

**THE INFLUENCE OF WORD OF MOUTH,  
PRODUCT INFORMATION, AND WEBSITE  
USABILITY TOWARD ONLINE PURCHASE  
INTENTION ON SHOPEE**



**BY:**

**MONICA  
3303015051**

**INTERNATIONAL BUSINESS MANAGEMENT  
BUSINESS FACULTY  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA**

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BY:

MONICA  
3303015051

INTERNATIONAL BUSINESS MANAGEMENT

BUSINESS FACULTY

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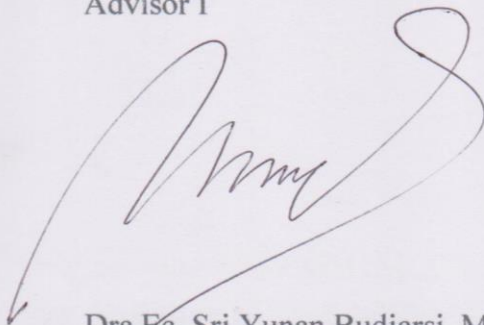
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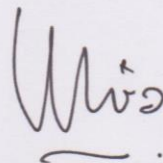
Approved and Accepted  
To be Submitted to the Panel Team

Advisor I



Dra. Ec. Sri Yunan Budiarsi, MS  
NIK. 311.83.0099  
Date : 14/5/2019 .....

Advisor II

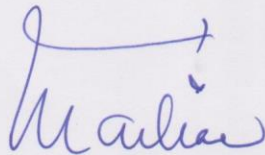


Maria Mia Kristanti, S.E., MM.  
NIK. 311.98.0359  
Date : 8/5/2019 .....

**RATIFICATION PAGE**

**Thesis written by: Monica NRP: 3303015051** has been examined on 1 July 2019 and declared PASSED by Panel Team.

Panel Team Leader



Marliana Junaedi, SE., M.Si.

NIK.311.98.0358

Acknowledge:



Dean,  
Dr. Lodovicus Lasdi MM.,Ak.,CA., CPAI  
NIK. 321.99.0370

Head of Department,



Robertus Sigit H. L., SE.,M.Sc  
NIK 311.11.0678

**AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND  
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I, as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Monica

NRP : 3303015051

Title : The Influence of Word of Mouth, Product Information, and  
Website Usability Toward Online Purchase Intention On Shopee

Acknowledge that I authentically write this Final Assignment Report. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this paper to be published/shown in the internet or media (The Digital Library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law. Thereby, I sincerely made the authenticity statement and publication approval.

Surabaya, 10 April 2019

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## FOREWORDS

All praises to Lord, for blessing and guidance so the author was able to complete thesis titled “The Influence of Word of Mouth, Product Information, and Website Usability Toward Online Purchase Intention On Shopee“. This thesis is one of requirements to obtain an Undergraduate degree of Business Management at Widya Mandala Catholic University Surabaya. During the writing process of this thesis, the author has received an enormous help, guidance and support from many sources. Moreover, the author would like to express gratitude to:

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Surabaya, 10 April 2019  
Researcher

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**ABSTRACT**

The purpose of this research is to examine the influence of Word of Mouth, Product Information, and Website Usability toward online Purchase Intention on Shopee. Sample used in this research are 150 respondents, minimum age is 17 years old, has visit Shopee website at least 3 times in last 3 months, and domiciled in Surabaya. This research use data analysis technique of Regression with SPSS 23 as analysis tool. The result of this research showed that Word of Mouth, Product Information and Website Usability has positive influence on Purchase Intention.

***Keywords:** Word of Mouth, Product Information, Website Usability, Purchase Intention*

## **ABSTRAK**

Tujuan dari penelitian ini adalah untuk menguji pengaruh Informasi dari Mulut ke Mulut, Informasi Produk, dan Kegunaan Website terhadap Niat Belanja online di Shopee. Sampel yang digunakan sebanyak 150 responden, minimal berusia 17 tahun, pernah mengunjungi website Shopee setidaknya 3 kali dalam 3 bulan terakhir, dan berdomisili di Surabaya. Penelitian ini menggunakan teknik analisis data Regresi dengan SPSS 23 sebagai alat analisis. Hasil dari penelitian ini menunjukkan bahwa Informasi dari Mulut ke Mulut, Informasi Produk, dan Kegunaan Website berpengaruh positif terhadap Niat Belanja.

***Kata Kunci:** Informasi dari Mulut ke Mulut, Informasi Produk, Kegunaan Website, Niat Belanja.*