

**THE IMPACT OF INFORMATION QUALITY, SOURCE CREDIBILITY,
PERCEIVED RISK ON COSMETIC PRODUCT
PURCHASE INTENTION AT TIKTOK APPLICATION**



Written by:

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INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA

2024

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(Study on Rose All Day)**

**PENGARUH KUALITAS INFORMASI, KREDIBILITAS SUMBER,
PERSEPSI RISIKO TERHADAP NIAT BELI PRODUK KOSMETIK
PADA APLIKASI TIKTOK
(Studi pada Rose All Day)**

UNDERGRADUATE THESIS

Submitted to fulfill the requirements for obtaining a bachelor's degree at the Faculty
of Economics and Business, Management Study Program,
Universitas Muhammadiyah Yogyakarta



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STATEMENT

STATEMENT

Hereby I,

Name : Luthfiah

Student Identification Number : 20200410271

Declare that this thesis with the title: " **THE IMPACT OF INFORMATION QUALITY, SOURCE CREDIBILITY, PERCEIVED RISK ON COSMETIC PRODUCT PURCHASE INTENTION AT TIKTOK APPLICATION**" no work has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge there is also no work or opinion that has ever been written or published by others, except those in writing referred to in this text and mentioned in Bibliography. If it turns out that in this thesis it is known that some works or opinions have been there; is or sworn by someone else then I am willing to cancel the work.

Yogyakarta, 06 July 2024



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PRESENTATION PAGE

The gratitude that I feel until now is certainly from the various kinds of support that I get, so that this thesis can be compiled properly. With respect and deepest gratitude, I dedicate this thesis to:

1. Both parents whom I love and am proud of, namely Mr. Fauzi and Mrs. Sumiati, who always provide support in material and emotional forms. Thank you from the bottom of my heart for the prayers, support, motivation and affection that are poured out and will never stop. This achievement is one of my special offerings to you, for your hard work and cooperation so far.
2. My sister, Fadhilah who always encourages and supports me.
3. My brother Faiz and my nephew Ali who always cheer me up.
4. Thesis supervisor Mrs. Dr. Indah Fatmawati, SE, M.Si. who was very patient in providing input, guidance, and knowledge during the thesis completion process.
5. My friends who have supported and always been by my side during the preparation of the thesis.

PREFACE

This thesis is prepared to fulfill the requirements to achieve a Bachelor of Economics degree at the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic in the hope that it can add insight to readers about the brand and also the brand can go towards what is expected in accordance with the company's vision and mission.

The writing of this proposal is inseparable from the guidance and support of various parties. Therefore, I would like to thank:

1. The Dean of the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta, Prof. Rizal Yaya, S.E., M.Sc., Ph.D., Ak., CA., CRP. who has made it easy during the writing of the proposal.
2. Head of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, to Mrs. Dr. Rr. Sri Handari Wahyuningsih, SE, M.Si. who always provides guidance on this proposal.
3. Mrs. Dr. Indah Fatmawati, SE, M.Si who has provided guidance during the work on this proposal so that it can be completed according to my expectations.
4. All respondents and related parties who have helped the process of carrying out research.
5. My parents and siblings who have given their prayers and blessings so that I can take several courses and assignments until the end of the study period.

6. Frenas Hanif who always provides support, enthusiasm, and motivation and always accompanies me so that I can complete this thesis to completion. Thank you for always accompanying the author until now and hopefully forever.
7. Friends of Persate, Fajriana Dika, Nazila, Devina and Hakim who have become a new family and struggled together for the past three years and have gone through joy and sorrow together with the author.
8. Thank you to myself for being able to survive and not give up while working on this thesis.

I realize that what I have written is far from perfect. Therefore, constructive criticism and suggestions will be awaited for the perfection of this thesis report. Hopefully what I have written can benefit anyone who reads it.

Yogyakarta, 06 July 2024

A handwritten signature in black ink, consisting of a large, stylized initial 'L' followed by a series of vertical and horizontal strokes that form the name 'Luthfiah'.

Luthfiah

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