

**THE EFFECT OF INFORMATION USEFULNESS, INFORMATION
ADOPTION, AND E-WOM ON THE CONSUMER ONLINE PURCHASE
BEHAVIOR OF LOCAL BRAND IN INDONESIA**

(Study on Local Brand “Erigo”)



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**PENGARUH KEGUNAAN INFORMASI, INFORMASI ADOPSI DAN E-WOM
TERHADAP PERILAKU BELANJA ONLINE KONSUMEN PADA BRAND
LOKAL DI INDONESIA**

*THE EFFECT OF INFORMATION USEFULNESS, INFORMATION ADOPTION,
AND E-WOM ON THE CONSUMER ONLINE PURCHASE BEHAVIOR OF
LOCAL BRAND IN INDONESIA*

UNDERGRADUATE THESIS

The requirements to get a Bachelor's Degree at Faculty of Economic and Business,
International Program of Management and Business Universitas Muhammadiyah
Yogyakarta



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Yogyakarta, 28 September 2022



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MOTTO AND DEDICATION

يُسْرًا مَعِ الْغُسْرِ مَعِ إِنَّ , يُسْرًا مَعِ الْغُسْرِ مَعِ فَإِنَّ

So indeed, with difficulty, there is ease. Verily with hardship, there is the ease

(QS. AL-INSYIRAH: 5-6)

MOTIVASI

“All a being called a human can do with their dreams and beliefs is that they just have
to believe in them.”

- Donny Dhirgantoro, 5 cm

PREFACE

Praise Allah SWT for His mercy and grace so that the author can complete his research and thesis entitled "The Effect of e-WOM and Adoption Information on consumer online shopping behavior on local brands in Indonesia." This thesis is one of the requirements for graduation and attaining a bachelor's degree in the undergraduate program (S-1) Faculty of Economics and Business, University of Muhammadiyah Yogyakarta. The author hopes that this thesis can make a positive contribution to the Erigo company. Furthermore, further research can be used as a reference for conducting research.

This thesis is genuinely my work. In this thesis, there are no quotations from other people's works whose sources are not mentioned so that they are free from elements of plagiarism. The author realizes that the preparation of this thesis still has some shortcomings and is not perfect. Constructive criticism and suggestions are certainly needed by the author so that further research can be even better.

The author realizes that the completion of this thesis could not be separated from the support and assistance from various parties. Therefore, on this occasion, with all humility, the author would like to thank:

1. I want to thank me. I want to thank me for believing in me, I want to thank me for doing all this hard work, I want to thank me for not having a day off, I want to thank me for never quitting, and I want to thank me for being patient and accepting everything during the process of writing this thesis.

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Thank you for supporting me all the time. Trusting me gives me the spirit and motivation to deal with various situations and choices. Thank you for the fabulous prayers that you give. Especially my mom for always supporting me financially all this time and always reminding me of the good things in this world and after.
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With all humility, the writer realizes that this thesis is still far from perfect. Therefore, the writer expects constructive and constructive criticism and suggestions for the perfection of this writing. Nevertheless, the author hopes that this simple work can be helpful.

Yogyakarta, 28 September 2022

A handwritten signature in black ink, appearing to read 'Vito Anggana', with a large checkmark-like flourish on the left side.

Vito Anggana

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