approach is used to collect data, analyze, and report the results of data analysis in this study. Quantitative research approach is an approach used to explore (social) problems faced by humans based on theory testing consisting of variables (Creswell, 2014).

The Jagat Review channel on YouTube was chosen by the researcher to be researched or analyzed in this study, which is very suitable in the technology (gadget) industry that requires a detailed explanation of the product itself, what the results of its use are, and conduct testing or comparison with other products (benchmark). This is because many technology channels on YouTube in Indonesia still explain their experience when using the gadget product being reviewed without clearly explaining the product. GadgetIn channel is one example of a tech YouTube channel that reviews gadget products only based on user experience without going into details or without complete testing of a gadget product, even though it is the best reviewer of technology (gadgets) products in Indonesia (Khadafi, 2021; Jagat Review, 2024). Based on some of the previous explanations, the research sample for this study is Generation Z in Indonesia (someone aged 11 to 27 years), who has watched the gadget product review videos from the Jagat Review channel on YouTube. In addition, for the data obtained to be more relevant,



someone who has watched the Jagat Review channel in the last three months is needed.

For this research, the researcher will use one of the non-probability sampling techniques, namely purposive sampling. Purposive sampling is a data collection technique that focuses on an individual with certain criteria relevant to the research conducted by the researcher (Etikan et al., 2016). Based on the previous section, the target sample (respondents) from the population of this research is Generation Z in Indonesia (aged around 11 to 27 years old) and have or often watch gadget product review videos made by Jagat Review channel (especially in the last three months). To obtain data from various respondents, the researcher needs first to determine the minimum requirements for the sample size of this study. The researcher needs statistical guidance and calculation methods to determine the appropriate number for the sample size.

In the initial stage, the researcher will conduct a pilot test first to test the measurement tools that will be used in this study. For this testing process, Malhotra & Birks (2005) explain that when conducting a pilot test, about 15 to 30 valid respondents are needed. Therefore, the researcher will look for 30 respondents suitable for testing this study's measurement tools. For the required sample size, the minimum number of samples required for marketing research is 200 respondents (with a maximum limit of 500 respondents). It is recommended for researchers to be able to obtain more than this minimum limit to help improve the representativeness of the results of a study, statistical significance, the ability to conduct more in-depth analysis, and can also be used to generalize the results of the study to a broader population. Based on the previous explanation, the researcher decided to look for more than 200 respondents, or more precisely, around 250 respondents. This is because finding respondents who fit some of the previous criteria takes a lot of work (not easy) and takes (needs) quite a long time.

## RESULT AND DISCUSSION

### Structural Path Significance

The significance of each path is usually evaluated based on the t-statistics value obtained from each path or relationship between variables (Wong, 2013). In this study, the researcher used a research model consisting of 5 variables with 22 indicators. For more details, it can be seen in Figure 5, which consists of argument quality (3 indicators), source credibility (7 indicators), information usefulness (4 indicators), information adoption (4 indicators), and purchase intention (4 indicators).

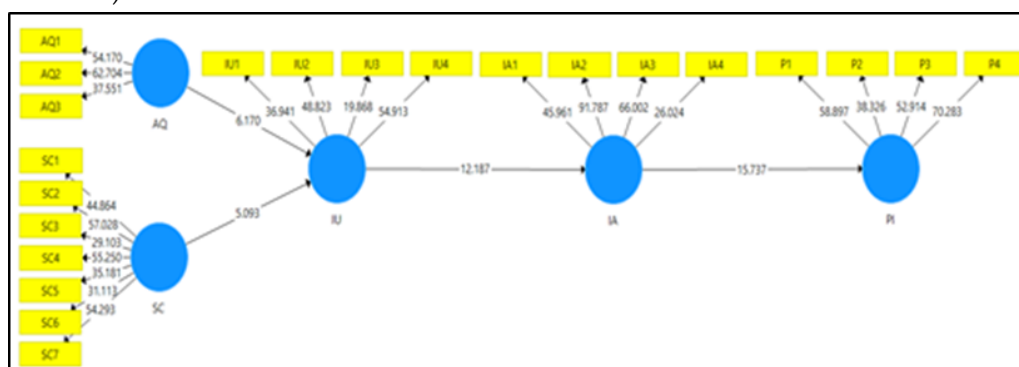


Figure 5. Structural Path Significance

To determine the significance of each path, the researcher needs to find the critical value to test the t-statistic. This study will use a one-tailed test with a significance level of 5% (0.05). The selection of a one-tailed test (especially the right side) is based on previous studies showing a positive relationship between the variables studied. Therefore, the hypothesis of this study aims to re-test whether such a positive relationship exists specifically in the context or case of this study. In addition, it is important to calculate the degrees of freedom (df) in determining the critical value, which are calculated using the formula  $df = n - 1$  (specifically for a single sample). In this study, the degree of freedom is  $df = 267 - 1 = 266$ . Based on these calculations, the critical value for this research analysis is 1.6506 (obtained from the T Distribution Table) (Frost, 2017; Turney, 2022).

Figure 5 and Table 1 show that each path or relationship between variables is statistically significant. In particular, the paths of Information Usefulness → Information Adoption, and Information Adoption → Purchase Intention, show highly significant t-statistic values of 12.187 and 15.737. In contrast, the Source Credibility → Information Usefulness path shows the smallest t-statistic value compared to the others, at 5.093 (even though it is greater than 1.6506). Overall, each structural path in this study's model or theoretical framework shows a statistically significant effect where all t-statistic values exceed the specified critical value of 1.6506 (Frost, 2017; Turney, 2022).

**Table 1. Path Coefficients**

Path	Original Sample	Mean	Standard Deviation	t-statistic	R <sup>2</sup>	Q <sup>2</sup>
Argument Quality → Information Usefulness	0.504	0.499	0.082	6.170	0.715	0.504
Source Credibility → Information Usefulness	0.408	0.412	0.080	5.093	0.715	0.504
Information Usefulness → Information Adoption	0.655	0.657	0.054	12.187	0.429	0.308
Information Adoption → Purchase Intention	0.703	0.704	0.045	15.737	0.494	0.374

After analyzing the significance of each path in this research model, the researcher also needs to examine the value of R<sup>2</sup> and Q<sup>2</sup>. As explained in the previous chapter, R<sup>2</sup>, often known as the coefficient of determination, is used to determine how much variation in a dependent variable (endogenous) can be explained by independent variables (exogenous) in a model. Meanwhile, Q<sup>2</sup> or Stone Geisser's is used to determine whether the model used in this study has good predictive ability in predicting various dependent variables accurately and well. More precisely, this Q<sup>2</sup> indicates the model's ability in this study to predict the data omitted during the running procedure. The value of R<sup>2</sup> is obtained through the PLS Algorithm, while Q<sup>2</sup> is obtained from the analytical method in the form of Blindfolding in SmartPLS. For the interpretation values of R<sup>2</sup> are 0.25 (low), 0.50 (moderate), and 0.75 (substantial). Meanwhile, the interpretation of the Q<sup>2</sup> value is 0.02 (low), 0.15 (moderate), and 0.35 (significant) (Wong, 2013).

Based on Table 1, the values of R<sup>2</sup> and Q<sup>2</sup> of the path or relationship between Argument Quality and Source Credibility → Information Usefulness are 0.715 and 0.504. These R<sup>2</sup> results indicate that 71.5% of the variance in the Information Usefulness variable can be explained well by the independent variables, namely



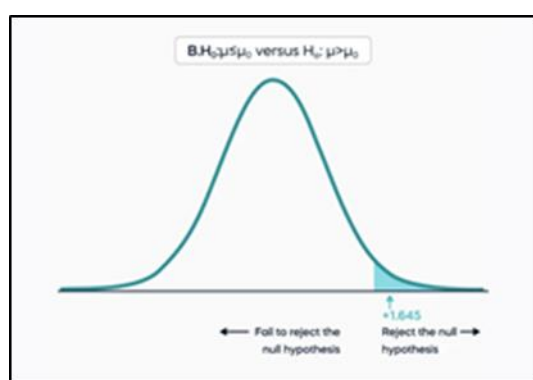
Argument Quality and Source Credibility (moderate to substantial). In addition, the results of  $Q^2$  explain that the model used in this study has a good predictive ability of the dependent variable because it exceeds the value of 0.35 (significant). As for the path or relationship between Information Usefulness  $\rightarrow$  Information Adoption, it has  $R^2$  and  $Q^2$  values of 0.429 and 0.308. This indicates that the variance of the Information Adoption variable can be explained by 42.9% by the Information Usefulness variable, which is quite good because it is close to the value of 0.50 (low to moderate). In addition, based on the  $Q^2$  value, this model can predict the dependent variable quite well because it almost reaches the value of 0.35 (moderate to significant) (Wong, 2013).

The last path, namely Information Adoption  $\rightarrow$  Purchase Intention, has  $R^2$  and  $Q^2$  values of 0.494 and 0.374. The  $R^2$  value indicates that the 49.4% variance in the Purchase Intention variable can be explained quite well by the Information Adoption variable (low to moderate). For its predictive ability, it is considered good because the  $Q^2$  value exceeds the value of 0.35 (significant). Based on several explanations regarding  $R^2$  and  $Q^2$  on each path, it can be said that this model is good enough in explaining variance and shows good predictive ability of the dependent variable. This can be seen from the Goodness of Fit (GoF) value in Table 2, which has a value of 0.464 (strong/significant – above 0.36). This indicates that the model or framework in this study is good for making predictions and research conclusions (Wong, 2013).

**Table 2. Goodness of Fit (GoF)**

	Coefficient of Determination $R^2$	Cross-Validated Redundancy $Q^2$
Argument Quality	0.000	0.000
Source Credibility	0.000	0.000
Information Usefulness	0.715	0.504
Information Adoption	0.429	0.308
Purchase Intention	0.494	0.374
AVERAGE	0.546	0.395
<b>GoF</b>	<b>0.464</b>	

## Hypothesis Testing



**Figure 6. One-Tailed Test (Right Side)**  
Source: 365 Data Science (2024)

As mentioned in the previous section, this study uses a one-tailed test technique (right test). This is because some previous studies have shown a positive relationship between variables in this study. In this test, the researcher hopes that the null hypothesis, which explains that the negative change or no change between

variables, is rejected. Therefore, the researcher hopes that the alternative hypothesis is accepted, which explains that the relationship between variables is positively correlated. For a good t-statistic value if it has a value greater than the specified critical value of 1.6506. Meanwhile, if the p-value has a value of less than 0.05 (based on a significance level of 5%), then the hypothesis is proven and accepted because there is a significant (positive) effect in the relationship of the variables concerned (Frost, 2017; Turney, 2022; 365 Data Science, 2024).

**Table 3. Hypothesis Testing**

Hypothesis	Structural Path	t-value	p-value	Result
H1	AQ → IU	6.170	0.000	Accepted
H2	SC → IU	5.093	0.000	Accepted
H3	IU → IA	12.187	0.000	Accepted
H4	IA → PI	15.737	0.000	Accepted

### **Hypothesis 1 (Argument Quality → Information Usefulness)**

In this study, Hypothesis 1 is that Argument Quality (AQ) in gadget product review videos has a positive influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel. In Table 3, the relationship between the Argument Quality and the Information Usefulness has a t-value of 6.170 and also for a p-value of 0.000. From these results, it can be concluded that there is a significant relationship because it has a t-value above 1.6506, with a significance level of 0.05 (5%). In addition, when we saw from the p-value on this path, the value is less than the significance level of 0.05. Therefore, the researcher will reject the null hypothesis ( $H_0$ ) and will accept the alternative hypothesis ( $H_1$ ), which states that Argument Quality (AQ) in gadget product review videos has a positive influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel.

**Table 4. Hypothesis Testing Statement 1**

Statement of Hypothesis 1
<b>H<sub>0</sub>:</b> Argument Quality (AQ) in gadget product review videos has a negative influence or has no influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel.
<b>H<sub>1</sub>:</b> Argument Quality (AQ) in gadget product review videos has a positive influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel.

### **Hypothesis 2 (Source Credibility → Information Usefulness)**

We can see the relationship between the Source Credibility and the Information Usefulness, which has a t-value of 5.093 and a p-value of 0.000. From these results, it can be concluded that there is a significant relationship because it has a t-value above 1.6506, with a significance level of 0.05 (5%). In addition, as can be seen from the the p-value on this path, the value is less than the significance level of 0.05, which shows a significant positive effect. Therefore, the researcher will reject the null hypothesis ( $H_0$ ) and will accept the alternative hypothesis ( $H_1$ ) in this second hypothesis, which states that the Source Credibility (SC) of tech YouTubers on certain channel has a positive influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel.

**Table 5. Hypothesis Testing Statement 2**

<b>Statement of Hypothesis 2</b>
<b>H<sub>0</sub>:</b> Source Credibility (SC) of tech YouTubers on certain channel has a negative influence or has no influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel.
<b>H<sub>1</sub>:</b> Source Credibility (SC) of tech YouTubers on certain channel has a positive influence on the perceived Information Usefulness (IU) of viewers of certain tech YouTube channel.

### **Hypothesis 3 (Information Usefulness → Information Adoption)**

We can see the t-value of 12.187 and for the p-value of 0.000 in the third hypothesis. From these results, it can be concluded that there is a significant relationship because it has a t-value that is above 1.6506 with a significance level of 0.05 (5%). In addition, if you look at the value of the p-value on this path, the value is less than the significance level, which is 0.05, which shows a very significant positive effect. Therefore, the researcher will reject the null hypothesis (H<sub>0</sub>) and will accept the alternative hypothesis (H<sub>1</sub>) in this third hypothesis, which states that Information Usefulness (IU) has a positive influence on Information Adoption (IA) of viewers of certain tech YouTube channel.

**Table 6. Hypothesis Testing Statement 3**

<b>Statement of Hypothesis 3</b>
<b>H<sub>0</sub>:</b> Information Usefulness (IU) has a negative influence or has no influence on Information Adoption (IA) of viewers of certain tech YouTube channel.
<b>H<sub>1</sub>:</b> Information Usefulness (IU) has a positive influence on Information Adoption (IA) of viewers of certain tech YouTube channel.

### **Hypothesis 4 (Information Adoption → Purchase Intention)**

When looking at Table 3, the fourth hypothesis has a t-value of 15.737 and a p-value of 0.000. From these results, it can be concluded that there is a significant relationship because it has a t-value above 1.6506, with a significance level of 0.05 (5%). In addition, if we look at the p-value on this path, the value is less than the significance level of 0.05, which shows a very significant positive effect as well as in the previous hypothesis. Therefore, the researcher will reject the null hypothesis (H<sub>0</sub>) and will accept the alternative hypothesis (H<sub>1</sub>) in this fourth hypothesis, which states that Information Adoption (IA) of viewers of certain tech YouTube channel has a positive influence on their Purchase Intention (PI) towards the gadget products reviewed in the video.

**Table 7. Hypothesis Testing Statement 4**

<b>Statement of Hypothesis 4</b>
<b>H<sub>0</sub>:</b> Information Adoption (IA) of viewers of certain tech YouTube channel has a negative influence or has no influence on their Purchase Intention (PI) towards the gadget products reviewed in the video.
<b>H<sub>1</sub>:</b> Information Adoption (IA) of viewers of certain tech YouTube channel has a positive influence on their Purchase Intention (PI) towards the gadget products reviewed in the video.

### **F Square Effect Size**

The F Square Effect Size value will range between 0 and 1 and has an interpretation of 0.02 (low), 0.15 (moderate), and 0.35 (significant) (Wong, 2013). Based on Table 8, it can be concluded that Argument Quality (AQ) has a value of 0.430, which has a

large effect or influence on Information Usefulness (IU), Information Adoption (IA), and Purchase Intention (PI). The influence aligns with the positive effects of these various mediating and dependent variables. Meanwhile, Source Credibility has a value of 0.281, which is considered a moderate influence on Information Usefulness (IU), Information Adoption (IA), and Purchase Intention (PI). Based on several calculations and previous explanations, Argument Quality (AQ) is a very strong factor in influencing Generation Z's adoption of information compared to Source Credibility (SC).

**Table 8. F Square Effect Size**

	AQ	IA	IU	PI	SC
AQ			0.430		
IA				0.974	
IU		0.753			
PI					
SC			0.281		

### Mediation Results

#### IU as a Mediating Variable between AQ and SC on PI

In the table below, the analysis results regarding the impact caused by the independent variables in this study, namely Argument Quality and Source Credibility, on the endogenous variable in this study, namely Purchase Intention. The existence of a close relationship or significance can be assessed using the previous method, namely through the value of the t-statistic and also the p-value. Suppose the value of the t-statistic exceeds the critical value of 1.6506, and the p-value is smaller than the significance level of 0.05. In that case, the relationship between these variables is considered statistically significant (has a strong relationship).

In Table 9 we can see that the independent variables, namely Argument Quality and Source Credibility, significantly influence Purchase Intention. This is because they have t-statistic values of 4.461 and 3.770, which exceeds the critical value of 1.6506. In addition, when viewed from the p-value, the relationship between the independent and dependent variables has a significant effect, with a p-value below 0.05. In this way, it indicates that the relationship between the independent variable and the dependent variable in this study has a significant relationship.

**Table 9. IU as Mediation Variable AQ and SC towards PI (Stages 1)**

Variable	t-statistic	p-value
AQ → PI	4.461	0.000
SC → PI	3.770	0.000

Based on the analysis results Table 10, the relationship between the independent variables, namely Argument Quality and Source Credibility on the mediating variable, namely Information Usefulness, has a significant relationship. This is because the resulting t-statistic values are 6.170 and 5.093, and they also have p-values of 0.000, which is following the criteria.

**Table 10. IU as Mediation Variable AQ and SC towards PI (Stages 2)**

Variable	t-statistic	p-value
AQ → IU	6.170	0.000
SC → IU	5.093	0.000

Based on Table 11, all t-statistics values of the relationship between the independent variables, namely Argument Quality and Source Credibility, with the mediating variable, namely Information Usefulness (6.170 and 5.093) as well as the relationship between the mediating variable, namely Information Usefulness and the dependent variable, namely Purchase Intention (6.957), all of these have a significant relationship or correlate with each other positively. Not only that, this is also supported by all the p-values of the three paths having a value below than 0.05.

**Table 11. IU as Mediation Variable AQ and SC towards PI (Stages 3)**

Variable	t-statistic	p-value
AQ → IU	6.170	0.000
SC → IU	5.093	0.000
IU → PI	6.957	0.000

Based on some of the previous analysis, Information Usefulness plays an essential role as a mediating variable between the independent variables, namely Argument Quality and Source Credibility with the dependent variable, namely Purchase Intention. This is evidenced by the fulfilment of various criteria from each previous stage, where all relationships between independent, mediating, and dependent variables in this study have a statistically significant relationship. In addition, Information Usefulness (IU) is also considered as complementary mediation because there is a direct relationship between the independent and dependent variables that are significant (direct effect).

#### **IA as a Mediating Variable between AQ and SC on PI**

**Table 12. IA as Mediation Variable AQ and SC towards PI (Stages 1)**

Variable	t-statistic	p-value
AQ → PI	4.461	0.000
SC → PI	3.770	0.000

The independent variables, namely Argument Quality and Source Credibility, significantly influence one of the mediating variables in this study, namely Information Adoption. This is because the relationships have t-statistic values of 5.368 and 4.429. In addition, this is supported by the p-value, which is below the significance level of 0.05. In this way, it is proven that the independent variable has a statistically significant relationship with the mediating variable.

**Table 13. IA as Mediation Variable AQ and SC towards PI (Stages 2)**

Variable	t-statistic	p-value
AQ → IA	5.368	0.000
SC → IA	4.429	0.000

The relationship between the independent variables, namely Argument Quality and Source Credibility to the mediating variable, namely Information Adoption (5.368 and 4.429) and also the mediating variable, namely Information Adoption to Purchase Intention (15.737), has a significant relationship. In addition, this is supported by all p-values below than 0.05.

**Table 14. IA as Mediation Variable AQ and SC towards PI (Stages 3)**

Variable	t-statistic	p-value
AQ → IA	5.368	0.000
SC → IA	4.429	0.000
IA → PI	15.737	0.000

Based on some previous analysis, Information Adoption plays an essential role as a mediating variable between the independent variables, namely Argument Quality and Source Credibility with the dependent variable, namely Purchase Intention. This is evidenced by the fulfilment of various criteria from each previous stage, where all relationships between the independent, mediating, and dependent variables in this study have a statistically significant relationship. Information Adoption plays a crucial role because it has a very significant influence on the purchase intention of the respondents. In this study, Information Adoption (IA) is also considered a complementary mediation because there is a significant direct relationship between the independent and dependent variables (direct effect).

## CONCLUSION

**Research Question 1: How do argument quality in gadget product review videos and the source credibility of the tech YouTubers on certain channel affect Generation Z's perceived information usefulness and information adoption?**

Based on the analysis of the questionnaire results in the form of descriptive analysis and analysis using SmartPLS, the researcher found that argument quality in a gadget product review video and source credibility of the tech YouTubers on certain channel greatly influence the perceived information usefulness and information adoption of Generation Z in Indonesia. They attach great importance to a tech channel on YouTube that can provide good/high quality information and the YouTubers have/with good credibility. This makes them make a good assessment of the overall gadget product review video on certain tech YouTube channel. Many respondents agree that this Jagat Review channel can provide video reviews of gadget products with good quality arguments or information, and this is supported by the presence of the YouTubers who review gadget products in the videos very trustworthy. Those who think this will significantly affect the perception of information usefulness and also their information adoption later.

**Research Question 2: How can the perceived information usefulness and information adoption of Generation Z increase their purchase intention towards gadget products reviewed by the tech YouTubers on certain channel?**

Based on some of the results of the previous analysis, the researcher also found that the perceived information usefulness will significantly affect the information adoption of Generation Z in Indonesia. They will be very easily influenced to follow various advice or recommendation given in a gadget product review video by the tech YouTubers, especially the Jagat Review channel. Many of them want to watch more gadget product review videos on the channel and consider that various gadget product review videos are very helpful in finding gadget products that they might buy in the future. The influence of information adoption is significant; it will greatly affect the intention to purchase a gadget product reviewed in the video review. They become curious to try, purchase, and recommend various gadget products to their closest people, such as friends or family. This can also be seen from the number of



respondents who consider buying gadget products after watching video reviews of gadget products on the Jagat Review channel, namely 72% of the total respondents, or more precisely, 191 of the total 267 respondents.

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