

ABSTRAK

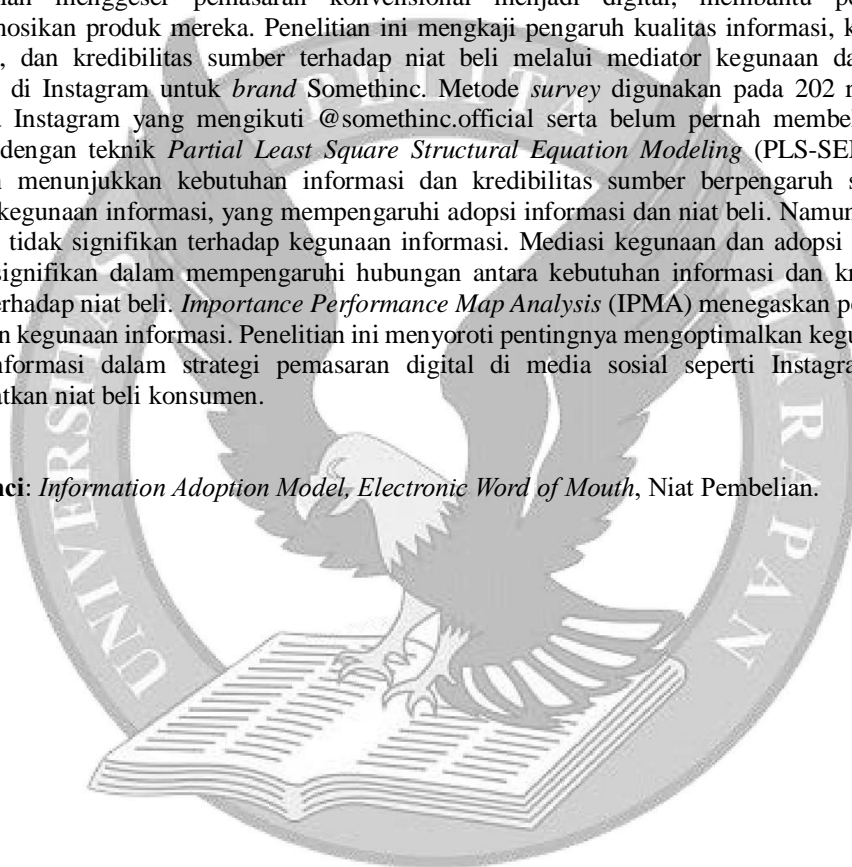
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PENGARUH *INFORMATION QUALITY*, *NEEDS OF INFORMATION* DAN *SOURCE CREDIBILITY* TERHADAP *PURCHASE INTENTION* MELALUI *INFORMATION USEFULNESS* DAN *INFORMATION ADOPTION* PADA *INSTAGRAM BRAND SOMETHINC*

(xv + 158 halaman; 10 gambar; 19 tabel)

Perkembangan teknologi digital telah mengubah perilaku konsumen secara signifikan. Konsumen kini aktif dalam mengonsumsi informasi, mencari produk, dan berinteraksi dengan *brand*. Media sosial telah menggeser pemasaran konvensional menjadi digital, membantu perusahaan mempromosikan produk mereka. Penelitian ini mengkaji pengaruh kualitas informasi, kebutuhan informasi, dan kredibilitas sumber terhadap niat beli melalui mediator kegunaan dan adopsi informasi di Instagram untuk *brand* Somethinc. Metode *survey* digunakan pada 202 responden pengguna Instagram yang mengikuti @somethinc.official serta belum pernah membeli produk tersebut, dengan teknik *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan kebutuhan informasi dan kredibilitas sumber berpengaruh signifikan terhadap kegunaan informasi, yang mempengaruhi adopsi informasi dan niat beli. Namun, kualitas informasi tidak signifikan terhadap kegunaan informasi. Mediasi kegunaan dan adopsi informasi terbukti signifikan dalam mempengaruhi hubungan antara kebutuhan informasi dan kredibilitas sumber terhadap niat beli. *Importance Performance Map Analysis* (IPMA) menegaskan pentingnya adopsi dan kegunaan informasi. Penelitian ini menyoroti pentingnya mengoptimalkan kegunaan dan adopsi informasi dalam strategi pemasaran digital di media sosial seperti Instagram untuk meningkatkan niat beli konsumen.

Kata kunci: *Information Adoption Model*, *Electronic Word of Mouth*, Niat Pembelian.



ABSTRACT

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THE INFLUENCE OF INFORMATION QUALITY, NEEDS OF INFORMATION, AND SOURCE CREDIBILITY ON PURCHASE INTENTION THROUGH INFORMATION USEFULNESS AND INFORMATION ADOPTION ON THE INSTAGRAM BRAND SOMETHINC

(xv + 158 pages; 10 images; 19 tables)

The development of digital technology has significantly changed consumer behavior. Consumers are now actively consuming information, searching for products, and interacting with brands. Social media has shifted conventional marketing to digital, helping companies promote their products. This study examines the influence of information quality, needs of information, and source credibility on purchase intention through the mediators of information usefulness and information adoption on Instagram for the brand Somethinc. A survey method was used on 202 Instagram users who follow @somethinc.official and have not yet purchased the products, using Partial Least Square Structural Equation Modeling (PLS-SEM). The results show that needs of information and source credibility significantly influence information usefulness, which in turn affects information adoption and purchase intention. However, information quality does not significantly affect information usefulness. The mediation of information usefulness and adoption is proven to significantly influence the relationship between needs of information and source credibility on purchase intention. Importance Performance Map Analysis (IPMA) emphasizes the importance of information adoption and usefulness. This study highlights the importance of optimizing information usefulness and adoption in digital marketing strategies on social media like Instagram to enhance consumer purchase intentions.

Keywords: *Information Adoption Model, Electronic Word of Mouth, Purchase Intention.*

