

## **ABSTRACT**

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***The Effect Of Information Quality and Source Credibility on Purchase Intentions (Study on Somethinc Ads Low pH Gentle Jelly Cleanser Version)***

*Keywords : Quality Information, Advertisement, Source Credibility, Elaboration Likelihood Model, Somethinc*

*(xiii + 109 + attachments)*

*The study aims to determine the effect of Quality Information and Source Credibility on Purchase Intention of Somethinc Ads Low pH Gentle Jelly Cleanser Version. The research approach used is a quantitative approach with a survey method in the form of a questionnaire. The research paradigm used is the positivism paradigm. The population of this study was viewers on Somethinc Ads Low pH Gentle Jelly Cleanser Version on Instagram with an age 21-41 years, the sample technique used was purposive sampling method. Using the lemeshow formula so it requires 384 respondents. Data processing techniques with multiple linear regression analysis. The theory used in this study is the Elaboration Likelihood Model. Based on the results of the partial test research, the quality information variable has a positive and significant effect on the purchase intention variable and between the source credibility on the purchase intention variable. Simultaneously, there is a positive influence between the information quality and the source credibility with the purchase intention. It can be concluded that the higher the coefficient of information quality and source credibility, the higher the coefficient of buying interest. And the audience of the advertisement is more interested in the peripheral route which is the source credibility of the advertising model than the central route is the quality of the information advertisement.*

*Bibliography (2006-2022)*