

ABSTRACT

This study aims to determine the role of the adoption of a shared experience as a mediator to the credibility of a shared experience, information usefulness and purchase intention in Traveloka customers, as well as determine how much direct influence credibility of shared experience and information usefulness to purchase intention. The method used in this research is quantitative method, with the type of analysis used is descriptive-causal. Respondents studied in this study amounted to 100 people obtained by the technique of non-probability sampling method with the type of purposive sampling. Data collected from 10 questionnaire questions then processed using SPSS 24 with Path Analysis data analysis techniques. The results of this study indicate that there is a significant influence between variables Credibility of Shared Experience significantly influence Adoption of Shared Experience. Variable Information Usefulness significantly influence Adoption of Shared Experience. Adoption of Shared Experience variables significantly influence Purchase Intention.

Keywords: *Adoption of Shared Experience, Credibility of Shared Experience, Information Usefulness, and Purchase Intention*