

PENGARUH INFORMATION QUALITY DAN RELATIONSHIP QUALITY  
TERHADAP UNCERTAINTY REDUCTION DAN PURCHASE INTENTION  
SMARTPHONE SAMSUNG: INVOLVEMENT SEBAGAI VARIABEL MODERASI

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This study aims to analyze the partial influence of information quality and relationship quality in the online community on uncertainty reduction, the influence of uncertainty reduction on purchase intention, and the influence of involvement on the relationship of uncertainty reduction and purchase intention. IP The subjects of this study were people who had used one of the online communities: Youtube, Kompas Tekno, or TabloitPULSA to find information about smartphones. This study is using non probability sampling method with convenience sampling as a sampling technique and online questionnaire as a distribution method. The total samples collected were 159 samples. This study used two regression analyses: multiple linear regression analysis and moderated regression analysis. The results of this study are that information quality and relationship quality partially has a positive and significant influence on uncertainty reduction. Meanwhile, uncertainty reduction has a positive and significant influence on purchase intention. Involvement as a moderator has no effect on the relationship of uncertainty reduction and purchase intention.

Keywords: purchase intention, uncertainty reduction, information quality, relationship quality, involvement