

ABSTRACT

Tokopedia, a leading e-commerce platform in Indonesia, has experienced a decline in the number of visitors from 2018 to 2020. This decline reflects the challenges in influencing consumer purchasing decisions on the platform. To address this issue, this research aims to analyze the influence of E-WOM (Electronic Word of Mouth) and perceived risk on purchase decisions, with Information Quality as an intervening variable, among Tokopedia consumers.

This study utilizes the Structural Equation Modeling (SEM) method and involves 200 respondents from the Jabodetabek area. The research hypotheses are based on the Theory of Reasoned Action.

The analysis results indicate that E-WOM has a positive influence on Information Quality, aligning with the Reasoned Action theory that states individuals' positive attitudes towards a product or service can be influenced by information obtained from others. Additionally, perceived risk also has a positive influence on Information Quality, indicating that consumer concerns regarding risks can affect their perceptions of the information quality provided by Tokopedia. The study also finds that perceived risk has a negative influence on purchase decisions, while E-WOM and Information Quality have a positive influence on purchase decisions.

These findings provide valuable insights for Tokopedia in developing more effective marketing strategies, including enhancing the quality of information provided to consumers and reducing perceived risks. Thus, this research contributes to improving consumer purchase decisions on the Tokopedia platform.

Keywords: E-WOM, Perceived Risk, Information Quality, Purchase Decision, Theory of Reasoned Action.