

ABSTRACT

This research aims to determine the effect of information quality on electronic word-of-mouth on consumer purchasing decisions. The research model used in this research consists of information quality, social psychological distance, trust, and purchasing decisions.

The number of samples in this study amounted to 160 respondents and samples were taken using non-probability with purposive sampling technique. Data collection techniques were carried out through a quantitative approach using online questionnaires distributed with predetermined criteria. The analytical method in this study used a statistical calculation technique of simple regression and multiple regression with SPSS analysis tools.

The results showed that the quality of information has a positive and significant influence on social psychological distance, the quality of information has a positive and significant influence on trust, social psychological distance has a positive and significant influence on trust, social psychological distance mediates the relationship between information quality and trust, and trust has a positive and significant influence on purchasing decisions.

Keywords: *electronic word-of-mouth, information quality, social psychological distance, trust, purchasing decisions*