

**THE CONTRIBUTION OF EWOM IN INSTAGRAM TO THE PURCHASE
INTENTION
YEAR 2020-2021**

Thesis

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana
Manajemen (SM) in International Business Management Program
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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UNIVERSITAS ATMA JAYA YOGYAKARTA
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Letter of Statement

No. 661/J/I

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AUTHENTICITY ACKNOWLEDGEMENT

I, Alusia Puspa Ayu Devi hereby declare that I compiled the thesis with the following
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Is really, my own thinking and writing, I fully knowledge that my writing does not
contain others' or part(s) of others' writing, except for those that have been cited and
mentioned in the references.

Yogyakarta, June 5, 2021



Alusia Puspa Ayu Devi

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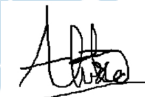
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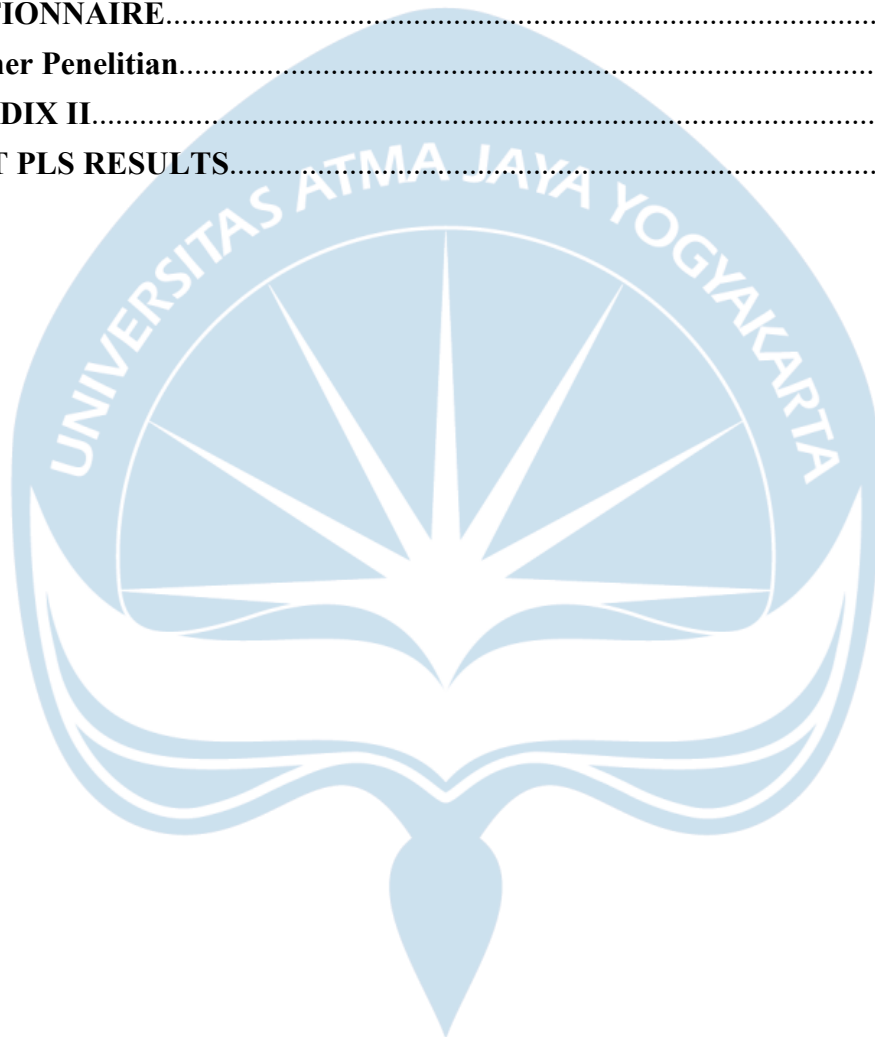
Alusia Puspa Ayu Devi

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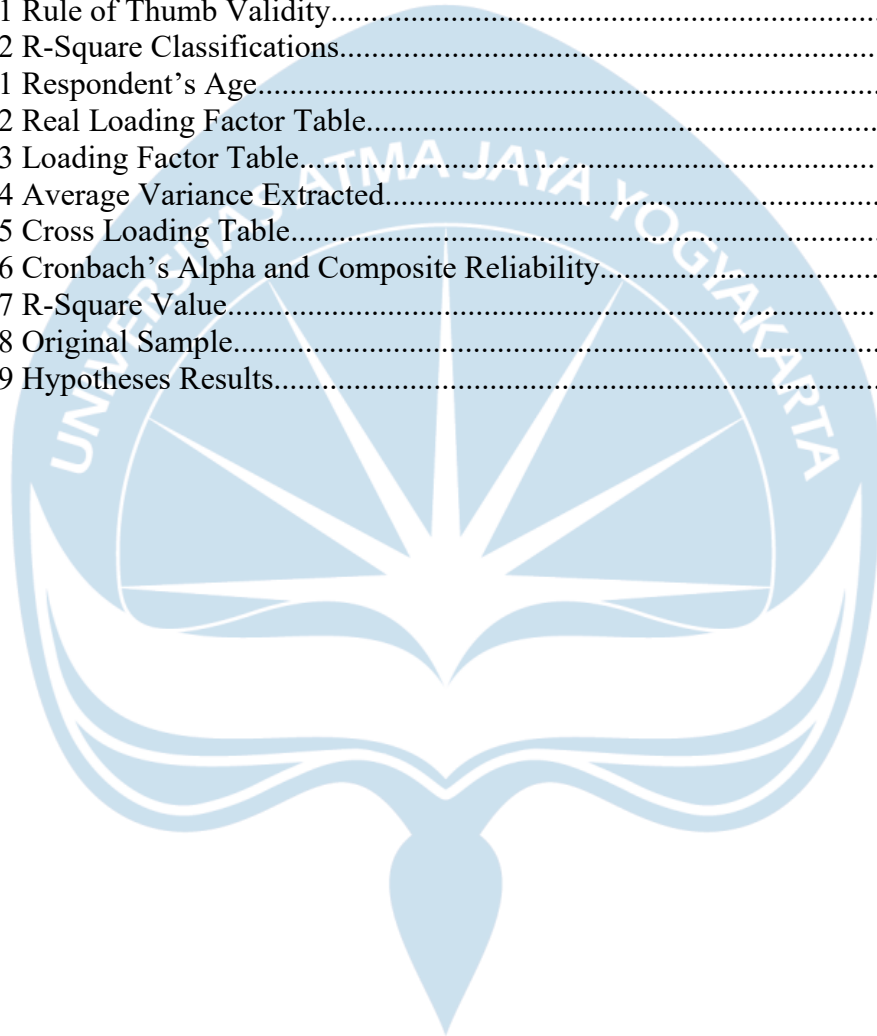
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ABSTRACT

The main purpose of this study is to know about the impact of information quality, information credibility, needs of information, attitude towards information, information usefulness, and information adoption to the purchase intention in Instagram of Dear Me Beauty product. This research uses SmartPLS as the software/program and SEM (Structural Equation Modelling) as the tool. The questionnaire is distributed to 125 respondents through online questionnaire form.

The result of the study shows that 4 hypotheses are supported, but 3 of hypotheses are not supported. It is better for further researcher to get more respondents, so the result will be more significant. Lastly, the result of this research can help the seller to understand their customers, and how to make better information of their product that can influence or motivate future customers to purchase the product.

Keywords: Information quality, information credibility, needs of information, attitude towards information, information usefulness, and information adoption, purchase intention, eWOM.