

## TABLE OF CONTENT

<b>TITLE PAGE</b> .....	<b>i</b>
<b>APPROVAL SHEET</b> .....	<b>ii</b>
<b>STATEMENT PAGE</b> .....	<b>iii</b>
<b>PREFACE</b> .....	<b>iv</b>
<b>ABSTRAK</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vi</b>
<b>TABLE OF CONTENT</b> .....	<b>vii</b>
<b>LIST OF FIGURES</b> .....	<b>xi</b>
<b>LIST OF TABLES</b> .....	<b>xii</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Research Overview.....	1
1.1.1 Company Profile .....	1
1.2 Research Background.....	2
1.3 Problem Statement.....	13
1.4 Research Question .....	14
1.5 Research Objective.....	14
1.6 Research Purpose.....	15
1.6.1 Theoretical Aspects.....	15
1.6.2 Practical Aspects .....	15
1.7 Systematically Writing .....	15
<b>CHAPTER II THEORITICAL REVIEW</b> .....	<b>17</b>
2.1 Marketing .....	17
2.2 E-WOM .....	18
2.3 Purchase Intention .....	21
2.4 Previous Research .....	23

2.5 Framework of Thinking.....	29
2.6 Research Hypothesis .....	30
2.6.1 Information Quality and Information Usefulness .....	31
2.6.2 Information Quantity and Information Usefulness .....	31
2.6.3 Information Credibility and Information Usefulness .....	32
2.6.4 Information Usefulness and Information Adoption .....	32
2.6.5 Information Adoption and Purchase Intention .....	32
<b>CHAPTER III.....</b>	<b>33</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>33</b>
3.1 Research Characteristics.....	33
3.2 Operational Variable .....	33
3.2.1 Independent Variable .....	34
<b>3.2.2 Dependent Variable .....</b>	<b>34</b>
3.2.3 Measurement Scale .....	38
3.2.4 Research Stage .....	39
3.3 Population of Sample .....	40
3.3.1 Population .....	40
3.3.2 Sample.....	40
3.4 Data Collection.....	42
3.4.1 Data type .....	42
3.5 Validity and Reliability Test .....	42
3.5.1 Validity Test.....	42
3.5.2 Reliability Test.....	44
3.6 Data Analysis Technique.....	44
3.6.1 Statistical Package for Social Sciences (SPSS) .....	45
3.6.2 Classic Assumption Test .....	45
3.6.3 Goodness-of-Fit Test .....	45
3.6.4 Descriptive Analysis.....	46
3.6.5 Hypothesis Test .....	47

<b>CHAPTER IV .....</b>	<b>49</b>
<b>RESULT &amp; DISCUSSION.....</b>	<b>49</b>
4.1 Respondents Characteristics .....	49
4.2 Research Result.....	50
4.2.1 Descriptive Analysis.....	50
<b>4.3 Validity Test.....</b>	<b>67</b>
<b>4.4 Reliability Test.....</b>	<b>70</b>
<b>4.5 Classic Assumption Test .....</b>	<b>73</b>
4.5.1 Multicollinearity Test.....	73
4.5.1 Normality Test .....	74
4.5.2 Heteroscedasticity Test .....	75
<b>4.6 Goodnes-of-Fit Test.....</b>	<b>76</b>
4.6.1 Coefficient of Determination Test ( <b>R<sup>2</sup></b> ) .....	76
<b>4.7. Hypothesis Test.....</b>	<b>77</b>
4.7.1 Information Quality, Information Quantity, Information Credibility and Information Usefulness .....	77
4.7.2 Information Usefulness and Information Adoption .....	79
4.7.3 Information Adoption and Purchase Intention.....	80
<b>4.8 Result and Discussion .....</b>	<b>82</b>
4.8.1 The Influence of Information Quality Towards Information Usefulness ...	82
4.8.2 The Influence of Information Quantity Towards Information Usefulness .	83
4.8.3 The Influence of Information Credibility Towards Information Usefulness	84
84	
4.8.4 The Influence of Information Usefulness Towards Information Adoption	84
4.8.5 The Influence of Information Adoption Towards Purchase Intention .....	85
<b>CHAPTER V .....</b>	<b>87</b>
<b>CONCLUSIONS AND SUGGESTIONS .....</b>	<b>87</b>
5.1 Conclusions.....	87

5.2 Suggestions ..... 88

**REFERENCES ..... 89**

**APPENDIX ..... 92**