

# The Effect of Instagram Information Quality on Consumer Purchase Intentions for Delivery Services

Information Quality  
on Purchase  
Intentions

Aji Kresno Murti

Electronics Industry Marketing Management, Politeknik APP; Jakarta, Indonesia  
E-Mail: ajikresno@gmail.com

1705

Nalal Muna

Electronics Industry Marketing Management, Politeknik APP; Jakarta, Indonesia  
E-Mail: nalal.muna@gmail.com

Dandy Fitra Novalda

Electronics Industry Marketing Management, Politeknik APP; Jakarta, Indonesia  
E-Mail: dandyfran@gmail.com

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## ABSTRACT

*This research focuses on Instagram's unique role in the freight forwarding sector. The findings aim to provide actionable insights for companies to improve their Instagram content strategies, thereby increasing consumer interest in international shipping services. To investigate the effect of Instagram information quality on consumer purchase intentions for overseas delivery services in Jakarta, this study employed a structured and systematic methodology to collect and analyze data from a diverse sample. A closed questionnaire was designed and distributed through Google Forms to 452 respondents in the Jakarta area, ensuring accessibility and ease of response. This study confirms that the quality of information on Instagram significantly influences consumer purchase intentions for overseas delivery services in Jakarta, supporting the hypothesis that high-quality information fosters greater buying interest.*

**Keywords:** Delivery Services, Information Quality, Instagram, Purchase Intentions

## ABSTRAK

*Penelitian ini berfokus pada peran unik Instagram di sektor pengiriman barang. Temuan ini bertujuan untuk memberikan wawasan yang dapat ditindaklanjuti bagi perusahaan untuk meningkatkan strategi konten Instagram mereka, sehingga meningkatkan minat konsumen terhadap layanan pengiriman internasional. Untuk menyelidiki pengaruh kualitas informasi Instagram terhadap niat pembelian konsumen untuk layanan pengiriman luar negeri di Jakarta, penelitian ini menggunakan metodologi terstruktur dan sistematis untuk mengumpulkan dan menganalisis data dari sampel yang beragam. Kuesioner tertutup dirancang dan didistribusikan melalui Google Forms kepada 452 responden di wilayah Jakarta, memastikan aksesibilitas dan kemudahan respons. Penelitian ini menegaskan bahwa kualitas informasi di Instagram secara signifikan memengaruhi niat pembelian konsumen untuk layanan pengiriman luar negeri di Jakarta, mendukung hipotesis bahwa informasi berkualitas tinggi mendorong minat beli yang lebih besar.*

**Kata kunci:** Layanan Pengiriman, Kualitas Informasi, Instagram, Minat Pembelian

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## INTRODUCTION

The digital landscape in Indonesia has witnessed remarkable advancements in recent years, particularly regarding internet connectivity, which has radically transformed business communication and competition. The number of internet users in Indonesia surged to approximately 221.56 million by January 2024, marking a notable increase from the previous year, according to reports from the Association of Indonesian Internet Service Providers (APJII). This substantial growth underscores the opportunities available for businesses to harness digital platforms for marketing and consumer engagement (Voramontri & Klieb, 2019). The rise in internet users aligns with global trends that demonstrate similar patterns of technology adoption, particularly in developing countries where digital infrastructure is rapidly established (Zhang et al., 2016; Katz & Callorda, 2018; Díaz-Arancibia et al., 2024; Feng & Qi, 2024).

Social media has emerged as a pivotal tool for businesses in Indonesia, providing dynamic avenues for engagement and marketing (Moslehpour et al., 2021; Dyatmika et al., 2023; Arjang et al., 2024). Reports indicate that Indonesia ranks highly in global social media usage, with around 217.53 million users (Fan, 2022). Among various platforms, Instagram has displayed significant user engagement rates; as noted by recent evaluations, a considerable percentage of Indonesians are active on Instagram, showcasing the platform's relevance and popularity among consumers (Tobón & Madariaga, 2021). This large user base allows businesses to effectively promote products and services while facilitating direct interaction with customers.

Instagram's unique features play a crucial role in the marketing strategies of businesses, particularly for specific sectors like overseas freight forwarding companies (Serbetcioglu & Göçer, 2020; Sukunesan et al., 2020; Notteboom et al., 2024). The platform facilitates seamless photo and video uploads, enabling businesses to showcase their service offerings effectively. The accessibility of Instagram allows for continuous customer engagement, making it an indispensable tool for low-cost marketing campaigns (Umunna, 2021; Chou et al. 2023; Ibrahim & Aljarah, 2023). By leveraging visual content and interactive elements of the platform, businesses can enhance their communication efforts, build consumer trust, and potentially drive sales (Hollebeek & Macky, 2019; Laato et al., 2020; Ramachandran, 2023). However, while the potential for using such platforms is considerable, actual engagement metrics may vary significantly (Muñoz-Expósito et al., 2017; Yoon, 2018; Lalmas et al., 2022). Recent evaluations from companies indicate substantial declines in reach and engagement, suggesting challenges in maintaining consumer interest (Marzouki et al., 2021).

Despite Instagram's widespread use in marketing, there is a notable research gap in understanding how the quality of information on Instagram influences consumer purchase intentions, particularly in the context of delivery services. According to Alalwan (2018), social media advertising features, such as informativeness and relevance, significantly impact purchase intentions, but these studies primarily focus on general consumer goods rather than specialized services like freight forwarding. Similarly, Hakim and Anggraini (2022) found that Instagram content quality affects interest in public transportation services, yet their study does not address the unique informational needs of international shipping, such as regulatory details or procedural clarity. Furthermore, Dwivedi et al. (2021) highlight the challenge of managing information overload on social media, but there is limited exploration of how information quality affects consumer behavior in niche industries like overseas delivery services in Indonesia. This gap is critical, as Meta Business evaluation data for an overseas freight forwarding company in Indonesia revealed a decline in Instagram performance, with reach dropping to 8.9 thousand (90% decrease), content interaction at 584 (66.5% decrease), and link clicks at 22 (98.6% decrease) over a month. These declines suggest that poor information quality may undermine consumer engagement and purchase intentions, yet the specific relationship remains underexplored in the literature.

The objective of this study is to investigate the effect of Instagram information quality on consumer purchase intentions for overseas delivery services in Jakarta, Indonesia.

Specifically, it aims to determine whether high-quality information, characterized by accuracy, completeness, timeliness, relevance, and understandability that positively influences consumers' interest in using these services. Additionally, the study seeks to assess the strength of the relationship between information quality and purchase intentions. By addressing this research gap, the study contributes to understanding how social media content can be optimized to enhance consumer trust and engagement in specialized service industries. Drawing on insights from Lou and Yuan (2019), who emphasize the role of credible information in building consumer trust on social media, and Zalzal and Febriyanto (2023), who highlight the importance of information quality in driving purchase intentions on platforms like TikTok, this research focuses on Instagram's unique role in the freight forwarding sector. The findings aim to provide actionable insights for companies to improve their Instagram content strategies, thereby increasing consumer interest in international shipping services.

### LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The quality of information on social media platforms significantly influences consumer behavior, particularly in shaping purchase intentions (Naeem, 2019; Onofrei et al., 2022; Singh et al. 2025). According to Lou and Yuan (2019) and Pop et al. (2022), credible and valuable information on social media enhances consumer trust, which is critical for driving purchase decisions, especially among millennials who rely heavily on platforms like Instagram for up-to-date information. In the context of delivery services, high-quality information that characterized by accuracy, completeness, timeliness, relevance, and understandability, can address consumer needs and reduce perceived risks (Desmal et al., 2022; Ghazali et al., 2024; Osman et al., 2024). For instance, Kang and Namkung (2019) and Lee et al. (2022) found that detailed information, such as service procedures and reliability, increases credibility and purchase likelihood in online-to-offline (O2O) commerce, which is relevant to freight forwarding services. Similarly, Zalzal and Febriyanto (2023) and Sanam et al. (2024) demonstrated that information quality on TikTok, including clarity and relevance, significantly boosts consumer buying interest, suggesting a comparable effect on Instagram for delivery services.

Information quality also mitigates the challenge of information overload, as noted by Dwivedi et al. (2021), who emphasize that credible and well-managed content facilitates consumer decision-making. In Indonesia, where Instagram is widely used, providing clear and relevant information about overseas shipping procedures can enhance consumer confidence. Farid and Yanti (2018) and Tran and Uehara (2023) highlight that information credibility on social media and shopping sites influences purchase intentions for fashion products, underscoring the need for accurate content in service-based industries. These findings suggest a positive relationship between information quality and buying interest in the context of delivery services. Therefore, this study proposes the following hypothesis:

H1: Information quality has a positive correlation with buying interest in overseas delivery service companies.



Figure 1. Conceptual Framework

The conceptual framework of this study illustrates the relationship between information quality and buying interest in the context of Instagram marketing for overseas delivery services. According to Alalwan (2018), social media advertising features, such as informativeness and interactivity, significantly influence consumer purchase intentions, forming the basis for this framework. The independent variable, Information Quality, is defined by attributes such as accuracy, completeness, timeliness, relevance, and

understandability, which are critical for effective communication on Instagram. The dependent variable, Buying Interest, reflects consumers' likelihood to engage with delivery services based on the information provided. This relationship is supported by Hakim and Anggraini (2022), who found that high-quality Instagram content increases interest in public transportation services, a context similar to freight forwarding. Figure 1 depicts this relationship, with Information Quality influencing correlating with Buying Interest through Instagram content. The figure shows a directional arrow from Information Quality to Buying Interest, indicating a hypothesized positive effect. This framework is grounded in the need to address the specific informational demands of international shipping, such as regulatory details and service reliability, as highlighted by Kang and Namkung (2019). By ensuring high-quality information, companies can enhance consumer trust and engagement, ultimately increasing purchase intentions. This conceptual model guides the study's investigation into how Instagram content can be optimized for overseas delivery services in Jakarta.

## **RESEARCH METHOD**

To investigate the effect of Instagram information quality on consumer purchase intentions for overseas delivery services in Jakarta, this study employed a structured and systematic methodology to collect and analyze data from a diverse sample. A closed questionnaire was designed and distributed through Google Forms to 452 respondents in the Jakarta area, ensuring accessibility and ease of response. The questionnaire utilized a 4-point Likert scale, ranging from Strongly Disagree to Strongly Agree, to capture respondents' perceptions of information quality and their buying interest. This approach allowed for standardized responses, facilitating quantitative analysis while ensuring clarity for participants. To complement the primary data, literature studies were conducted, drawing on books, peer-reviewed journals, and other credible sources to provide a robust theoretical foundation for the research design.

The data collected from the questionnaires underwent rigorous statistical testing to ensure validity, reliability, and appropriateness for analysis. Validity tests were performed to confirm the accuracy of the questionnaire items by comparing the calculated  $r$  value with the  $r$  table ( $df = n-2$ ,  $n = 452$ ,  $r$  table = 0.2940 at a 5% significance level). A statement was deemed valid if  $r$  count exceeded  $r$  table, ensuring each item effectively measured the intended constructs of information quality and buying interest. Reliability was assessed using Cronbach's Alpha, with a threshold of 0.6 to confirm the consistency of the measurement instrument. All nine questionnaire statements achieved a Cronbach's Alpha of 0.744, indicating high reliability. These tests ensured that the data were robust and suitable for further analysis, providing confidence in the study's findings.

To examine the distribution and relationships within the data, additional statistical techniques were applied. A normality test, using the One-Sample Kolmogorov-Smirnov method, was conducted to verify whether the residual variables followed a normal distribution, with a significance value (sig.) greater than 0.05 indicating normality. The test yielded a sig. value of 0.078, confirming that the data were normally distributed. A linearity test was performed to assess the relationship between the independent variable (Information Quality) and the dependent variable (Buying Interest), with a sig. deviation from linearity of 0.280 ( $> 0.05$ ), indicating a linear relationship. Simple linear regression analysis was employed to model the effect of information quality on buying interest, producing the equation  $Y = 5.626 + 0.476X$ , which demonstrated a positive influence. Finally, a correlation coefficient test, using Pearson's correlation, was conducted to evaluate the strength of the relationship, yielding a value of 0.609, indicating a strong correlation. This comprehensive analytical approach ensured that the study's findings were statistically sound and aligned with the objective of exploring how information quality on Instagram influences consumer behavior in the context of overseas delivery services.

## RESULTS

The study collected responses from 452 respondents in Jakarta to assess the influence of Instagram information quality on consumer purchase intentions for overseas delivery services, with the findings systematically analyzed to ensure robust statistical outcomes. A closed questionnaire, distributed via Google Forms, captured perceptions of information quality and buying interest using a 4-point Likert scale (Strongly Disagree to Strongly Agree).

**Table 1.** Respondents' Answers to Information Quality and Purchase Intentions

Variable	Statement	Sum	Average	Category
Information Quality	The information I get from Instagram is accurate.	1697	3.76	Fair
	The information I got from Instagram is complete.	1648	3.64	Fair
	The information I got from Instagram is up-to-date.	1536	3.4	Quite Fair
	The information I get from Instagram is exactly what I need.	1628	3.6	Fair
	The information I get from Instagram is easy to understand.	1638	3.62	Fair
Purchase Intentions	I am interested in using the delivery service after seeing the information on their Instagram.	1616	3.58	Fair
	I am interested in recommending shipping services to others who are looking for overseas freight-forwarding services.	1596	3.53	Fair
	I prefer shipping services to freight forwarding companies from outside Indonesia.	1677	3.71	Fair
	I often visit Instagram to find new information.	1526	3.38	Quite Fair

The combined results for Information Quality and Purchase Intentions, presented in Table 1, reveal respondents' evaluations across nine statements. For Information Quality, the statement "The information I get from Instagram is accurate" received 341 strongly agree and 111 agree responses, yielding a sum of 1697 and an average of 3.76, classified as good. The statement "The information I got from Instagram is complete" garnered 302 strongly agree, 140 agree, and 10 disagree responses, with a sum of 1648 and an average of 3.64, also in the good category. The statement "The information I got from Instagram is up-to-date" had 180 strongly agree and 272 agree responses, totaling 1536 with an average of 3.4, rated as quite good. The statement "The information I get from Instagram is exactly what I need" received 292 strongly agree, 140 agree, and 20 disagree responses, summing to 1628 with an average of 3.6, in the good category.

Finally, "The information I get from Instagram is easy to understand" had 282 strongly agree and 170 agree responses, with a sum of 1638 and an average of 3.62, also good. For Purchase Intentions, the statement "I am interested in using the delivery service after seeing the information on their Instagram" received 260 strongly agree and 192 agree responses, totaling 1616 with an average of 3.58, rated as good. The statement "I am interested in recommending shipping services to others" had 240 strongly agree and 212 agree responses, summing to 1596 with an average of 3.53, in the good category. The statement "I prefer shipping services to freight forwarding companies from outside Indonesia" garnered 321 strongly agree and 131 agree responses, with a sum of 1677 and an average of 3.71, also good. Lastly, "I often visit Instagram to find new information" received 190 strongly agree, 242 agree, and 20 disagree responses, totaling 1526 with an average of 3.38, rated as quite good. These results indicate that respondents generally perceive Instagram information as high-quality and express strong interest in using and recommending delivery services.

To ensure the robustness of the questionnaire data, validity and reliability tests were conducted. The validity test compared the calculated  $r$  value for each statement against the  $r$  table (0.2940,  $df = 452 - 2$ , 5% significance level). All nine statements exceeded this threshold, with  $r$  count values ranging from 0.535 to 0.676 for Information Quality and 0.620 to 0.769 for Purchase Intentions, as shown in Table 2, confirming their validity. The reliability test yielded a Cronbach's Alpha of 0.744 for the nine items, exceeding the

0.6 threshold, indicating high consistency across the questionnaire. These tests establish that the measurement instrument accurately and reliably captured the constructs of information quality and buying interest. The validity results ensure that each statement effectively measures the intended variables, while the high reliability score supports the stability of the responses, providing a solid foundation for subsequent statistical analyses.

**Table 2.** Validity Test Results

Variable	Questionnaire Statement	r Table	r Count	Information
Quality of Information (X)	1	0.2940	0.535	Valid
	2	0.2940	0.632	Valid
	3	0.2940	0.653	Valid
	4	0.2940	0.676	Valid
	5	0.2940	0.624	Valid
Buying Interest (Y)	1	0.2940	0.769	Valid
	2	0.2940	0.678	Valid
	3	0.2940	0.620	Valid
	4	0.2940	0.690	Valid

**Table 3.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Parameter		Unstd Residual
N		452
Normal Parameters <sup>a,b</sup>	Mean	0.000000
Example	Std. Deviation	1.49408787
Most	Absolute	0.124
Extreme	Positive	0.105
Differences	Negative	-0.124
Test Statistic		0.124
Asymp. Sig. (2-tailed)		0.078 <sup>c</sup>

The normality of the data was assessed to confirm the suitability of the regression model. Using the One-Sample Kolmogorov-Smirnov test, the unstandardized residual yielded a significance value (Asymp. Sig. 2-tailed) of 0.078, as shown in Table 3. Since this value exceeds 0.05, the data are normally distributed, meeting the assumptions for parametric tests. The test statistics, including an absolute difference of 0.124, a positive difference of 0.105, and a negative difference of -0.124, further support the normality of the residuals. This ensures that the statistical analyses, such as regression and correlation, are appropriate for the dataset. The normality test results provide confidence that the relationships observed are not skewed by non-normal data distributions, allowing for accurate interpretation of the findings.

**Table 4.** ANOVA Results

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Buying Interest * Quality of Information	(Combined)	34.252	6	5.709	4.097	0.003
	Between Groups	25.121	1	25.121	18.029	0.000
	Deviation from Linearity	9.131	5	1.826	1.311	0.280
	Within Groups	52.948	38	1.393		
	Total	87.200	44			

A linearity test was conducted to verify the linear relationship between Information Quality (X) and Buying Interest (Y). The ANOVA results, presented in Table 4, show a significance value for deviation from linearity of 0.280, which is greater than 0.05, indicating a linear relationship between the variables. The combined between-groups sum of squares is 34.252 (df = 6), with a linearity component of 25.121 (df = 1, F = 18.029, p < 0.001), confirming a significant linear effect. The deviation from linearity (sum of

squares = 9.131, df = 5, F = 1.311, p = 0.280) suggests no significant non-linear components, reinforcing the suitability of linear regression for modeling the relationship. This linearity confirms that changes in information quality are consistently associated with changes in buying interest, supporting the study's analytical approach.

Table 5. Simple Linear Regression Test Results

Model	Un-Std. Coef. B	Un-Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
1 (Constant)	5.626	2.063		2.726	0.009
Information quality	0.476	0.114	0.537	4.171	0.000

Simple linear regression analysis was performed to quantify the effect of Information Quality (X) on Buying Interest (Y). The results, shown in Table 5, yield the regression equation  $Y = 5.626 + 0.476X$ . The constant of 5.626 indicates the baseline level of buying interest when information quality is zero, while the coefficient of 0.476 ( $p < 0.001$ ,  $t = 4.171$ ) shows that a one-unit increase in information quality increases buying interest by 0.476 units. The standardized coefficient (Beta = 0.537) underscores a moderate to strong positive effect. The significance value of 0.000 confirms that information quality significantly predicts buying interest. This positive relationship suggests that enhancing the accuracy, completeness, and relevance of Instagram content can effectively boost consumer interest in overseas delivery services.

Table 6. Correlation Coefficient Test Results

Correlations		Information quality	Buying Interest
Information quality	Pearson Correlation	1	0.609**
	Sig. (2-tailed)		0.000
	N	452	452
Buying Interest	Pearson Correlation	0.609**	1
	Sig. (2-tailed)	0.000	
	N	452	452

The strength of the relationship between Information Quality and Buying Interest was assessed using a Pearson correlation coefficient test, with results presented in Table 6. The correlation coefficient of 0.609 ( $p < 0.01$ , two-tailed) indicates a strong positive relationship between the variables. The significance value of 0.000 confirms that this correlation is statistically significant, with both variables measured across all 452 respondents. This strong correlation suggests that higher-quality information on Instagram is closely associated with increased consumer interest in using delivery services. The results align with the regression findings, reinforcing that information quality is a critical driver of purchase intentions. These findings provide actionable insights for companies to prioritize accurate, complete, and timely Instagram content to enhance consumer engagement and interest.

The combined results from these analyses demonstrate that Instagram information quality positively influences consumer purchase intentions for overseas delivery services in Jakarta. The high validity and reliability of the questionnaire ensure the data's credibility, while the normality and linearity tests confirm the appropriateness of the statistical methods used. The regression and correlation analyses collectively indicate that improving information quality can significantly enhance consumer interest, particularly through clear and relevant content. These findings suggest that companies should focus on delivering up-to-date and understandable information to address the specific needs of consumers seeking international shipping services, thereby fostering greater engagement and purchase likelihood.

## DISCUSSION

The findings of this study confirm that the quality of information on Instagram significantly influences consumer purchase intentions for overseas delivery services in Jakarta, aligning with the proposed hypothesis (H1) that information quality positively

affects buying interest. The simple linear regression analysis revealed an equation of  $Y = 5.626 + 0.476X$ , indicating that a one-unit increase in information quality enhances buying interest by 0.476 units, with a significant p-value of 0.000. Additionally, the Pearson correlation coefficient of 0.609 demonstrates a strong positive relationship between information quality and buying interest. According to Alalwan (2018), informativeness and relevance in social media advertising are critical drivers of purchase intentions, and this study extends these insights to the context of freight forwarding services, where accurate and complete information about shipping procedures and regulations is essential. The high average scores for information quality statements (3.4–3.76) suggest that respondents value accurate, complete, and understandable content, though the “up-to-date” aspect (average 3.4) indicates room for improvement in providing timely information. This finding underscores the importance of maintaining current content to sustain consumer trust and engagement.

The strong correlation between information quality and buying interest highlights Instagram’s role as a vital platform for influencing consumer behavior in specialized service industries. Lou and Yuan (2019) emphasize that credible information on social media fosters consumer trust, particularly among younger demographics who frequently use platforms like Instagram. In this study, respondents’ positive responses to statements like “I am interested in using the delivery service after seeing the information on their Instagram” (average 3.58) and “I prefer shipping services to freight forwarding companies from outside Indonesia” (average 3.71) reflect a willingness to engage with services when information meets their needs. This aligns with Zalzal and Febriyanto (2023), who found that high-quality information on TikTok drives purchase intentions, suggesting that platforms with visual and interactive features are particularly effective in service marketing. The linearity test (sig. deviation from linearity = 0.280) further supports a consistent relationship between information quality and buying interest, indicating that improvements in content quality directly translate to increased consumer interest. However, the slightly lower score for “I often visit Instagram to find new information” (average 3.38) suggests that companies must enhance content frequency and variety to encourage regular engagement.

These findings have significant implications for overseas delivery service companies in Jakarta seeking to optimize their Instagram marketing strategies. According to Dwivedi et al. (2021), managing information overload through credible and relevant content is crucial for consumer decision-making, and this study confirms that high-quality information can mitigate perceived risks associated with international shipping. Companies should prioritize creating content that is accurate, complete, up-to-date, relevant, and easy to understand, addressing specific consumer needs such as regulatory details and service reliability. For instance, Kang and Namkung (2019) suggest that detailed information enhances credibility in online-to-offline commerce, a principle applicable to freight forwarding. The practical implication is that firms should invest in regular content updates, incorporating price promotions, regulatory guides, and engaging visuals to maintain consumer interest. Theoretically, this study contributes to the literature by extending the application of information quality frameworks to niche service sectors in Indonesia, supporting prior findings by Hakim and Anggraini (2022) on Instagram’s influence on service adoption. By focusing on these strategies, companies can enhance consumer trust, increase purchase intentions, and improve metrics such as reach and content interaction, addressing the declines observed in the Meta Business evaluation. Future research could explore additional factors, such as emotional appeal or influencer endorsements, to further enhance Instagram’s effectiveness in driving consumer behavior in this sector.

## **CONCLUSION**

This study confirms that the quality of information on Instagram significantly influences consumer purchase intentions for overseas delivery services in Jakarta, supporting the hypothesis that high-quality information fosters greater buying interest.

The simple linear regression analysis ( $Y = 5.626 + 0.476X$ ) demonstrates that a one-unit increase in information quality enhances purchase intentions by 0.476 units, with a statistically significant effect ( $p < 0.001$ ). The Pearson correlation coefficient of 0.609 indicates a strong positive relationship between information quality and buying interest. Respondents rated most information quality attributes (accuracy, completeness, relevance, understandability) as good (averages 3.6–3.76), though the “up-to-date” attribute scored lower (3.4, quite good), suggesting a need for more timely content. Similarly, purchase intention statements scored well (3.53–3.71), except for frequent Instagram visits (3.38), indicating potential for increased engagement through varied content. These results underscore Instagram’s role as a critical platform for delivering clear, relevant information to drive consumer interest in specialized services like freight forwarding.

The findings offer practical and theoretical implications, while also revealing limitations and opportunities for future research. Practically, companies should prioritize creating accurate, complete, and timely Instagram content, such as regulatory guides and price promotions, to address consumer needs and boost engagement. Theoretically, the study extends information quality frameworks to niche service sectors in Indonesia. However, the study’s limitation lies in its focus on Jakarta, potentially limiting generalizability to other regions with different digital adoption patterns. Additionally, the reliance on a closed questionnaire may overlook qualitative insights into consumer motivations. Future research could explore emotional or influencer-driven content’s impact on purchase intentions, or examine information quality effects in other Indonesian cities or service industries to enhance generalizability and depth.

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