

LIST OF TABLE

Table 1. 1 Wardah Products Type.....	2
Table 2. 1 Previous Research	24
Table 3. 1 Research Characteristics	37
Table 3. 2 Operational Variable	38
Table 3. 3 Likert Scale	41
Table 3. 4 Research Stages	41
Table 3.5 Validity Test.....	42
Table 3.6 Reliability Test.....	43
Table3.7 Score Interpretation Criteria.....	47
Table 4.1 Respondents Characteristics Based on Gender.....	51
Table 4.2 Respondents Characteristics Basedon Age.....	52
Table 4.3 Respondents Characteristics Based on Last Educational Background.....	52
Table 4.4 Information Quality Variable.....	52
Table 4.5 Information Credibility Variable.....	54
Table 4.6 Needs of Information Variable.....	55
Table 4.7 Attitude Towards Information Variable.....	56
Table 4.8 Information Usefulness Variable.....	59
Table 4.9 Information Adoption Variable.....	60
Table 4.10 Purchase Intention Variable.....	61
Table 4.11 Normality Test Results.....	64
Table 4.12 Computation Degree of Freedom.....	65
Table 4.13 Goodness of Fit Test.....	65
Table 4.14 Hypothesis Testing.....	66