

ABSTRACT

The growth of e-commerce users increases every year in line with the rapid internet penetration in Indonesia. However, this does not necessarily have a positive impact on e-commerce service providers, there are various challenges, one of which is a good ecosystem. A good ecosystem exists, because the quality of information in e-commerce is maintained. From this, this study will explore further the important role of the quality of information circulating in e-commerce services.

The important role of the quality of information can be seen in the data of this study taken from 143 respondents and processed using Structural Equation Modeling (SEM), indicating that the quality of information has a positive and significant effect on purchase intention through social psychological distance and trust which is influenced by online shopping experience at Tokopedia.

The results of this study can be used as material for evaluating and formulating new e-commerce user acquisition strategies by Tokopedia in the future.

Keywords: Information Quality, Social Psychological Distance, Trust, Online Shopping Experience, and Purchase Intention.