

DAFTAR ISI

| | |
|--|------------|
| HALAMAN PERNYATAAN..... | ii |
| KATA PENGANTAR..... | iii |
| ABSTRAK | v |
| ABSTRACT | vi |
| DAFTAR GAMBAR..... | x |
| DAFTAR TABEL | xi |
| BAB 1 PENDAHULUAN | 12 |
| 1.1 Gambaran Umum Objek Penelitian | 12 |
| 1.1.1 Profil Perusahaan | 12 |
| 1.1.2 Produk Perusahaan..... | 13 |
| 1.1.3 Visi dan Misi Scarlett Whitening | 15 |
| 1.2 Latar Belakang Penelitian | 16 |
| 1.3 Perumusan Masalah..... | 24 |
| 1.4 Tujuan Penelitian | 25 |
| 1.5 Manfaat Penelitian | 26 |
| 1.5.1 Aspek Teoritis..... | 26 |
| 1.5.2 Aspek Praktisi..... | 26 |
| 1.6 Sistematika Penulisan Tugas Akhir..... | 27 |
| BAB II TINJAUAN PUSTAKA..... | 29 |
| 2.1 Teori dan Penelitian Terdahulu | 29 |
| 2.1.1 Information quality | 32 |
| 2.1.2 Information quantity | 33 |
| 2.1.3 Information credibilty | 34 |
| 2.1.4 Information usefulness..... | 34 |

| | | |
|--------------------------------|--|------------|
| 2.1.5 | Information adoption | 35 |
| 2.1.6 | Purchase intention..... | 36 |
| 2.1.7 | Hubungan Information Quality Terhadap Purchase Intention..... | 36 |
| 2.1.8. | Hubungan Information Quantity Terhadap Purchase Intention..... | 37 |
| 2.1.9 | Hubungan Information Credibility Terhadap Purchase Intention | 37 |
| 2.1.10 | Hubungan Information Usefulness Terhadap Purchase Intention | 38 |
| 2.1.11 | Hubungan Information Adoption Terhadap Purchase Intention..... | 38 |
| 2.1.12 | Penelitian Terdahulu | 40 |
| 2.2 | Kerangka Pemikiran | 51 |
| 2.3 | Hipotesis Penelitian | 52 |
| BAB III..... | | 53 |
| METODE PENELITIAN | | 53 |
| 3.1 | Jenis Penelitian | 53 |
| 3.2 | Operasional Variabel | 54 |
| 3.4 | Populasi dan Sampel | 63 |
| 3.4.1 | Populasi..... | 63 |
| 3.4.2 | Sampel | 64 |
| 3.4.3 | Teknik Sampling..... | 65 |
| 3.5 | Pengumpulan Data dan Sumber data | 65 |
| 3.5.1 | Jenis Data..... | 65 |
| 3.5.2 | Teknik Pengumpulan Data | 66 |
| 3.6 | Uji Validitas dan Reliabilitas..... | 67 |
| 3.6.1 | Uji Validitas | 67 |
| 3.6.2 | Uji Reliabilitas | 72 |
| 3.7 | Teknik Analisis Data | 73 |
| 3.7.1 | Uji Hipotesis | 75 |
| DAFTAR PUSTAKA | | 102 |

LAMPIRAN.....110