

## BAB V

### KESIMPULAN DAN SARAN

#### 5.1. Kesimpulan

Berdasarkan hasil penelitian dan hasil analisis data yang telah dilakukan diperoleh kesimpulan sebagai berikut:

1. Terdapat pengaruh positif dan signifikan *information quality* terhadap *online purchase intention* produk Skintific dan The Originote.
2. Terdapat pengaruh positif dan signifikan *information quantity* terhadap *online purchase intention* produk Skintific dan The Originote.
3. Terdapat pengaruh positif dan signifikan *information credibility* terhadap *online purchase intention* produk Skintific dan The Originote.
4. Terdapat pengaruh positif dan signifikan *E-WOM* yang meliputi *information quality* (kualitas informasi), *information quantity* (kuantitas informasi), *information credibility* (kredibilitas informasi) secara bersama-sama terhadap *online purchase intention* produk Skintific dan The Originote.

#### 5.2. Saran

Terdapat beberapa saran yang perlu disampaikan sehubungan dengan hasil penelitian ini, antara lain:

1. Berdasarkan hasil skor total persentase terkait pengaruh dari setiap variabel *E-WOM* (*quality*, *quantity*, dan *credibility*), seluruhnya memiliki korelasi positif dengan minat beli. Oleh karena itu, direkomendasikan kepada produk Skintific dan The Originote dapat menjaga

perkembangan *e-WOM* produk yang disebarakan pada *live* Tiktok dengan meningkatkan kualitas konten dan menghasilkan informasi yang jelas dan mudah dimengerti oleh audiens. Selain itu, kedua perusahaan juga dapat mengantisipasi narasi-narasi produk yang berkembang di TikTok untuk menjaga minat beli.

2. Perusahaan juga dapat bekerjasama dengan konsumen yang telah merasakan manfaat dari produk maupun *beauty influencer* yang terpercaya agar dapat berbagi persepsi mereka setelah merasakan pengalaman menggunakan produk agar dapat membantu meningkatkan minat beli masyarakat.
3. Pada pelaku bisnis diharapkan dapat menggunakan media sosial, tidak hanya TikTok untuk mempromosikan produk dan layanan mereka dengan konten yang menarik dan positif dan juga diharapkan calon konsumen dapat menyaring informasi produk dengan lebih cermat dan tidak terburu-buru untuk membeli suatu produk.
4. Peneliti selanjutnya diharapkan dapat meneliti dengan memperluas sampel penelitian, sehingga dapat memberikan penelitian yang lebih *representative*. Penelitian selanjutnya juga diharapkan meneliti variabel lainnya yang dapat mempengaruhi *purchase intention*.
5. Penelitian selanjutnya juga dapat mengembangkan strategi marketing dengan menggunakan teori AIDA (*Attention, Interest, Desire, and Action*) untuk mendapatkan sudut pandang baru mengenai strategi digital marketing agar mendapatkan temuan baru yang lebih bervariasi.

## DAFTAR PUSTAKA

- Abedi, E., Ghorbanzadeh, D., & Rahegh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84-109.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and informatics*, 34(7), 1177-1190.
- Anggraeni, A., Putra, S., & Suwito, B. P. (2020, February). Examining the Influence of Customer-To-Customer Electronic Word of Mouth on Purchase Intention in Social Networking Sites. In *Proceedings of the 2020 The 6th International Conference on E-Business and Applications* (pp. 37- 41).
- Arora, L., & Mail, B. K. S. (2018). Influence of review quality, review quantity and review credibility on purchase intention in context of high involvement products. *European Journal of Applied Business and Management*, 4(4).
- Asir, M., Mulyono, S., Husna, A. I. N., Adhitama, S., Ariyanto, A., Hardiningrum, I. S., & Miati, I. (2022). *Komunikasi Bisnis*. Bandung: Penerbit Widina.
- Assauri, S. (2018). *Manajemen Pemasaran (Dasar, Konsep & Strategi)*. Depok: PT Raja Grafindo Persada.
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of marketing studies*, 7(1), 126.
- Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. *Language*, 41(764p).
- Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision support systems*, 53(1), 218-225.
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research*, 18(3), 229-247.

- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, H., Sylvia, D. (2020). *Metode penelitian pendekatan kuantitatif*. Bandung: CV. Media Sains Indonesia.
- Di Virgilio, F., & Antonelli, G. (2017). Consumer behavior, trust and electronic word-of-mouth communication: toward a model of understanding of consumer's purchase intentions online. In *Social Media for Knowledge Management Applications in Modern Organizations* (pp. 55-80). IGI Global.
- Dwiputri, A. L., & Syahputra, S. (2023). Minat beli skincare: Peran electronic word of mouth di Tiktok. *Jurnal Manajemen Maranatha*, 22(2), 217-226.
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business & Management Review*, 7(5), 268.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55.
- Fatihudin, D., & Firmansyah, A. (2019). *Pemasaran Jasa (strategi, mengukur kepuasan dan loyalitas pelanggan)*. Yogyakarta: Deepublish.
- Febriani, N. S., & Dewi, W. W. A. (2018). *Teori dan Praktis: Riset Komunikasi Pemasaran Terpadu*. Malang: Universitas Brawijaya Press.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of business research*, 68(6), 1261-1270.
- Garg, P., & Joshi, R. (2018). Purchase intention of "Halal" brands in India: the mediating effect of attitude. *Journal of Islamic Marketing*, 9(3), 683-694.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Halim, N. R., & Iskandar, D. A. (2019). Pengaruh kualitas produk, harga dan persaingan terhadap minat beli. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 415-424.
- Haryono, G., & Albetris, A. (2022). Peranan Komunikasi Pemasaran Pariwisata Melalui Pemanfaatan E-Tourism Marketing untuk Meningkatkan Niat Berkunjung Wisatawan. *Ekonomis: Journal of Economics and Business*, 6(1), 136-143.

- Hilvert-Bruce, Z., Neill, J. T., Sjoblom, M., & Hamari, J. (2018). Social motivations of livestreaming viewer engagement on Twitch. *Computers in Human Behavior, 84*, 58–67.
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention-the case of Instagram. *Independent Journal of Management & Production, 12*(4), 1019-1033.
- Hong, H., & Kim, H. S. (2016). Impact of review characteristics on female consumer perceptions of review usefulness and patronage intent of online stores hosting the reviews. *Journal of the Korean Society of Clothing and Textiles, 40*(6), 994-1009.
- Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in human behavior, 66*, 96-102.
- Huyen, T., & Costello, J. (2017). Quality versus quantity: an investigation into electronic word of mouth's influence on consumer buying intention. *Journal of Promotional Communications, 5*(2), 137-155.
- Ibrahim, A., Alang, A. H., Madi, Baharudin, Ahmad, M. A., & Darmawati. (2018). *Metodologi penelitian*. Makasar: Gunadarma Ilmu.
- Indrasari, M. (2019). *Pemasaran Dan Kepuasan Pelanggan: Pemasaran dan kepuasan pelanggan*. Surabaya: Unitomo Press.
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review, 28*(2), 174-184.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. Cham: Springer International Publishing.
- Kala, D., & Chaubey, D. S. (2018). Impact of electronic word of mouth on brand image and purchase intention towards lifestyle products in India. *Pacific Business Review International, 10*(9), 135-144.
- Kaur, J., Lavuri, R., Parida, R., & Singh, S. V. (2023). Exploring the impact of gamification elements in brand apps on the purchase intention of consumers. *Journal of Global Information Management (JGIM), 31*(1), 1- 30.

- Kemp, S. (2022). Facebook statistics and trends. *Raspoloživo na: <https://datareportal.com/essential-facebook-stats> [pristupljeno: 15. lipnja 2022]*.
- Kevin, K., & Paramita, S. (2020). Komunikasi pemasaran terhadap brand awareness brand Rockickz. *Prologia*, 4(1), 147-152.
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461-1476.
- Khoiriyah, S. F., & Hakim, Z. A. (2023). Perilaku Konsumtif Produk Kosmetik ditinjau dari Konsep Diri pada Mahasiswi. *Jurnal Psikologi Terapan (JPT)*, 4(1), 21-37.
- Kotler, P., & Amstrong. (2018). *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Jakarta: Penerbit Salemba Empat.
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran*. Jakarta: PT Indeks.
- Leong, C. M., Loi, A. M. W., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 1-13.
- Liew, Y. S., & Falahat, M. (2019). Factors influencing consumers' purchase intention towards online group buying in Malaysia. *International Journal of Electronic Marketing and Retailing*, 10(1), 60-77.
- Limakrisna, N., & Purba, T. P. (2017). *Manajemen Pemasaran, Teori dan Aplikasi dalam Bisnis di Indonesia, jilid 2*. Bogor: Mitra Wacana Media.
- Lkhaasuren, M., & Nam, K. D. (2018). The effect of electronic word of mouth (eWOM) on purchase intention on Korean cosmetic products in the Mongolian market. *Journal of International Trade & Commerce*, 14(4), 161-175.
- López, M., & Sicilia, M. (2014). Determinants of E-WOM influence: The role of consumers' internet experience. *Journal of theoretical and applied electronic commerce research*, 9(1), 28-43.
- Mariasih, A. A., & Setyaningrum, A. (2021). Peran eWOM Quality, eWOM Quantity, dan eWOM Credibility dalam Membentuk Corporate Image dan Mendorong Purchase Intention: Studi Empiris pada Jasa Pendidikan. *Jurnal Manajemen dan Bisnis Sriwijaya*, 19(1), 1-20.

- Marlena, N. (2022). Pengaruh User Generated Content Dan E-Wom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion. *Jurnal Sinar Manajemen*, 9(2), 207-218.
- Mehyar, H., Saeed, M., Baroom, H., Aljaafreh, A., & Al-Adaileh, R. (2020). The impact of electronic word of mouth on consumers purchasing intention. *Journal of Theoretical and Applied Information Technology*, 98, 183-193.
- Miremadi, A., & Haghayegh, M. (2022). The Competitive Advantage of EWOM in Digital Marketing. *European Journal of Business and Management Research*, 7(2), 258-269.
- Mishra, A., & Satish, S. M. (2016). eWOM: Extant research review and future research avenues. *Vikalpa*, 41(3), 222-233.
- Nan, X. (2009). The influence of source credibility on attitude certainty: Exploring the moderating effects of timing of source identification and individual need for cognition. *Psychology & Marketing*, 26(4), 321-332.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749-759.
- Nurdin, I., & Hartati, S. (2019). *Metodologi penelitian sosial*. Surabaya: Penerbit Media Sahabat Cendekia.
- Papeo, A., Kalangi, J. A., & Punuindoong, A. Y. (2018). Pengaruh komunikasi pemasaran terhadap citra perusahaan PT. Telkom Indonesia Manado. *Jurnal Administrasi Bisnis (JAB)*, 6(003).
- Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*, 58, 102272.
- Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International journal of electronic commerce*, 11(4), 125-148.
- Prasetyo, B. D., Febriani, N. S., Asmara, W. W., Tamitiadini, D. D., Destrity, N. A., Avina, D. A. A., & Illahi, A. K. (2018). *Komunikasi pemasaran terpadu: pendekatan tradisional hingga era media baru*. Jawa Timur: Universitas Brawijaya Press.
- Prayitno, S. (2021). Komunikasi Pemasaran Global Terpadu: Tantangan di Era Digital. *CoverAge: Journal of Strategic Communication*, 12(1), 27-39.

- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. Bandung: CV Pustaka Setia.
- Saleem, A., & Ellahi, A. (2017). Influence of electronic word of mouth on purchase intention of fashion products in social networking websites. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 11(2), 597-622.
- Saleem, U., Bilal, M., Topor, D. I., & Căpușneanu, S. (2022). The impact of website quality on customer satisfaction and eWOM in online purchase intention: The moderating role of gender in risk-taking. *Frontiers in Psychology*, 13, 945707.
- Saleh, H. M. Y., & Miah Said, S. E. (2019). *Konsep dan strategi pemasaran: Marketing concepts and strategies* (Vol. 1). Makasar: Sah Media.
- Sa'ait, N., Kanyan, A., & Nazrin, M. F. (2016). The effect of e-WOM on customer purchase intention. *International Academic Research Journal of Social Science*, 2(1), 73-80.
- Santosa, S., & Luthfiyyah, P. P. (2020). Pengaruh komunikasi pemasaran terhadap loyalitas pelanggan di Gamefield Hongkong Limited. *Pro Mark*, 10(1).
- Sari, A. C., Hartina, R., Awalia, R., Irianti, H., & Ainun, N. (2018). Komunikasi dan media sosial. *Jurnal The Messenger*, 3(2), 69.
- Seo, E. J., & Park, J. W. (2018). A study on the influence of the information characteristics of airline social media on e-wom, brand equity and trust. *The Open Transportation Journal*, 12(1).
- Shafira, T., & Mutia, T. (2021). Fenomena Electronic Word-of-Mouth (eWOM) Bisnis Kuliner Menggunakan Instagram oleh Food Blogger Pekanbaru. *Komunikasiana: Journal of Communication Studies*, 3(1), 65-77.
- Shimp, T. A. (2003). *Periklanan Promosi : Komunikasi Pemasaran Terpadu, Jilid 1*. Jakarta: Erlangga.
- Sudarsono, H. (2020). *Buku ajar: Manajemen pemasaran*. Jember: Pustaka Abadi.
- Sugiyono. (2019). *Metode penelitian pendidikan: pendekatan kuantitatif, kualitatif, dan R & D*. Bandung: Alfabeta.
- Suka, E. A. A. G., & Lubis, S. (2019). Strategi komunikasi pemasaran dalam mempromosikan produk homemade Kefir di Kota Medan. *Network Media*, 2(2), 1-27.



- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1-5.
- Sunyoto, D. (2018). *Manajemen dan Pengembangan Sumber Daya Manusia (Cetakan Pertama)*. Yogyakarta : CAPS (Center for Academic Publishing Service).
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information systems research*, 14(1), 47-65.
- Teng, S., & Khong, K. W. (2015). Conceptualising cues in social media. *International Journal of Internet Marketing and Advertising*, 9(3), 233-253.
- Teng, S., Khong, K. W., Chong, A. Y. L., & Lin, B. (2017). Persuasive electronic word-of-mouth messages in social media. *Journal of Computer Information Systems*, 57(1), 76-88.
- Tien, D. H., Rivas, A. A. A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238-249.
- Tjiptono, F., & Diana, A. (2019). *Kepuasan Pelanggan Konsep, Pengukuran, & Strategi*. Yogyakarta: Penerbit ANDI.
- Tsai, F. M., & Bui, T. D. (2021). Impact of word of mouth via social media on consumer intention to purchase cruise travel products. *Maritime Policy & Management*, 48(2), 167-183.
- Wang, J. J., Wang, L. Y., & Wang, M. M. (2018). Understanding the effects of eWOM social ties on purchase intentions: A moderated mediation investigation. *Electronic Commerce Research and Applications*, 28, 54-62.
- Weitzl, W., Weitzl, W., & Berg. (2017). *Measuring electronic word-of-mouth effectiveness*. Wiesbaden: Springer Gabler.
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt?. *Electronic Commerce Research and Applications*, 17, 62-73.
- Zhang, P., Chao, C. W. F., Chiong, R., Hasan, N., Aljaroodi, H. M., & Tian, F. (2023). Effects of in-store live stream on consumers' offline purchase intention. *Journal of Retailing and Consumer Services*, 72, 103262.

Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980.

Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8-16.



## LAMPIRAN

### Lampiran 1. Kuesioner

#### DATA PRIBADI RESPONDEN

1. Nama: .....

2. Jenis Kelamin:

Laki-laki  Perempuan

3. Usia

15-16 Tahun

17-25 Tahun

26-40 Tahun

4. Pendidikan terakhir

SMP

SMA

Kuliah

Kerja

#### PETUNJUK PENGISIAN

Pilihlah jawaban dengan memberi tanda *checklist* ( $\checkmark$ ) pada salah satu jawaban yang paling sesuai menurut saudara. Adapun alternatif jawaban adalah sebagai berikut:

Sangat Setuju (SS)

Setuju (S)

Cukup Setuju (CS)

Tidak Setuju (TS)

Sangat Tidak Setuju (STS)

**Variabel *Information Quality* (Kualitas Informasi)**

No	Pernyataan	SS	S	CS	TS	STS
1	Saya dapat memahami informasi produk Skintific dan The Originote di TikTok					
2	Informasi produk Skintific dan The Originote di TikTok relevan dengan kebutuhan saya					
3	Menurut saya informasi produk Skintific dan The Originote di TikTok berdasar pada fakta					
4	Saya pikir informasi produk Skintific dan The Originote di TikTok jelas dan lengkap					
5	Kesimpulannya, saya pikir informasi Skintific dan The Originote di TikTok berkualitas tinggi					

**Variabel *Information Quantity* (Kuantitas Informasi)**

No	Pernyataan	SS	S	CS	TS	STS
1	Saya dapat mengandalkan jumlah informasi Skintific dan The Originote di TikTok					
2	Jumlah informasi Skintific dan The Originote di TikTok dapat membantu saya memahami performa produk					
3	Jumlah informasi kepuasan konsumen membuat saya yakin akan produk Skintific dan The Originote					

**Variabel *Information Credibility* (Kredibilitas Informasi)**

No	Pernyataan	SS	S	CS	TS	STS
1	Informasi Skintific dan The Originote di TikTok meyakinkan					
2	Saya pikir informasi Skintific dan The Originote di TikTok kredibel					
3	Saya pikir informasi Skintific dan The Originote di TikTok dapat dipercaya					
4	Saya pikir informasi Skintific dan The Originote di TikTok itu benar					

No	Pernyataan	SS	S	CS	TS	STS
5	Informasi di TikTok tentang Skintific dan The Originote adalah kepercayaan					

**Variabel *Purchase Intention* (Minat Beli)**

No	Pernyataan	SS	S	CS	TS	STS
1	Skintific dan The Originote menjadi pertimbangan saya untuk membeli di masa depan					
2	Lain kali saya membutuhkan perawatan kulit, kemungkinan saya mempertimbangkan untuk membeli Skintific dan The Originote					
3	Lain kali saya membutuhkan perawatan kulit, kemungkinan saya akan menggunakan Skintific dan The Originote					
4	Kemungkinan besar saya akan membeli produk Skintific dan The Originote					
5	Saya akan mencoba produk Skintific dan The Originote					

## Lampiran 2. Data Penelitian

No	Information quality (informasi kualitas) (X <sub>1</sub> )							Information quantity (informasi kuantitas) (X <sub>2</sub> )					Information credibility (Informasi kredibilitas) (X <sub>3</sub> )							Purchase intention (minat beli) (Y)						
	1	2	3	4	5	Σ	Mean	1	2	3	Σ	Mean	1	2	3	4	5	Σ	Mean	1	2	3	4	5	Σ	Mean
1	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
2	4	4	3	3	3	17	3,40	3	3	3	9	3,00	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
3	3	3	3	3	3	15	3,00	3	4	4	11	3,67	3	3	4	4	4	18	3,60	4	4	4	4	3	19	3,80
4	4	4	3	3	3	17	3,40	3	3	3	9	3,00	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
5	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
6	4	3	3	3	3	16	3,20	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
7	3	3	3	3	3	15	3,00	3	3	3	9	3,00	2	3	3	3	3	14	2,80	3	3	3	3	3	15	3,00
8	4	3	3	3	3	16	3,20	3	3	3	9	3,00	2	2	3	3	3	13	2,60	4	3	3	3	3	16	3,20
9	3	3	3	3	2	14	2,80	3	3	3	9	3,00	2	3	3	3	3	14	2,80	3	3	3	3	3	15	3,00
10	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
11	4	4	3	3	3	17	3,40	3	3	3	9	3,00	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
12	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
13	3	3	3	3	2	14	2,80	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
14	3	3	3	3	2	14	2,80	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
15	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
16	4	4	4	3	3	18	3,60	4	4	4	12	4,00	3	3	4	4	4	18	3,60	4	4	4	4	3	19	3,80
17	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
18	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	4	16	3,20	3	3	3	3	3	15	3,00
19	4	3	3	3	3	16	3,20	3	3	3	9	3,00	2	3	3	3	3	14	2,80	3	3	3	3	3	15	3,00
20	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	3	3	3	3	3	15	3,00
21	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	4	16	3,20	3	3	3	3	3	15	3,00
22	4	4	3	3	3	17	3,40	3	3	4	10	3,33	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
23	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
24	4	4	3	3	3	17	3,40	3	3	4	10	3,33	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40

25	4	4	4	4	3	19	3,80	4	4	4	12	4,00	3	4	4	4	4	19	3,80	4	4	4	4	4	20	4,00
26	4	4	3	3	3	17	3,40	3	4	4	11	3,67	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
27	4	3	3	3	3	16	3,20	3	4	4	11	3,67	3	3	3	3	4	16	3,20	4	4	4	4	3	19	3,80
28	4	4	4	3	3	18	3,60	3	4	4	11	3,67	3	4	4	4	3	18	3,60	4	4	4	4	3	19	3,80
29	4	4	3	3	3	17	3,40	3	4	4	11	3,67	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
30	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
31	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
32	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
33	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
34	4	4	3	3	3	17	3,40	3	3	3	9	3,00	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
35	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
36	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
37	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
38	3	3	2	2	2	12	2,40	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
39	3	3	3	2	2	13	2,60	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
40	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
41	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
42	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
43	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	2	3	3	3	14	2,80	3	3	3	3	3	15	3,00
44	4	3	3	3	3	16	3,20	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
45	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
46	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
47	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
48	3	3	3	3	2	14	2,80	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
49	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
50	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	4	3	3	3	17	3,40
51	4	4	4	4	4	20	4,00	4	4	4	12	4,00	4	4	4	4	4	20	4,00	4	4	4	4	4	20	4,00
52	4	4	4	3	3	18	3,60	3	4	4	11	3,67	3	3	4	4	3	17	3,40	4	4	3	3	3	17	3,40
53	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
54	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20

55	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
56	4	3	3	3	3	16	3,20	3	4	4	11	3,67	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
57	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
58	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
59	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
60	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
61	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
62	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
63	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
64	4	4	4	3	3	18	3,60	3	4	4	11	3,67	3	4	4	4	4	19	3,80	4	4	4	4	4	20	4,00
65	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
66	4	4	3	3	3	17	3,40	3	3	3	9	3,00	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
67	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
68	4	4	3	3	3	17	3,40	3	3	4	10	3,33	3	3	3	4	4	17	3,40	4	4	4	3	3	18	3,60
69	4	4	3	3	3	17	3,40	3	3	4	10	3,33	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
70	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
71	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
72	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
73	4	4	3	3	3	17	3,40	3	3	4	10	3,33	3	3	4	3	4	17	3,40	4	4	3	3	3	17	3,40
74	4	4	4	4	3	19	3,80	3	4	4	11	3,67	3	3	4	4	4	18	3,60	4	4	4	4	4	20	4,00
75	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
76	3	3	3	3	3	15	3,00	3	3	3	9	3,00	2	3	3	3	3	14	2,80	3	3	3	3	3	15	3,00
77	4	3	3	3	3	16	3,20	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
78	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
79	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
80	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
81	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
82	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
83	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
84	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20



85	4	4	4	3	3	18	3,60	3	4	4	11	3,67	3	3	4	4	4	18	3,60	4	4	4	4	3	19	3,80
86	3	3	3	3	3	15	3,00	3	3	4	10	3,33	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
87	3	3	3	3	2	14	2,80	3	3	3	9	3,00	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
88	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	3	3	15	3,00	4	3	3	3	3	16	3,20
89	3	3	3	3	3	15	3,00	3	3	3	9	3,00	2	3	3	3	3	14	2,80	3	3	3	3	3	15	3,00
90	4	3	3	3	3	16	3,20	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
91	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
92	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
93	4	3	3	3	3	16	3,20	3	3	3	9	3,00	2	3	3	3	3	14	2,80	4	3	3	3	3	16	3,20
94	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
95	4	4	3	3	3	17	3,40	3	3	3	9	3,00	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
96	3	3	3	3	3	15	3,00	3	3	3	9	3,00	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
97	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	3	4	16	3,20	4	3	3	3	3	16	3,20
98	3	3	3	3	3	15	3,00	3	3	4	10	3,33	3	3	3	3	3	15	3,00	3	3	3	3	3	15	3,00
99	4	3	3	3	3	16	3,20	3	3	4	10	3,33	3	3	3	4	4	17	3,40	4	4	3	3	3	17	3,40
100	4	4	4	4	4	20	4,00	4	4	4	12	4,00	4	4	4	4	4	20	4,00	4	4	4	4	4	20	4,00

### Lampiran 3. Hasil Uji Validitas dan Reliabilitas

#### Variabel *Information Quality* (Kualitas Informasi)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BUTIR 1	27.9500	5.442	.662	.721
BUTIR 2	28.2600	5.689	.695	.732
BUTIR 3	28.4000	6.121	.675	.753
BUTIR 4	28.4600	6.433	.602	.770
BUTIR 5	28.5900	6.002	.602	.752
Total	15.7400	1.811	1.000	.754

Reliability Statistics

Cronbach's Alpha	N of Items
.754	5

#### Variabel *Information Quantity* (Kuantitas Informasi)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BUTIR 1	15.8800	2.410	.544	.865
BUTIR 2	15.7800	1.870	.828	.748
BUTIR 3	15.6400	1.647	.804	.721
Total	9.4600	.695	1.000	.715

Reliability Statistics

Cronbach's Alpha	N of Items
.715	3

**Variabel *Information Credibility* (Kredibilitas Informasi)**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BUTIR 1	28.6300	5.791	.573	.740
BUTIR 2	28.4900	6.151	.563	.762
BUTIR 3	28.4100	5.901	.628	.745
BUTIR 4	28.3000	5.424	.702	.720
BUTIR 5	28.0100	5.303	.607	.720
Total	15.7600	1.740	1.000	.723

**Reliability Statistics**

Cronbach's Alpha	N of Items
.723	5

**Variabel *Purchase Intention* (Minat Beli)**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BUTIR 1	28.6800	5.654	.510	.767
BUTIR 2	29.0900	5.335	.751	.729
BUTIR 3	29.2300	5.714	.813	.744
BUTIR 4	29.2400	5.780	.803	.748
BUTIR 5	29.2900	6.309	.616	.782
Total	16.1700	1.759	1.000	.785

**Reliability Statistics**

Cronbach's Alpha	N of Items
.785	5

## Lampiran 4. Hasil Analisis Deskriptif

### Variabel *Information Quality* (Kualitas Informasi)

Statistics

		IQL 1	IQL 2	IQL 3	IQL 4	IQL 5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.5300	3.2200	3.0800	3.0200	2.8900
Median		4.0000	3.0000	3.0000	3.0000	3.0000
Mode		4.00	3.00	3.00	3.00	3.00
Std. Deviation		.50161	.41633	.30748	.24536	.37321
Minimum		3.00	3.00	2.00	2.00	2.00
Maximum		4.00	4.00	4.00	4.00	4.00
Sum		353.00	322.00	308.00	302.00	289.00

IQL 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	47	47.0	47.0	47.0
	S	53	53.0	53.0	100.0
Total		100	100.0	100.0	

IQL 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	78	78.0	78.0	78.0
	S	22	22.0	22.0	100.0
Total		100	100.0	100.0	

IQL 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	CS	90	90.0	90.0	91.0
	S	9	9.0	9.0	100.0
Total		100	100.0	100.0	

**IQL 4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	CS	94	94.0	94.0	96.0
	S	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

**IQL 5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	13.0	13.0	13.0
	CS	85	85.0	85.0	98.0
	S	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**Variabel Information Quantity (Kuantitas Informasi)  
Statistics**

		IQT 1	IQT 2	IQT 3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.0400	3.1400	3.2800
Median		3.0000	3.0000	3.0000
Mode		3.00	3.00	3.00
Std. Deviation		.19695	.34874	.45126
Minimum		3.00	3.00	3.00
Maximum		4.00	4.00	4.00
Sum		304.00	314.00	328.00

**IQT 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	96	96.0	96.0	96.0
	S	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

**IQT 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	86	86.0	86.0	86.0
	S	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**IQT 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	72	72.0	72.0	72.0
	S	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**Variabel Information Credibility (Kredibilitas Informasi)**

**Statistics**

		ICD 1	ICD 2	ICD 3	ICD 4	ICD 5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		2.8900	3.0300	3.1100	3.2200	3.5100
Median		3.0000	3.0000	3.0000	3.0000	4.0000
Mode		3.00	3.00	3.00	3.00	4.00
Std. Deviation		.37322	.26419	.31447	.41633	.50242
Minimum		2.00	2.00	3.00	3.00	3.00
Maximum		4.00	4.00	4.00	4.00	4.00
Sum		289.00	303.00	311.00	322.00	351.00

**ICD 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	13.0	13.0	13.0
	CS	85	85.0	85.0	98.0
	S	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**ICD 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	CS	93	93.0	93.0	95.0
	S	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

**ICD 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	89	89.0	89.0	89.0
	S	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**ICD 4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	78	78.0	78.0	78.0
	S	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

**ICD 5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	49	49.0	49.0	49.0
	S	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

**Variabel Purchase Intention (Minat Beli)**  
Statistics

		PIT 1	PIT 2	PIT 3	PIT 4	PIT 5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.6600	3.2500	3.1100	3.1000	3.0500
Median		4.0000	3.0000	3.0000	3.0000	3.0000
Mode		4.00	3.00	3.00	3.00	3.00
Std. Deviation		.47610	.43519	.31447	.30151	.21904
Minimum		3.00	3.00	3.00	3.00	3.00
Maximum		4.00	4.00	4.00	4.00	4.00
Sum		366.00	325.00	311.00	310.00	305.00

**PIT 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	34	34.0	34.0	34.0
	S	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

**PIT 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	75	75.0	75.0	75.0
	S	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**PIT 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	89	89.0	89.0	89.0
	S	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**PIT 4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	90	90.0	90.0	90.0
	S	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

**PIT 5**

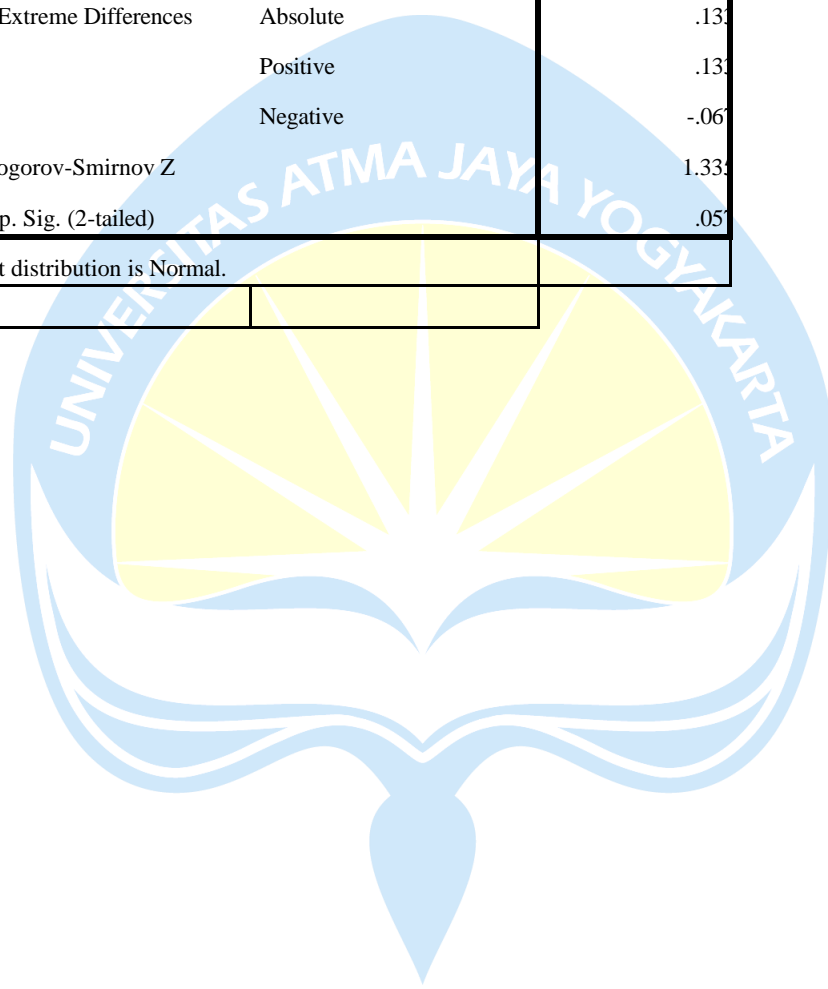
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	95	95.0	95.0	95.0
	S	5	5.0	5.0	100.0
	Total	100	100.0	100.0	



**Lampiran 5. Hasil Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		10
Normal Parameters <sup>a</sup>	Mean	.000000
	Std. Deviation	.1245288
Most Extreme Differences	Absolute	.133
	Positive	.133
	Negative	-.067
Kolmogorov-Smirnov Z		1.333
Asymp. Sig. (2-tailed)		.050
a. Test distribution is Normal.		



## Lampiran 6. Hasil Uji Heteroskedastisitas

Correlations

		Information quality (kualitas informasi) (X1)	Information quantity (kuantitas informasi) (X2)	Information credibility (Informasi kredibilitas) (X3)	Unstandardized Residual	
Spearman's rho	Information quality (kualitas informasi) (X1)	Correlation Coefficient	1.000	.590*	.659*	.003
		Sig. (2-tailed)		.000	.000	.958
		N	100	100	100	100
	Information quantity (kuantitas informasi) (X2)	Correlation Coefficient	.590*	1.000	.609*	-.127
		Sig. (2-tailed)	.000	.000	.000	.207
		N	100	100	100	100
	Information credibility (Informasi kredibilitas) (X3)	Correlation Coefficient	.659*	.609*	1.000	-.003
		Sig. (2-tailed)	.000	.000		.958
		N	100	100	100	100
	Unstandardized Residual	Correlation Coefficient	.003	-.127	-.003	1.000
		Sig. (2-tailed)	.958	.207	.958	
		N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Lampiran 7. Hasil Uji Multikolinearitas

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.228	.165		1.385	.169		
	Information quality (kualitas informasi) (X1)	.172	.074	.174	2.328	.022	.410	2.436
	Information quantity (kuantitas informasi) (X2)	.324	.072	.340	4.493	.000	.400	2.499
	Information credibility (Informasi kredibilitas) (X3)	.458	.079	.453	5.790	.000	.372	2.691

a. Dependent Variable: Purchase intention (minat beli)

(Y)

## Lampiran 8. Hasil Uji Hipotesis

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Information credibility (Informasi kredibilitas) (X3), Information quality (kualitas informasi) (X1), Information quantity (kuantitas informasi) (X2) <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Purchase intention (minat beli) (Y)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 <sup>a</sup>	.780	.773	.12646

a. Predictors: (Constant), Information credibility (Informasi kredibilitas) (X3), Information quality (kualitas informasi) (X1), Information quantity (kuantitas informasi) (X2)

b. Dependent Variable: Purchase intention (minat beli) (Y)

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.429	3	1.810	113.164	.000 <sup>a</sup>
	Residual	1.535	96	.016		
	Total	6.964	99			

a. Predictors: (Constant), Information credibility (Informasi kredibilitas) (X3), Information quality (kualitas informasi) (X1), Information quantity (kuantitas informasi) (X2)

b. Dependent Variable: Purchase intention (minat beli) (Y)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.228	.165		1.385	.169
	Information quality (kualitas informasi) (X1)	.172	.074	.174	2.328	.023
	Information quantity (kuantitas informasi) (X2)	.324	.072	.340	4.493	.000
	Information credibility (Informasi kredibilitas) (X3)	.458	.079	.455	5.790	.000

a. Dependent Variable: Purchase intention (minat beli) (Y)

**Correlations**

		Information quality (kualitas informasi) (X1)	Information quantity (kuantitas informasi) (X2)	Information credibility (Informasi kredibilitas) (X3)	Purchase intention (minat beli) (Y)
Information quality (kualitas informasi) (X1)	Pearson Correlation	1	.702*	.727*	.744*
	Sig. (2-tailed)		.000	.000	.000
	Sum of Squares and Cross-products	7.170	5.203	5.110	5.257
	Covariance	.072	.053	.052	.053
	N	100	100	100	100
Information quantity (kuantitas informasi) (X2)	Pearson Correlation	.702*	1	.735*	.797*
	Sig. (2-tailed)	.000		.000	.000
	Sum of Squares and Cross-products	5.203	7.667	5.343	5.825
	Covariance	.053	.077	.054	.059
	N	100	100	100	100
Information credibility (Informasi kredibilitas) (X3)	Pearson Correlation	.727*	.735*	1	.832*
	Sig. (2-tailed)	.000	.000		.000
	Sum of Squares and Cross-products	5.110	5.343	6.890	5.763
	Covariance	.052	.054	.070	.058
	N	100	100	100	100
Purchase intention (minat beli) (Y)	Pearson Correlation	.744*	.797*	.832*	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	5.257	5.825	5.763	6.964
	Covariance	.053	.059	.058	.070
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).