IMPACT ANALYSIS OF INFORMATION QUALITY TOWARDS PURCHASE INTENTION THROUGH PERCEIVED VALUE AND TRUST ON KOVALEN COFFEE INSTAGRAM PROFILE

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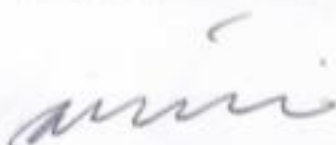SURABAYA**

APPROVAL PAGE

THESIS

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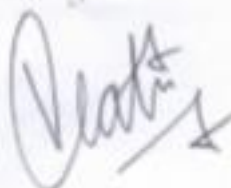To be Submitted to the Panel Team

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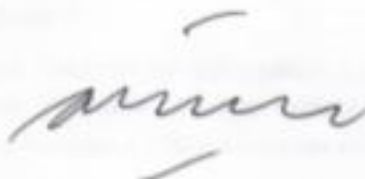Deatri Arumsari Agung, SE., M.Sc

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Title   : Impact Analysis of Information Quality towards Purchase Intention through Perceived Value and Trust on Kovalen Coffee Instagram Profile

Acknowledge that this final assignment report is authentically written by me. If this paper is found as plagiarism, I am willingly take any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published on the internet (Digital Library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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Surabaya, 08 July 2018
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FOREWORDS

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ABSTRACT

In the era of digitalization, information can be published in various media. Especially with the support of internet, information can be spread easily throughout the world. Companies from all kind of industries have started to utilize internet, especially Instagram to deliver information to customers, as its cost per exposure is very low. This also impacted small and business enterprise, as they can use Instagram as an efficient media to deliver information to customer.

The purpose of this study is to examine the impact of *Information Quality* towards *Purchase Intention*, through *Perceived Value* and *Trust* on Kovalen Coffee Instagram Profile. This research is a causal study which has five hypotheses to be tested. The data used in this research came from 193 respondents. The response from respondent is analysed with Structural Equation Model technique using SMART PLS 3.0 program.

The result of this study shows that *Information Quality* doesn't have significant impact towards *Purchase Intention.* On the other hand, *Information Quality has* positive and significant impact towards *Purchase Intention* when mediated through *Perceived Value* and *Trust.* In addition, *Information Quality* do have positive and significant impact towards *Perceived Value* and *Trust.*

Keywords*: Social Media Marketing, Information Quality, Purchase Intention, Perceived Value, Trust, Instagram*

Analisis Dampak *Kualitas Informasi* terhadap *Niat Beli* melalui *Persepsi Nilai* dan *Kepercayaan* pada Profil Instagram Kovalen Coffee

ABSTRAK

Di era digitalisasi, informasi dapat dipublikasikan di berbagai media. Terutama dengan dukungan internet, informasi dapat menyebar dengan mudah ke seluruh dunia. Perusahaan dari semua jenis industri sudah mulai menggunakan internet, terutama Instagram untuk menyampaikan informasi kepada pelanggan. Hal ini terjadi karena karena biaya per eksposur penggunaan Instagram yang sangat rendah. Fenomena ini juga memberikan dampak terhadap usaha kecil dan menengah, karena mereka dapat menggunakan Instagram sebagai media yang efisien untuk menyampaikan informasi kepada pelanggan.

Tujuan dari penelitian ini adalah untuk menguji dampak *Kualitas Informasi* terhadap *Niat Beli*, melalui *Persepsi Nilai* dan *Kepercayaan* pada profil Instagram Kovalen Coffee. Penelitian ini merupakan penelitian kausal yang memiliki lima hipotesis yang diuji. Data yang digunakan dalam penelitian ini berasal dari 193 responden. Respon dari responden dianalisis dengan teknik Structural Equation Model menggunakan program SMART PLS 3.0.

Hasil dari penelitian ini menunjukkan bahwa *Kualitas Informasi* tidak memiliki dampak yang signifikan terhadap *Niat Beli*. Di sisi lain, Kualitas Informasi memiliki dampak positif dan signifikan terhadap Niat Beli ketika dimediasi melalui Persepsi Nilai and Kepercayaan. Selain itu, Kualitas Informasi memiliki pengaruh positif dan signifikan terhadap Persepsi Nilai dan Kepercayaan.

Kata kunci: Pemasaran Media Sosial, Kualitas Informasi, Niat Beli, Persepsi Nilai, Kepercayaan, Instagram