

**The Role of Product Description on Purchase Intention Mediated by Product
Involvement and Platform Involvement in Cross-Border E-Commerce**

(Study Case: Shopee in Yogyakarta)

**Peran Deskripsi Produk terhadap Niat Beli yang Dimediasi oleh Keterlibatan
Produk dan Keterlibatan Platform pada E-Commerce Lintas Batas**

(Studi Kasus: Shopee di Yogyakarta)

UNDERGRADUATE THESIS



By

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(20190410369)

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2023

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Submitted to Fulfill the Requirements to obtain a Bachelor's Degree at the Faculty
of Economics and Business Management Study Program, Universitas
Muhammadiyah Yogyakarta



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2023

DECLARATION

I herewith:

Name : Tsabita Avida Haya
NIM : 20190410369
Study Program : Management
Faculty : Faculty of Economics and Business

Declare that the thesis I wrote for one of the requirements for earning this bachelor's degree, "The Role of Product Description on Purchase Intention Mediated by Product Involvement and Platform Involvement in Cross-Border E-Commerce (Study Case: Shopee in Yogyakarta)" is entirely original. After conducting research, receiving advice, participating in discussions, and presenting my exam results, I created my thesis. All quotations, direct and indirect, from books, articles, or other sources have been accompanied by the source's name in the manner customary in scientific writing. The complete content of this scientific article is still my responsibility, even though the examiner team and the thesis supervisor have signed to validate it. I'm prepared to suffer the repercussions if a mistake is discovered later.

Yogyakarta, 24 July 2023.....



Tsabita Avida Haya

MOTTO

“So, surely with hardship comes ease. Surely with that hardship comes more ease.”

(Q.S Al-Insyirah: 5-6)

“Allah does not require of any soul more than what it can afford.”

(Q.S Al-Baqarah: 286)

“Whoever goes out to seek knowledge then he is in the way of Allah.”

(HR. Turmudzi)

DEDICATION

Bismillahirrahmanirahim, all praise is given to Allah SWT, who has bestowed all of His gifts, allowing the author to conclude this thesis with its title “The Role of Product Description on Purchase Intention Mediated by Product Involvement and Platform Involvement in Cross-Border E-Commerce (Study Case: Shopee in Yogyakarta)”. Blessings and greetings to the Prophet Muhammad SAW, who has gathered the hearts of his people beneath the radiance of Islam, allowing us to experience the majesty of Islam at this time. Therefore, I dedicate this thesis to those who have had an influence on my life's journey:

1. Myself, of course, who always tries and works hard to complete the thesis until it is finished.
2. My parents and sister who always send me prayer, full support, and life experience to me in every way.
3. My supervisor for proposal seminars and thesis, Radyan Dananjoyo, SE., MM., M.Sc., Ph.D. thank you for the guidance, patience, time, and knowledge that is always given to me.
4. My friends, Alyssa Aimee Adrianus, Amanda Maulfi Fadya Haya, Kak Angel, Raja, and Erska who always give encouragement, support, and attention.

PREFACE

All praise is owed to Allah SWT, who gave all His gifts and grace, allowing the author, with His blessing, to complete this thesis with the title “The Role of Product Description on Purchase Intention Mediated by Product Involvement and Platform Involvement in Cross-Border E-Commerce (Study Case: Shopee in Yogyakarta)”, all of which acts as one of the qualifications for the Bachelor of Economics. This thesis may not have been completed smoothly without the assistance of numerous individuals. The author expresses gratitude to all of them for their assistance:

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7. All parties that I cannot mention one by one who have provided support and assistance in the process of completing this thesis, thank you very much.

The author is aware that this thesis nonetheless has flaws. Therefore, the author is looking forward to constructive feedback and suggestions. Hopefully, this thesis will be beneficial to many individuals.

Yogyakarta,

A handwritten signature in black ink, consisting of a large, stylized letter 'M' followed by a smaller, curved stroke.

Tsabita Avida Haya

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