

Mediated Effect of Consumer Satisfaction on Online Purchase Intention: Analyzing the Precedent Influence of Media Exposure Frequency and Information Attributes

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Abstract

The rapid development of information and communication technology has transformed consumer behavior toward online shopping as part of a modern lifestyle. This study aims to analyze the influence of media exposure, information quality, and digital marketing on online purchase intention, with recipient satisfaction as a mediating variable. The research was conducted on Shopee users in Malang City, representing active online consumers. The population of this study includes all Shopee users in Malang, while the sample was determined using Malhotra's formula based on the total number of observed indicators, resulting in 105 respondents. Data were collected through a structured questionnaire using a Likert scale and analyzed using path analysis with SPSS to examine direct and indirect effects among variables. The findings show that information quality and digital marketing have a positive and significant effect on recipient satisfaction, whereas media exposure has no significant effect. Furthermore, recipient satisfaction significantly influences online purchase intention and mediates the relationship between information quality, digital marketing, and purchase intention. These results highlight the critical role of satisfaction and information quality in strengthening consumer purchasing behavior in the digital marketplace.

Keywords: Digital Marketing; Information Quality; Media Exposure; Online Purchase Intention; Recipient Satisfaction

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INTRODUCTION

The development of technology and information in Indonesia has advanced at a very rapid pace. This progress makes it easier for people to carry out various activities, ranging from work, education, and social

interactions to commerce. With the rapid growth of internet access, more regions that were previously unreached now have better connections. Expanding network infrastructure, including fiber optics and wireless connectivity, plays an important role in this advancement. Devices such as smartphones and computers have also become more affordable, allowing more people to connect to the internet with ease.

The internet has now become a primary source of information for many people. The public increasingly seeks news and information online, which has driven a sharp rise in internet usage. According to the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 reached 221,563,479 people, with a penetration rate of 79.5%. This marks a significant increase compared to previous years, from 64.8% in 2018 to 78.19% in 2023. The development of information and communication technology has impacted not only internet accessibility but also the e-commerce sector. E-commerce has transformed the way people shop, shifting traditional purchasing patterns toward online transactions. With more than 100 million active internet users, Indonesia has become one of the largest markets for marketplace platforms such as Shopee, Tokopedia, and Bukalapak (Digital Journals, 2023)

Digital media exposure has become an important factor influencing consumer buying behavior on e-commerce platforms. Media exposure—how frequently consumers encounter product information—plays a major role in purchase decisions. Research shows that high exposure to online advertising can increase purchase intention. Consumers who are frequently exposed to information through various digital channels are more likely to trust that information, thereby increasing their likelihood of buying a product.

In addition, the quality of information is also crucial. Clear, accurate, and relevant information helps consumers make better decisions and enhances their confidence in online purchases (Zharfaningrum et al., 2020; I. K. Rachmawati et al., 2020). Shopee provides product descriptions, pricing, images, and user reviews that help consumers evaluate the quality of information. Positive reviews from other customers offer social proof, increasing consumer trust and satisfaction. Digital marketing also plays a crucial role in purchasing decisions. By leveraging consumer data, marketing strategies can become more targeted and personalized. Personalized advertisements based on previous shopping preferences can increase the likelihood of converting ad views into purchases. Advertisements featuring testimonials or recommendations from influencers can also help build consumer trust (I. Rachmawati et al., 2019). However, it is important to understand how these factors interact with one another. One aspect that is often overlooked is recipient satisfaction, which can serve as a mediating variable in the relationship between media exposure, information quality, and digital marketing with purchase intention. Further research is needed to bridge the gap in the literature on consumer behavior on platforms such as Shopee, especially in smaller cities across Indonesia. With a better understanding, marketing strategies can be adjusted to meet the needs of consumers in local markets (Hidayatullah et al., 2019; Pratama et al., 2021).

The research problem in this study focuses on describing and examining the influence of several variables related to Shopee users in Malang City. First, the study will investigate how media exposure, information quality, and digital marketing affect recipient satisfaction. Next, it will analyze whether these factors also influence online purchase intention. In addition, it is important to explore the relationship between recipient satisfaction and purchase intention, as well as the mediating role of satisfaction in the relationship between media exposure, information quality, and digital marketing on purchase intention. This research aims to provide deeper insights into consumer behavior on e-commerce platforms.

LITERATURE REVIEW

The literature review of this study elaborates on the theoretical and empirical foundations that explain the relationships among media exposure, information quality, digital marketing, recipient satisfaction, and online purchase intention. This section provides an integrated perspective based on consumer behavior theory, information system success model, and digital marketing communication theory. Media exposure refers to the extent to which individuals are exposed to digital or traditional media containing marketing messages. According to Liu and Liu (2020), the frequency and intensity of exposure to information influence an individual's level of knowledge, awareness, and behavioral responses. In the context of e-commerce, Smith et al. (2022) found that repeated exposure to online advertisements can build familiarity and trust, which in turn increases purchase intention. However, excessive exposure without relevance may result in message fatigue (Kim et al., 2023). Thus, the quality and relevance of exposure are more critical than its quantity.

Information quality is defined as the degree to which provided information is accurate, reliable, timely, and relevant for decision-making (Zharfaningrum et al., 2020; Gorla et al., 2010). DeLone and McLean's Information System Success Model (2003) emphasizes that high-quality information leads to greater user satisfaction and behavioral intention. In online shopping, Lee et al. (2019) and Jones & Lee (2023) demonstrated that clarity and credibility of product information enhance consumer trust and purchasing confidence. Hence, information quality plays a mediating role between digital content and consumer decision-making.

Digital marketing integrates various digital channels such as websites, social media, and email to create value and communicate with customers (Kotler, 2017; Felix et al., 2024). According to Sultoni et al. (2022), digital marketing effectiveness depends on personalization, interactivity, and the ability to provide incentives aligned

with consumer needs. Romero-Rodríguez et al. (2016) also highlighted that engaging and interactive content improves consumers' perception of message relevance and satisfaction. In the e-commerce context, digital marketing is a strategic factor that bridges technological capability and market performance.

Recipient satisfaction is conceptualized as the perceived contentment and positive evaluation of consumers after receiving marketing information (DeLone & McLean, 2003). It serves as a mediating variable linking communication quality with behavioral outcomes. Alzahrani et al. (2019) showed that satisfaction arises when system or message quality exceeds expectations. In digital shopping, satisfied consumers tend to exhibit higher purchase intention, loyalty, and word-of-mouth engagement (Chen et al., 2023).

Purchase intention reflects an individual's readiness to buy a product based on their evaluation of benefits and trust (Ajzen, 1991; Sari, 2020). The Theory of Planned Behavior (TPB) explains that purchase intention is driven by attitudes, perceived control, and subjective norms. In digital settings, online purchase intention is influenced by perceived usefulness of information and satisfaction with digital interactions (Wahyudi & Setyowati, 2022).

Based on the reviewed literature, this study integrates perspectives from: Information System Success Model (DeLone & McLean, 2003) to explain the effect of information and system quality on satisfaction and behavioral outcomes. Theory of Planned Behavior (Ajzen, 1991) – to explain how satisfaction influences behavioral intention. Digital Marketing Communication Theory (Kotler, 2017) – to position media exposure and digital marketing as antecedents shaping online purchase behavior.

Previous Research

To strengthen the theoretical foundation of this research, it is important to review prior empirical studies that examine the relationships among media exposure, information quality, digital marketing, recipient satisfaction, and online purchase intention. Previous research provides valuable insights into how these variables interact across different contexts, markets, and digital environments. A summary of key studies relevant to this research is presented in Table 1, which highlights the research objectives, variables, methodologies, and main findings from various authors.

Table 1. Previous Research

No	Research Title	Variables	Research Method	Research Findings
1	Role of Channel Integration on the Service Quality, Satisfaction, and Repurchase Intention in a Multichannel (Online Cum-Mobile) Retail Environment (Yang et al., 2017)	1. Online service quality 2. Customer satisfaction 3. Online purchase intention	Quantitative method using 317 respondents in China; data analyzed with Structural Equation Modeling (SEM)	1. Channel integration has a strong positive effect on perceptions of service quality in online and mobile environments, which in turn 2. Influences both transaction-specific satisfaction and cumulative satisfaction. 3. Transaction-specific satisfaction positively affects cumulative satisfaction, and both positively influence repurchase intention.
2	The Impact of Digital Advertising on Online Consumer Behavior: A Cross-Cultural Analysis (Smith et al., 2022)	Digital advertising, online consumer behavior, and online purchase intention	Quantitative survey; Structural Equation Modeling (SEM)	Media exposure through digital advertising significantly affects consumer behavior and online purchase intention, especially across different digital cultural contexts.
3	Effects of Online Information Quality on Purchase Decision: A Global Perspective (Jones & Lee, 2023)	Information quality, online purchase decision, consumer trust, satisfaction	Quantitative survey; Regression and SEM	Clear and accurate information quality has a positive effect on online purchase decisions and consumer satisfaction levels.
4	Influence of Social Media on Online Purchase Intention among Millennials in Indonesia (Wahyudi & Setyowati, 2022)	Social media, online purchase intention, social influence, and recipient satisfaction	Quantitative survey; Regression analysis	Social media exposure significantly influences online purchase intention among Indonesian millennials, with satisfaction toward the information serving as a mediating factor.

No	Research Title	Variables	Research Method	Research Findings
5	Information Quality and Its Influence on Online Purchase Decisions in Indonesian Marketplaces (Amir & Dewi, 2023)	Information quality, online purchase decision, and recipient satisfaction	Quantitative survey; Structural Equation Modeling (SEM)	The quality of information received by consumers directly increases satisfaction and affects online purchase decisions in Indonesian marketplaces.
6	Effect of Digital Marketing on Online Purchase Intention in E-Commerce: A Study of Users in Malang City (Pratama & Hanafi, 2022)	Digital marketing, online purchase intention, recipient satisfaction, media exposure	Quantitative survey; SEM and Regression analysis	Digital marketing and media exposure play important roles in influencing online purchase intention, with recipient satisfaction acting as a mediating factor.

Source: Various articles, processed (2025)

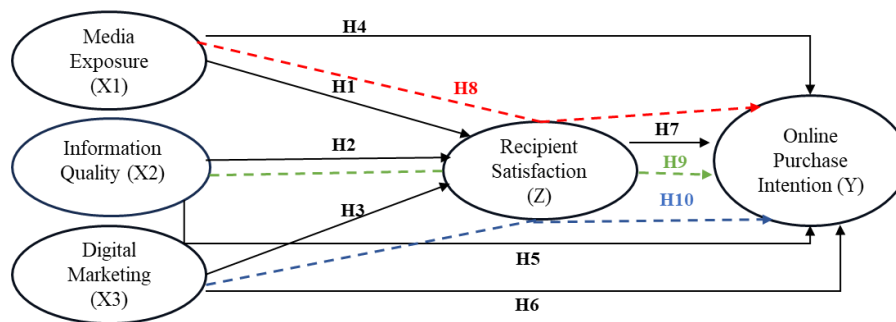


Figure 1. Research Conceptual Framework

The hypotheses of this study are as follows:

- H₁: Media exposure influences the satisfaction of information recipients among Shopee users in Malang City. Previous research shows that media exposure can shape consumer perceptions and satisfaction through repeated interaction with marketing messages. Liu and Liu (2020) found that higher exposure to media content increases awareness and engagement, which enhances satisfaction. Similarly, Kim et al. (2023) revealed that media exposure influences behavioral and emotional responses depending on message relevance and channel effectiveness.
- H₂: Information quality influences the satisfaction of information recipients among Shopee users in Malang City. According to Zharfaningrum et al. (2020) and Gorla et al. (2010), information quality—measured by accuracy, clarity, and completeness—directly impacts user satisfaction. Prayanthi et al. (2020) further confirmed that users are more satisfied when digital content is relevant and reliable, emphasizing the crucial role of information quality in enhancing user experience.
- H₃: Digital marketing influences the satisfaction of information recipients among Shopee users in Malang City. Romero-Rodríguez et al. (2016) found that well-structured digital marketing increases satisfaction through message personalization and interactivity. Similarly, Alzahrani et al. (2019) demonstrated that digital engagement activities improve perceived service quality and user satisfaction in online platforms.
- H₄: Media exposure influences online purchase intention among Shopee users in Malang City. Smith et al. (2022) showed that exposure to online advertisements has a significant effect on purchase intention. In addition, Chaveesuk et al. (2021) confirmed that digital media exposure increases product awareness and online buying likelihood.
- H₅: Information quality influences online purchase intention among Shopee users in Malang City. Studies by Lee et al. (2019) and Jones & Lee (2023) revealed that information quality significantly enhances consumers' willingness to purchase online. Similarly, Alkafaji et al. (2023) highlighted that reliable and transparent information increases user trust and purchase decision confidence.
- H₆: Digital marketing influences online purchase intention among Shopee users in Malang City. According to Silva & Caracini (2023), digital marketing strategies have a positive effect on consumer buying interest. Supporting this, Sultoni et al. (2022) found that personalized and interactive digital marketing improves purchase intention and conversion rates in e-commerce environments.
- H₇: Information recipient satisfaction influences online purchase intention among Shopee users in Malang City.

Chen et al. (2023) confirmed that recipient satisfaction strongly predicts purchase intention. Borusiak et al. (2020) similarly showed that satisfied consumers demonstrate stronger behavioral intentions toward repurchase and recommendation.

H₈: Media exposure influences online purchase intention through information recipient satisfaction among Shopee users in Malang City.

Al-Abed et al. (2022) demonstrated that media exposure indirectly affects purchase intention through satisfaction with online advertisements. Similarly, Permana Budi et al. (2022) emphasized that perceived message satisfaction mediates the relationship between exposure and purchase behavior.

H₉: Information quality influences online purchase intention through information recipient satisfaction among Shopee users in Malang City.

Research by Zhou et al. (2015) and Pratama et al. (2021) revealed that high-quality information enhances satisfaction, which in turn increases online purchase intention. This indicates a mediating effect of satisfaction in the relationship between information quality and behavioral intention.

H₁₀: Digital marketing influences online purchase intention through information recipient satisfaction among Shopee users in Malang City.

According to Coyle & Thorson (2001) and Desmaryani et al. (2022), personalized and relevant digital marketing campaigns enhance satisfaction and positively affect purchase intention through engagement and message credibility.

METHOD

This study employs a quantitative approach to analyze the relationships among media exposure, information quality, digital marketing, recipient satisfaction, and online purchase intention of Shopee users in Malang City. It also tests the mediating role of recipient satisfaction. Data are collected through a questionnaire using a Likert scale of 1–5 (Hidayatullah et al., 2023).

The scope defines the boundaries and focus of the analysis on how media exposure, information quality, and digital marketing influence online purchase intention, with recipient satisfaction as the mediating variable. The research targets Shopee users in Malang City, ensuring that the variables studied are relevant and contribute to understanding the research problem.

The research location refers to the setting where the study is carried out. Determining the location helps clarify and facilitate the research target. This study—aimed at analyzing the effects of media exposure, information quality, and digital marketing on online purchase intention, with recipient satisfaction as the mediating variable—was conducted in Malang City, Indonesia.

The variables in this study are categorized according to their roles in the research model: Independent Variables: Media Exposure (X1), Information Quality (X2), and Digital Marketing (X3). These variables act as factors that influence or cause changes in other variables. Mediating Variable: Recipient Satisfaction (Z) This variable explains how or why the independent variables affect the dependent variable. Dependent Variable: Online Purchase Intention (Y). This is the outcome or effect resulting from the influence of both the independent and mediating variables.

Data were analyzed using SPSS through several stages: descriptive analysis, validity and reliability testing, classical assumption tests, and path analysis to examine both direct and indirect effects. Hypotheses were tested using the t-test at a significance level of $\alpha = 0.05$, while the Sobel test was employed to assess mediation effects. The analysis results were then interpreted to determine the strength and significance of the relationships among variables.

In this study, the total population of Shopee users in Malang City is not clearly identified; therefore, the sample size was determined using Malhotra's formula. The sub-variables observed in this research consist of 21 indicators, which include 12 indicators for the independent variables, 4 indicators for the dependent variable, and 5 indicators for the mediating variable. Based on the formula (number of indicators \times 5), the minimum sample size required is $21 \times 5 = 105$ respondents. Accordingly, the sample size for this study was set at 105 respondents. Operational Definition of Variables. This analysis was carried out to determine the value of the dependent variable, Online Purchase Intention (Y), by calculating the independent variables—Media Exposure (X1), Information Quality (X2), and Digital Marketing (X3)—through Recipient Satisfaction (Z).

The first regression equation (Model 1) is:

$$Z = bX1 + bX2 + bX3 + e1 \dots\dots \text{(model 1)}$$

For examining the mediating variable, a path analysis is applied using the following equation (Model 2):

$$Y = bX1 + bX2 + bX3 + bZ + e2 \dots\dots \text{(Model 2)}$$

Table 2. Research Variables and Indicators

Variable	Indicators
Media Exposure (X1) (Rosengren in Rakhmat, 2009)	• Frequency, • Duration, • Attention
Information Quality (X2) (Jogiyanto, 2005)	• Accuracy, • Timeliness, • Relevance • Economy, • Ease of Use
Digital Marketing (X3) (Eun Young Kim, 2002)	• Interactivity, • Incentive Programs • Website Design, • Cost
Recipient Satisfaction (Z) (DeLone & McLean, 2003)	• Content, • Accuracy, • Format, • Ease of Use • Timeliness
Online Purchase Intention (Y) (Ferdinand, 2006)	• Transactional Intention, • Referential Intention • Preferential Intention, • Exploratory Intention

Source: Various articles, processed (2025)

RESULT

This section presents the results of data processing and statistical analysis conducted to test the proposed hypotheses. The analysis includes descriptive statistics of respondents, validity and reliability tests of research instruments, classical assumption testing, and hypothesis testing using path analysis. The findings are then discussed in relation to previous studies to provide a comprehensive interpretation of the relationships among media exposure, information quality, digital marketing, recipient satisfaction, and online purchase intention.

Respondent Description

Table 3. Respondent Description

Description	Frequency	Percentage
Gender		
Male	37	35.2%
Female	68	64.8%
Age Range		
18–24 years	82	78.1%
25–34 years	20	19%
35–44 years	3	2.9%
45–54 years	–	–
>55 years	–	–
Highest Education Level		
< Senior High School	11	10.5%
Senior High School/Vocational Diploma (D1/D2/D3/D4)	35	33.3%
Bachelor’s Degree (S1)	20	19%
≥ Master’s Degree (S2)	38	36.2%
Others, specify	–	–
1	1	1%
Occupation		
Student/College Student	81	77.1%
Government Employee (Civil Servant)	–	–
Private Employee/Staff	17	16.2%
Entrepreneur/Self-Employed	4	3.8%
Housewife	3	2.9%
Retired	–	–
Others, specify	–	–
Number of Online Transactions		
< 5 times	25	23.8%
5 – 10 times	23	21.9%
> 10 times	57	54.3%

Validity Test

Validity was assessed by comparing the correlation value of each question item with the critical value of the correlation table (*r* table). The *r* table value for the product–moment correlation at $\alpha = 0.05$ and $n = 105$ is **0.190**. Based on the analysis of 60 question items tested, all items showed positive correlation coefficients greater than the *r* table value and probabilities smaller than $\alpha = 0.05$. This indicates a significant relationship between the score of each question item and the total score. A significant correlation shows that the question items can truly be used to measure the intended variables; in other words, the instrument is valid and suitable for use in this research.

Reliability Test

Based on the reliability test results in the table below, all variables have reliability coefficient values greater than the Cronbach's alpha threshold (0.600). The highest value was found in the Recipient Satisfaction variable at 0.975, while the lowest was in the Media Exposure variable at 0.878. These results indicate that the instrument is appropriate for further analysis in this study and that all variables are reliable.

Table 4. Reliability Test

Variable	Reliability Coefficient	Result
Media Exposure (X1)	0.878	Reliable
Information Quality (X2)	0.952	Reliable
Digital Marketing (X3)	0.962	Reliable
Recipient Satisfaction (Z)	0.975	Reliable
Online Purchase Intention (Y)	0.966	Reliable

Regression Results Model 1

The results of the regression equation test for Model 1 are presented in the following table:

Table 5. Regression Equation Model 1

Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
Media Exposure (X1)	0.182	0.132	0.102	1.372	0.173
Information Quality (X2)	0.301	0.133	0.219	2.260	0.026
Digital Marketing (X3)	0.863	0.131	0.630	6.575	0.000
Dependent Variabel	Recipient Satisfaction				
R	0.923				
R ₂	0.852				
R _{2Adjusted}	0.848				
F _{Hitung}	193.770				
Probability	0.000				
Line Equation I	$Z = b_1X_1 + b_2X_2 + b_3X_3 + e_1$				
Result	$Z = 0.102X_1 + 0.219X_2 + 0.630X_3$				

The path coefficient and significance testing of Model 1 show significance values of Media Exposure (X1) = 0.173, Information Quality (X2) = 0.026, and Digital Marketing (X3) = 0.000. These results indicate that Information Quality and Digital Marketing have a significant effect on Recipient Satisfaction, while Media Exposure does not have a significant effect. The R² value of 0.852 means that the variables analyzed contribute 85.0% to recipient satisfaction, while the remaining 15% is influenced by other variables not examined in this study. The regression output for Model 1 shows an F statistic of 193.770 with a significance value of 0.000, which implies that Media Exposure, Information Quality, and Digital Marketing collectively have a significant effect on Recipient Satisfaction.

Model 2 Analysis Results

To examine the results of the regression equation test for Model 2, they are presented in the following table:

Table 6. Regression Equation Model 2

Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
Media Exposure (X1)	0.325	0.115	0.218	2.817	0.006
Information Quality (X2)	0.320	0.118	0.277	2.708	0.008
Digital Marketing (X3)	0.480	0.135	0.417	3.554	0.001
Recipient Satisfaction (Z)	0.488	0.086	0.581	5.676	0.000
Dependent Variabel	Online Purchase Intention				
R	0.919				
R ₂	0.845				
R _{2Adjusted}	0.839				
F _{Hitung}	136.240				
Probability	0.000				
Line Equation I	$Y = b_1X_1 + b_2X_2 + b_3x_3 + b_4Z + e_2$				
Result	$Y = 0.218X_1 + 0.277X_2 + 0.417X_3 + 0.581Z$				

The path coefficient and significance testing for Model 2 show significance values of Media Exposure (X1) = 0.006, Information Quality (X2) = 0.008, Digital Marketing (X3) = 0.001, and Recipient Satisfaction (Z) = 0.000. These results indicate that Media Exposure, Information Quality, Digital Marketing, and Recipient Satisfaction all have a significant effect on Online Purchase Intention. The R² (R-Square) value is 0.845, meaning that the variables analyzed contribute 84.0% to online purchase intention, while the remaining 16.0% is influenced by other variables not examined in this study. The regression output for Model 2 shows an F statistic of 136.240 with a significance value of 0.000, which signifies that Media Exposure, Information Quality, Digital Marketing, and Recipient Satisfaction collectively have a significant impact on Online Purchase Intention.

Hypothesis Testing

To present the recap of the hypothesis testing for regression equations Model 1 and Model 2, see the following table:

Table 7. Recapitulation of Path Analysis Results

Variable	Direct Effect	Sig.	Indirect Effect	Description
Media Exposure – Recipient Satisfaction	0.102	0.173		Not Significant
Information Quality – Recipient Satisfaction	0.219	0.026		Significant
Digital Marketing – Recipient Satisfaction	0.630	0.000		Significant
Media Exposure – Online Purchase Intention	0.218	0.006		Significant
Information Quality – Online Purchase Intention	0.277	0.008		Significant
Digital Marketing – Online Purchase Intention	0.417	0.001		Significant
Recipient Satisfaction – Online Purchase Intention	0.581	0.000		Significant
Media Exposure – Recipient Satisfaction – Online Purchase Intention			$0.102 \times 0.581 = 0.059$	Weakening
Information Quality – Recipient Satisfaction – Online Purchase Intention			$0.219 \times 0.581 = 0.127$	Weakening
Digital Marketing – Recipient Satisfaction – Online Purchase Intention			$0.630 \times 0.581 = 0.366$	Weakening

DISCUSSION

Description of Media Exposure, Information Quality, Digital Marketing, Recipient Satisfaction, and Online Purchase Intention

The results of this study show that media exposure does not have a significant effect on recipient satisfaction. Although consumer exposure to digital advertising, social media, and email marketing can increase product awareness, it does not always translate into a positive user experience. This research aims to analyze the influence of information quality, digital marketing, and recipient satisfaction on online purchase intention on Shopee in Malang City. Information quality—including the clarity of product descriptions and user reviews—is crucial for convincing consumers in their decision-making process.

Digital marketing, through discounts and personalized recommendations, plays a significant role in attracting purchase interest. Recipient satisfaction acts as a mediator, emerging when the information received exceeds user expectations, thereby increasing loyalty and the intention to repurchase. Online purchase intention is influenced by consumer attitudes, social norms, and behavioral control, consistent with the Theory of Planned Behavior (Ajzen, 2011; Ajzen, 1991). This study uses a mediation relationship model to explore the interactions among these factors, integrating concepts from the Elaboration Likelihood Model, the Information Quality Model, and the Technology Acceptance Model. Through this approach, the study provides a comprehensive overview of how these factors interact in the e-commerce context, particularly on the Shopee platform in Malang City.

Effect of Media Exposure (X1) on Recipient Satisfaction (Z)

The results of the Model 1 regression analysis using SPSS show that the effect of system quality on user satisfaction has a significance value of **0.173**, indicating a weak or non-significant influence. Research by Setiawan and Wulandari (2020) and Dian (2019), which involved 350 respondents to examine the relationship between media exposure through various mass media forms, such as television and online media, and information satisfaction, revealed that although a relationship trend exists, the influence is not significant. The β values for duration, frequency, and attention were 0.03, 0.04, and 0.06, respectively, with $p > 0.05$. This shows that while the level of media exposure has the potential to affect satisfaction, other factors—such as the quality, relevance, and credibility of the information—play a larger role.

Research by Ari Purnomo et al. (2022) supports these findings, stating that *“information quality and user satisfaction are more influenced by content relevance than by the amount of media exposure.”* This indicates that while media exposure is important, other elements, such as credibility and relevance of information, deserve greater attention. This study highlights the importance of considering these elements to improve recipient satisfaction in the context of mass media and digital marketing.

Effect of Information Quality (X2) on Recipient Satisfaction (Z)

From the SPSS testing results in the Model 1 regression (Table 20 above), the effect of Information Quality (X2) on Recipient Satisfaction (Z) obtained a significance value of 0.000. Therefore, it can be concluded that the influence is significant and strong. Research by Prayanthi et al. (2020) shows that information quality has a significant effect on user satisfaction in the e-commerce context. They found that high information quality—measured in terms of completeness, accuracy, and clarity—increases user satisfaction with the website and the information provided. This study highlights that users tend to feel satisfied and more trusting of e-commerce platforms that deliver clear and easy-to-understand information, which in turn raises their willingness to transact.

These findings are supported by Indriyani et al. (2022), who state that information quality significantly influences application user satisfaction. The results are consistent with theories proposed by Jeyaraj (2020) and Hidayatullah et al. (2020), as well as studies by Gorla et al. (2010) and Desmal et al. (2022), all of which identify information quality as a key factor in determining information system user satisfaction. It can be concluded that high information quality positively affects recipient satisfaction. In the context of platforms like Shopee, providing accurate, complete, and easy-to-understand information is essential for increasing user satisfaction and encouraging further purchases.

Effect of Digital Marketing (X3) on Recipient Satisfaction (Z)

From the SPSS testing results in the Model 1 regression (Table 20 above), the effect of Digital Marketing (X3) on Recipient Satisfaction (Z) obtained a significance value of 0.000. Therefore, it can be concluded that the influence is significant and strong. Research by Romero-Rodríguez et al. (2016) revealed that digital marketing delivered through relevant platforms and tailored to user preferences has a significant effect on recipient satisfaction. Their study demonstrated that personalized digital marketing—including special offers and product recommendations based on consumer behavior data—raises user satisfaction with the information they receive.

In line with these findings, more recent research shows that digital marketing has a positive and significant influence on consumer satisfaction (Alzahrani et al., 2019). Effective digital marketing can also enhance consumer engagement and loyalty (Desmaryani et al., 2022). It can be concluded that digital marketing tailored to consumer needs and preferences can increase recipient satisfaction. Relevant and personalized digital marketing provides added value for consumers, improves their satisfaction with the information received, and increases the likelihood of making a purchase.

Effect of Media Exposure (X1) on Online Purchase Intention (Y)

From the SPSS testing results in the Model 2 regression (Table 21 above), the effect of Media Exposure (X1) on Online Purchase Intention (Y) obtained a significance value of 0.173. Therefore, it can be concluded that the influence is not significant or not strong. Research by Chaveesuk et al. (2021) revealed that media exposure has a significant effect on online purchase intention. They found that exposure to digital advertising and promotions through social media increases consumer awareness of products and services, which in turn drives online purchase intention.

This study shows that consistent media exposure relevant to consumer needs increases their willingness to make purchases on online platforms. However, other studies have reported different results. For example, Karjaluo et al. (2020) found that digital marketing has a positive and significant influence on consumer purchase intention. Social media effectively and efficiently facilitates interaction and information sharing among its users (de Lange et al., 2008). It can be concluded that relevant and engaging media exposure has a positive impact on online purchase intention. Well-organized media exposure that aligns with consumer preferences and needs can increase their interest in making online product purchases.

Effect of Information Quality (X2) on Online Purchase Intention (Y)

From the SPSS testing results in the Model 2 regression (Table 21 above), the effect of Information Quality (X2) on Online Purchase Intention (Y) obtained a significance value of 0.026. Therefore, it can be concluded that the influence is significant. Research by Lee et al. (2019) showed that information quality has a significant effect on online purchase intention. In their study, they identified that consumers are more likely to purchase products online when the information provided about the product is clear, complete, and easily accessible.

Consistent with these findings, research by Alkafaji et al. (2023) emphasized that information quality is an important dimension in the success of information systems, influencing user satisfaction and perceived net benefits. High-quality information increases consumer trust and confidence in online platforms. It can be

concluded that good information quality positively affects online purchase intention. Providing accurate, complete, and relevant information is crucial to enhancing consumer purchasing decisions on e-commerce platforms such as Shopee or similar marketplaces.

Effect of Digital Marketing (X3) on Online Purchase Intention (Y)

From the SPSS testing results in the Model 2 regression (Table 21 above), the effect of Digital Marketing (X3) on Online Purchase Intention (Y) obtained a significance value of 0.000, indicating a significant or strong influence. Research by Silva & Caracini (2023) revealed that digital marketing significantly affects online purchase intention. Their study found that personalized digital marketing tailored to consumer preferences—such as promotions or product recommendations based on behavioral data—can increase consumer interest in making purchases.

Appropriate marketing strategies, such as relevant advertisements, special offers, and the use of social media to interact with consumers, can strengthen online purchase intention and improve conversion rates (Sultoni et al., 2022). This shows that the quality of information conveyed in digital marketing is critical in driving consumer purchase intention, making it essential for businesses to prioritize accurate and relevant information in their communications.

Effect of Recipient Satisfaction (Z) on Online Purchase Intention (Y)

From the SPSS testing results in the Model 2 regression (Table 21 above), the effect of Recipient Satisfaction (Z) on Online Purchase Intention (Y) obtained a significance value of 0.006, indicating a significant or strong influence. Research by Chen et al. (2023) demonstrates that recipient satisfaction positively influences online purchase intention. They found that satisfaction with the quality of information provided on e-commerce sites—such as complete product descriptions and trustworthy reviews—enhances consumers' intention to purchase.

This study confirms that clear and adequate information builds consumer confidence in making purchase decisions, which in turn strengthens their intention to buy products online (Borusiak et al., 2020). It can be concluded that recipient satisfaction positively affects online purchase intention. Consumers who are satisfied with the information provided tend to have stronger purchase intentions, highlighting the importance of information quality in the decision-making process on e-commerce platforms like Shopee.

Effect of Media Exposure (X1) on Online Purchase Intention (Y) Through Recipient Satisfaction (Z)

From the SPSS testing results of regression Model 1 (Table 20) and regression Model 2, the effect of Media Exposure (X1) on Online Purchase Intention (Y) through Recipient Satisfaction (Z) shows a value of 0.008, indicating a significant or strong influence. Research by Al-Abed et al. (2022) revealed that media exposure can influence online purchase intention through increased recipient satisfaction. Their study demonstrated that consumer exposure to relevant advertisements and promotions tailored to consumer preferences can enhance satisfaction with the information received. This satisfaction, in turn, increases the likelihood of making online purchases.

This finding shows that effective media exposure not only raises brand awareness but also strengthens the relationship between consumers and the brand, ultimately increasing online purchase intention (Permana Budi et al., 2022). It can be concluded that media exposure positively affects online purchase intention through recipient satisfaction. When consumers are exposed to relevant and high-quality information, they feel more satisfied and are more likely to make online purchases. Therefore, using appropriate media in digital marketing can increase consumer purchase intention by fulfilling their informational needs and expectations.

Effect of Information Quality (X2) on Online Purchase Intention (Y) Through Recipient Satisfaction (Z)

From the SPSS testing results, the effect of Information Quality on Online Purchase Intention through Recipient Satisfaction is 0.001, indicating a significant influence. Research by Zhou, Zhang, and Zhou (2015) revealed that information quality significantly affects online purchase intention, both directly and through recipient satisfaction. They found that high-quality information—such as accurate product descriptions, clear images, and credible reviews—makes consumers feel satisfied. This satisfaction increases online purchase intention because consumers are more confident in their purchasing decisions. Therefore, e-commerce platforms need to provide high-quality and relevant information to encourage consumer purchase intention.

Effect of Digital Marketing (X3) on Online Purchase Intention (Y) Through Recipient Satisfaction (Z)

From the SPSS testing results, the effect of Digital Marketing (X3) on Online Purchase Intention (Y) through Recipient Satisfaction (Z) is 0.000, indicating a significant influence. This demonstrates that recipient satisfaction

plays a key role in driving online purchase intention. Research by Coyle and Thorson (2001) shows that digital marketing can influence online purchase intention through increased recipient satisfaction. They found that consumers exposed to advertisements that are relevant and tailored to their interests and needs are more likely to feel satisfied with the information they receive.

This satisfaction leads to a higher purchase intention, as consumers feel more confident about the promoted products or services. It can be concluded that effective digital marketing can increase online purchase intention through recipient satisfaction. Therefore, well-designed digital marketing strategies are essential to encourage online purchases.

CONCLUSION

Based on the research findings, it can be concluded that Media Exposure does not affect the satisfaction of information recipients among Shopee users in Malang City. In contrast, Information Quality and Digital Marketing have a positive influence on recipient satisfaction. High-quality information enhances user satisfaction, which is crucial for purchase decisions. Media Exposure influences online purchase intention, while Information Quality and Digital Marketing also increase purchase intention. Recipient satisfaction contributes to purchase intention, with Information Quality and Media Exposure exerting significant effects when satisfaction serves as a mediating variable.

Recommendations: Based on the results, it is recommended that future research increase the sample size and consider other relevant variables. This is important because Media Exposure did not show a significant effect on recipient satisfaction. Employing a stronger research design can help uncover deeper relationships and provide more comprehensive insights.

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