

**THE EFFECT OF INFORMATIVENESS, ENTERTAINMENT, AND  
CREDIBILITY ON PURCHASE INTENTION FOR GEN Z CUSTOMER  
IN WEST SUMATERA (CASE STUDY OF AWLAPARR'S VIEWERS ON  
INSTAGRAM)**

**THESIS**

Submitted as Partial Requirements to Achieve Bachelor's Degree in  
Undergraduate Study Program Department of Management Faculty of Economics  
and Business Andalas University



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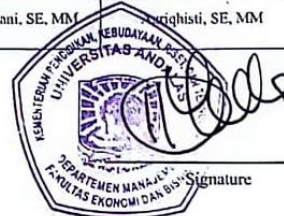
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<b>The Effect of Informativeness, Entertainment, and Credibility on Purchase Intention for Gen Z Customer in West Sumatera (Case Study of Awlaparr's Viewers on Instagram)</b> <i>Thesis by: Adisty Luthfiah</i> <i>Thesis Supervisor: Dessy Kurnia Sari, SE, M.Bus(Adv), Ph.D</i>			
<b>ABSTRACT</b>			
<p>This study aims to test and analyze the influence of informativeness, entertainment, and credibility on purchase intention in the viewers of Awlaparr's promotional content as an influencer on Instagram. The sampling technique in this study was non probability sampling. The sample of this study consisted of 100 respondents. Research data processing was carried out using SPSS 23 through Multiple Regression Test, T test, and Coefficient of Determination for hypothesis testing. The results showed that informativeness has a positive and significant effect on purchase intention, entertainment has a positive and significant effect on purchase intention, and credibility has positive and significant effect on purchase intention.</p>			
<p><b>Keyword:</b> <i>informativeness, entertainment, credibility, purchase intention.</i></p>			

This thesis is already examiner and passed December 27<sup>th</sup>, 2023. This abstract already approved by supervisor and examiners:

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