

ABSTRACT

Increasing customer awareness of goods and services means that internet use has an influence in generating consumer responses. The role of the internet functions as a medium for information and communication, apart from that it can be used as a medium for electronic commerce or known as e-commerce. Tiktok indicates that there are problems with quality (quality of information) and trust (trust) mediated by social psychology (social information information) which has the potential to influence consumer purchasing intentions (purchase intentions). The aim of this research is to measure service quality, trust, social psychological distance, and consumer purchase intentions for products sold on the Tiktok platform. The method used in this research is a quantitative method using a questionnaire as a data collection tool with 200 respondents as the research sample. The research results show that Information Quality and Trust had a positive and significant effect on Purchase Intention through Social Psychological Distancing on the TikTok e-commerce platform.

Keywords: information quality, trust, purchase intention, social psychological distance