

## **ABSTRACT**

*With the development of the times, the existence of the internet today is one of the important needs apart from clothing, food, and boards. Human beings have been facilitated by the existence of a network called the internet so that many innovations that appear in place of an activity originally offline become online. Shopping is one of them, in the past shopping can only be done offline by going to the mall or store they go to and they need. But nowadays, it is easier for people to shop only through e-commerce, it is certainly useful during the COVID-19 outbreak as it is today. COVID-19 makes all activities become hampered by shopping, with the internet, buyers can buy products or order them online without having to come face-to-face and sellers do not have to be confused to lose their buyers, certainly in line with government rules that require social distancing. This study aims to find out the social effect of the COVID-19 outbreak on electronic word of mouth (eWOM) that can increase purchase intention in online stores souvenirs umroh and haji Azzahro.*

*In this study there were 10 participants who are 1 (one) shop owner and 9 (9) consumers of online stores souvenirs umroh and haji Azzahro. The research approach conducted by researchers is to use qualitative descriptive methods with in-depth interviews. Then the data collection techniques conducted by these researchers in the form of interview methods, observations, literature studies and documentation. Which in the next data collection technique researchers do data reduction, data presentation, and draw conclusions. In the validity test researchers used data triangulation method.*

*From the results of the study showed that social effect, electronic word of mouth (eWOM), self congruity theory and purchase intention are interconnected with each other variables. Where the research was conducted by researchers on online stores souvenirs umrah and hajj Azzahro.*

*Keywords: social effect, electronic word of mouth (eWOM), self congruity theory and purchase intention*