

ABSTRACT

This study make a pre-research where researchers see a phenomenon in which people who used to consume 1-2 packs of cigarettes a day to switch to electric cigarettes that make them no longer consume conventional cigarettes. This study was conducted to determine the effect of accuracy of information, timeliness of information, relevant information, and complete information account @ ministryofvapeindonesia against the decision to purchase vape products in the community Telkom Vapers.

This research uses quantitative approach method which more emphasized on objective measurement aspect toward social phenomenon. Positivism paradigm is communication as a linear process or causal process, which reflects the sender of the message (communicator, encoder) to change the knowledge (attitude or behavior) the recipient of the message (passive communicant/decoder). The result of the research shows the influence of accurate, timely, relevant, and complete information of social media instagram @ministryofvapeindonesia to the buying decision in Telkom Vapers community.

The conclusion of the influence of social media information instagram @ministryofvapeindonesia to the purchase decision in telkom vapers community to give effect in accordance with the four characteristics that must be possessed by an information. The effect of accuracy, timeliness, relevancy and complete information have an impact on consumers in deciding on purchases.

Keywords: Influence of information, Instagram, Purchase decision, Vape, Community