

UNIVERSITAS INTERNASIONAL BATAM

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*Bachelor Thesis  
Management Study Program  
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***THE INFLUENCE OF E-WOM TOWARDS THE INTEREST OF  
PURCHASING KOREAN COSMETIC ONLINE IN BATAM***

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***Abstract***

*The purpose of this study is to analyze the relationship of factors that can affect online purchase intention. These factors that will be analyzed are information quality, information credibility, information usefulness, information adoption, and information quantity.*

*The object of the research are the users of the Korean cosmetic that are in Batam City with certain criteria, namely women on social media. This study uses a purposive sampling method, which is a technique of determining samples with certain criteria, in other words the sample units to be selected are adjusted to the research objectives. The program used in this research is SPSS (Statistical Package for the Social Sciences).*

*The results of this research indicate that the information quality and information usefulness are able to influence significantly on online purchase intention while information credibility, information adoption and information quantity have no significant effect on online purchase intention.*

**Keywords** : *online purchase intention, information quality, information credibility, information usefulness, information adoption, and information quantity.*