

## **ABSTRACT**

The rapid development of technology has a big impact on business development. The development of this technology provides opportunities for companies to be able to utilize it properly, one of them is through social media. Information about brands on social media has a strong influence on consumer purchase intention.

This study aims to measure how much influence the relationship of the variables that have been determined, where data will be taken through a survey using a Likert scale. Indicators of each variable will be tested first through validity and reliability tests before hypothesis testing using a model fit test. The research sampling was carried out using a non-probability sampling method, namely convenience sampling of 200 sample respondents with questionnaires distributed online via google form and this research used an SEM research model.

**Keywords:** *information quality, information quantity, information usefulness, information adoption, purchase intention, e-WOM.*