



FEEDBACK, SERVICE QUALITY, PRODUCT INFORMATION, PERCEIVED
SECURITY AND CONSUMER PURCHASE INTENTION OF SUPPLEMENT
PRODUCT VIA INSTAGRAM. THE MEDIATE EFFECT OF TRUST.

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ABSTRACT

The advance of Internet and social networking has brought a new way for marketing and selling many kinds of products. Instagram site are one of the new social networking which are getting popular nowadays as it more to photo sharing and video sharing. The purpose of this thesis is to find out whether feedback, service quality, product information, perceived security has relationship with consumer intention to purchase supplement product via Instagram and whether these determinants mediate the effect of trust. Then, the quantitative research approach was used and the empirical data were gathered through questionnaire to investigate the research question. After that, data preparation and data analysis were conducted in accordance and the frame of reference. Finally, the conclusion and finding were presented by answering the research question, i.e whether feedback, service quality, product information, perceived security describe the consumer intention to purchase supplement product via Instagram and the effect of trust, the recommendations, the implication for management and future researches are addressed.