

## ABSTRAK

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### **MEMAHAMI PENGARUH ADOPSI, KREDIBILITAS, DAN KUANTITAS. INFORMASI EWOM DI SHOPEE LIVE TERHADAP KEPUTUSAN PEMBELIAN PRODUK SOMETHINC**

(xv + 122 halaman: 11 gambar; 36 tabel; 6 lampiran)

Tujuan penelitian ini adalah untuk menganalisis dampak dari *electronic Word of Mouth* (eWOM) di Toko Online SOMETHINC Official Shop pada Shopee terhadap keinginan konsumen untuk melakukan pembelian ulang produk skincare Somethinc. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik pengambilan sampel adalah *purposive sampling*. Peneliti menyebarkan kuesioner *online* melalui *Google form* dan menggunakan 300 responden untuk data actual test, dengan kriteria responden merupakan pengguna aplikasi Shopee yang mengetahui produk Somethinc, mengetahui *official store* Somethinc di Shopee, serta belum pernah melakukan pembelian produk Somethinc. Metode analisis yang digunakan dalam penelitian ini adalah PLS-SEM dengan aplikasi SmartPLS 3.2.7. Hasil penelitian menunjukkan bahwa *Information Quality*, *Information Quantity*, dan *Information Credibility* berpengaruh positif terhadap *Information Usefulness*. Hasil lain ditemukan bahwa *Information Usefulness* berpengaruh positif terhadap *Information Adoption*. Sementara itu, juga didapatkan hasil bahwa *Information Adoption* berpengaruh positif terhadap *Purchase Intention*.

**Kata Kunci:** *Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, Purchase Intention.*

**Referensi:** 53, (2003-2023)

## ABSTRACT

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### **UNDERSTANDING THE INFLUENCE OF ADOPTION, CREDIBILITY, AND QUANTITY. EWOM INFORMATION ON SHOPEE LIVE ON SOMETHINC PRODUCT PURCHASE DECISIO**

(xv + 122 pages: 11 pictures; 36 table; 6 attachments)

*The purpose of this study was to analyze the impact of electronic Word of Mouth (eWOM) at the SOMETHINC Official Shop Online Shop on consumers' desire to repurchase Somethinc skincare products. This research is a quantitative study using purposive sampling technique. Researchers distributed online questionnaires via Google form and used 300 respondents for actual test data, with the criteria that respondents are Shopee application users who know Somethinc products, know the Somethinc official store at Shopee, and have never purchased Somethinc products. The analysis method used in this research is PLS-SEM with the SmartPLS 3.2.7 application. The results showed that Information Quality, Information Quantity, and Information Credibility have a positive effect on Information Usefulness. Other results found that Information Usefulness has a positive effect on Information Adoption. Meanwhile, it was also found that Information Adoption has a positive effect on Purchase Intention.*

**Keywords:** *Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, Purchase Intention.*

**References:** 53, (2003-2023)