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

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INTERNATIONAL BUSINESS MANAGEMENT
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WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019
THE INFLUENCE OF WORD OF MOUTH, PRODUCT INFORMATION, AND WEBSITE USABILITY TOWARD ONLINE PURCHASE INTENTION ON SHOPEE

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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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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 meguchi 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 menunjukan 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.