

ABSTRACT

The presence of the Covid-19 pandemic has changed many people's activities from offline to online, one of which is shopping activities. One of the shopping activities is to use social media by bringing up Social commerce trends. This study aims to find out how the influence of the quality of information contained in Electronic word of mouth on social commerce Instagram and how the influence of trust and social psychological distance as mediating variables on purchase intention. This study uses individual primary data collection methods by utilizing questionnaires as a medium in obtaining respondent data sources. This study uses data processing using Structural Equation Modeling (SEM) with the type of Covariance Based SEM using AMOS software. The results showed that: (1) the quality of information had a positive and significant effect on social psychological distance (2) The quality of information had a positive and significant effect on trust (3) Social psychological distance had a positive and significant effect on trust (4) Quality of information had an effect positively and significantly on trust through trust (5) Trust had a positive and significant effect on purchase intention.

Keywords: Electronic Word of Mouth, Information Quality, Trust, Social Psychological Distance, Purchase Intention