

*Faculty of Economics
Department of Management
Odd Semester 2019/2020*

***THE IMPACT OF INFORMATION FACTORS IN CUSTOMER
PURCHASING INTENTIONS IN THE E-COMMERCE
APPLICATION RECOMMENDATION SYSTEM IN BATAM***

**WILLIAM NIELSEN
NPM : 1541281**

ABSTRACT

This research aimed to analyze the information factors influencing purchase intention with the support of recommendation system. Factors analyzed included trust in recommendation, perceived value, with the support of recommendation persuasiveness and recommendation completeness.

The object of this research was the Batam residents who had shopping experience according to recommendations in the customer-to-customer (C2C) e-commerce application. The technique used in this study was purposive sampling technique by selecting samples according to the object and the purpose of the study. Data was analyzed using PLS (Partial Least Squares).

The results of this study indicate that the variable persuasiveness recommendation and variable recommendation completeness significantly influence variable trust-in-recommendation; variable persuasiveness recommendation and variable recommendation completeness significantly influence variable perceived value; variable trust in recommendation significantly influence variable purchase intention; variable perceived value significantly influence variable purchase intention.

Keywords: *purchase intention, trust in recommendation, perceived value, recommendation persuasiveness, recommendation completeness.*