

**THE INFLUENCE OF WEBSITE INFORMATION
QUALITY TOWARDS PURCHASE INTENTION
THROUGH PERCEIVED TRUST AND
PERCEIVED VALUE ON
BRODO WEBSITE**



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
MANAGEMENT DEPARTMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

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**UNDERGRADUATE THESIS
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Bachelor Degree In Management**

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APPROVAL PAGE

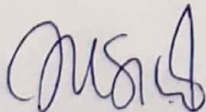
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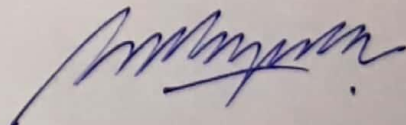
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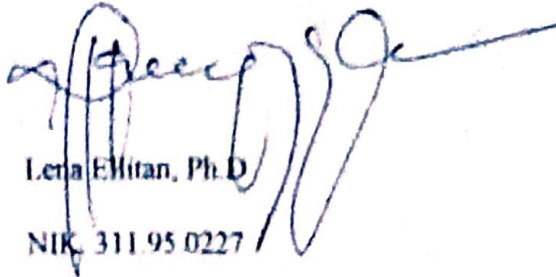


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FOREWORDS

The author is thankful to Jesus Christ for His blessings and guidance in finishing this thesis titled “The Influence Of Information Quality In Social Media Towards Purchase Intention Through Perceived Trust And Perceived Value on Brodo Website”. This thesis is written as one of the requirements for the author to be given the title in Bachelor of Management from Business Faculty of Widya Mandala Catholic University Surabaya

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The author is completely aware that this thesis is far from perfect and is open for critics and suggestions. The author hopes that this thesis will be useful for future studies and practical usage.

Surabaya 14 January 2019,

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ABSTRACT

Development of internet has changed the behavior of consumers in buying decision processes. In the contemporary business world, consumers utilize the internet to search for information. Website has made the process of looking for information easier, therefore helps customer in looking for product information.

This quantitative research seeks to see the influence of information quality in Brodo website. Brodo is a local fashion brand which targets gentlemen who seek for masculine apparel. Variables that would be studied in this research are information quality in website, perceived trust, perceived value, and purchase intention.

This research uses structural equation modelling (SEM) technique towards the collected data to test the proposed model. The result confirms that information quality on website has influence towards perceived trust, which impacts perceived value and purchase intention. This result implies that Information Quality is an important factor influencing perceived trust, perceived value, and purchase intention.

Keyword: information quality, perceived trust, perceived value, purchase intention.