



## The effect of information quality on trust mediated by social psychological distance and its effect on purchase intention

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### ABSTRACT

This study purpose to analyze the influence of information quality and trust mediated by social psychological distance on purchase intentions of Tik Tok users in Padang City. The population in this study is all the people of Padang City who know about online shopping features through the Tiktok application. This study involved 144 respondents as a sample. Data collection was carried out by distributing online questionnaires, and data was processed using SmartPLS software. The findings of this study indicate that (1) the quality of information has a positive and significant effect on trust, (2) the quality of information has a positive and significant effect on social psychological distance, (3) social psychological distance has a positive and significant effect on trust. (4) The quality of information has a positive and significant effect on trust with social psychological distance as mediation, (5) trust has a positive and significant effect on purchase intentions.

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## INTRODUCTION

At this time social media is developing so fast that it is influenced by web 2.0. This triggers a change in e-commerce which is basically a product-oriented environment, into a social and consumer-centered product. These changes evolved e-commerce in the development of the digital economy resulting in social commerce (S-Commerce) (Huang and Benyoucef 2013). According to Turban et al. (2017) Social commerce refers to transactions in e-commerce that are carried out through social media. Social commerce is formed from a combination of e-commerce, e-marketing, supporting technology, and social media content. This resulted in a series of applications that encourage trading through social media. Of the various types of social media that exist, Tiktok is one of the social media used by Indonesian people..

At this time, Tiktok is not only social media as a place for entertainment and social interaction, but also has spread in the business world, which is called the Tiktok shop. Tik Tok Shop is an e-commerce service that is included in the Tik Tok application. Through this feature, customers can make online buying and selling transactions on the Tik Tok application (Esmaeili and Hashemi G 2019). As described by Ashish et al. (2015) the behavior of internet users in Indonesia is classified as unproductive, the majority of people still use social media only for entertainment and social interaction,

even though the market is quite promising. Based on these problems, the Tiktok application continues to strive to innovate in order to attract consumers' purchase intentions using the Tiktok shop.

According to Martinez & Kim (2011) purchase intention is a desire for a particular product or brand as seen from the tendency of buyers to gather information before making a purchase. Basically, purchase intention reflects the tendency of consumers to buy a product. A high sense of trust in a product can influence consumer purchase intentions in making a purchase decision (Liu, Bao, and Zheng 2019).

According to Zhao et al. (2020) explained that trust is divided into two cognitive-based and emotional-based variants. Cognitive Trust is a person's belief or view of the truth, reliability of information. On the other hand, emotional trust reminds or directs consumers to interpersonal relationships. The more likely someone believes the information to make a purchase decision. Low-quality information can encourage consumers to make unfavorable purchase decisions that result in overall loss of consumer confidence. In addition to the quality of information, trust can also be built through social psychological distance. In this case, someone is more likely to believe information when they have emotional closeness (Zhao et al. 2020).

According to Hernández-ortega (2017) Social psychological distance can be formed when an individual has a sense of similarity with other people who were previously unknown, this sense of similarity can arise because of the similarity of his characteristics with other people. When a person's social psychological distance with the information provider is close, they will consider themselves part of the information provider. Based on the background and the phenomena that occur, further research is needed which results in the title "the effect of information quality on trust mediated by social psychological distance and its effect on purchase intention of tiktok users in the city of Padang".

## LITERATURE REVIEW

### Purchase intention

According to Ling et al. (2010) Online purchase intention makes a decision for customers to involve themselves in online transactions. Online transactions can be considered as activities in which the process of searching for information, transferring information, and purchasing products.. According to Nulufi & Murwartiningsih (2015) purchase intention is a positive attitude that is owned by a buyer towards a product and then creates a desire to buy the product. According to Purwianti & Ricarto (2018) purchase intention is a decision making by consumers to buy a product or service because they need and like the usefulness of the product or service provided.

According to Zhao et al. (2020) there are 3 indicators of purchase intention, namely:

- a. reference comments
- b. changing attitudes
- c. influencing decision-making

### Trust

According to Zhao et al. (2020) explained that trust is divided into two cognitive-based and emotional-based variants. Cognitive Trust is a person's belief or view of the truth, reliability of information. On the other hand, emotional trust reminds or directs consumers to interpersonal relationships. According to Nurmanah & Nugroho (2021) trust is a situation where consumers have a sense of confidence in other people or a business so that there is no doubt in carrying out transaction activities. Customer trust can also be seen from the desire to participate in activities related to online shopping. Increasing trust in online stores will reduce the customer's view of risk and can influence behavior and then have a desire to buy products at the online store. (Astuti, Tp, and Abstraksi 2010).

According to Zhao et al. (2020) There are 4 trust indicators:

- a. Trustworthy
- b. Honest and reliable
- c. Benevolence
- d. Integrity

### **Quality of information**

According to Hennig-Thurau et al. (2004) EWOM is a communication that occurs between individuals that contains both positive and negative information about a product or company that is available to many people through internet media. According to Jiang et al. (2021) information quality is defined as the suitability of information characteristics for information users. When the information obtained is not of good quality, it will create a bad image for the product or brand. By using social commerce, consumers can directly interact with sellers, with this interaction providing reliable information which will then enhance the consumer's online shopping experience (Zhao et al. 2020).

According to Zhao et al. (2020) There are 4 indicators of information quality, namely:

- a. Relevance
- b. Understandability
- c. Objectivity
- d. Sufficiency

### **Social psychology distance**

Construal level theory is a theory that refers to part of social psychology. This theory explains that the farther a person is from an object, the more abstract their thinking is. Conversely, the closer a person is to an object, the more concrete their thoughts will be (Zhao et al. 2020). Psychological representation is a part of the construal level, according to Trope & Liberman (2010) argues that the theory of the construal level refers to the psychological representation of the distance and proximity of an object, event, or other individual that is shaped by their differences in thinking. There are two forms of construal level theory, namely low and high levels of construal (Lange, Kruglanski, and Higgins 2012). According to Hernández-ortega (2017) Social psychological distance can be formed when an individual has a sense of similarity with other people who were previously unknown, this sense of similarity can arise because of the similarity of his characteristics with other people..

According to Zhao et al. (2020) there are 3 indicators of social psychological distance namely:

- a. Physical distancing
- b. Social contact
- c. perspective

### **The influence of information quality on trust**

Research conducted by Cheung et al. (2009) showed that on social media, the quality of information received through eWOM influences consumer perceptions of products put forward by content creators, thereby increasing customer trust in eWOM.

H1. The quality of information has a positive and significant effect on trust.

### **The influence of information quality on social psychological distance**

The results of research from Hernández-ortega (2017) show that information received through eWOM provides a better understanding to customers about a product, customers will pay attention to the sources of information conveyed through eWOM. When the social psychological distance of the customer and the content creator on the Tiktok social media is close, it will affect the customer's assessment and response to the content creator. Thus customers will believe that the information they receive is of high quality.

H2. The quality of information has a positive and significant effect on social psychological distance

### **The influence of social psychological distance on trust**

Research conducted by Zhao et al. (2020) suggests that social psychological distance has a positive and significant effect on trust. When someone has a feeling that is close enough to another person and they feel they have something in common with that person, a sense of self-confidence will arise in them towards that person..

H3. Social psychological distance has a positive and significant effect on trust

**The influence of information quality on trust is mediated by social psychological distance**

Research conducted by Zhao et al. (2020) said that there is a mediating effect of social psychological distance on the relationship between quality of information and trust. With emotional closeness, a person will feel that all the information provided through eWOM is true and reliable. In this case, consumers will be more likely to trust information with emotional closeness.

H4. The quality of information has a positive and significant effect on trust with social psychological distance as mediation

**The influence of trust on purchase intention**

Research conducted by Zhao et al. (2020) said that trust has a positive and significant influence on purchase intention. When customers have confidence in information, they will indirectly have the intention to buy. In addition, trust has become the most important part of online transactions, because it is done indirectly (Hong & Cha, 2013).

H5. Trust has a positive and significant effect on purchase intention on usage

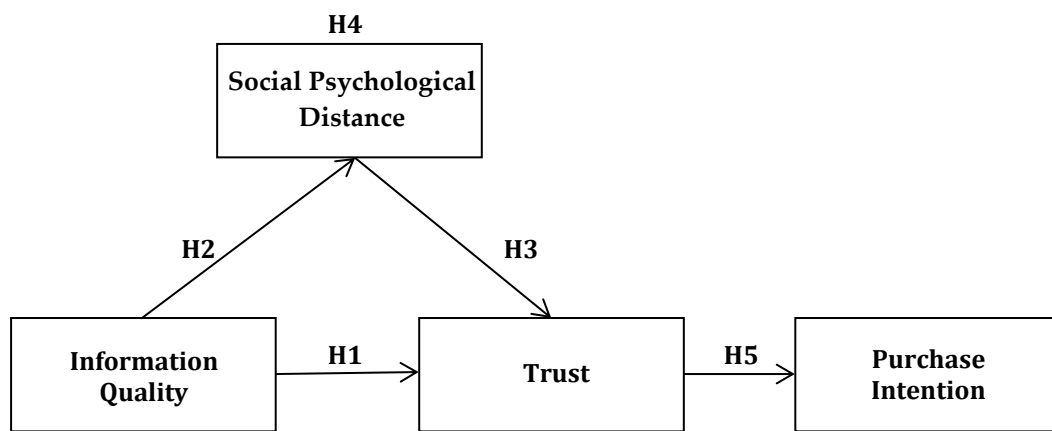


Figure 1. Conceptual Model

**METHOD**

This is a quantitative descriptive study. Primary data was collected by research through questionnaires distributed online at random using a Google form. PLS was used to classify the measurement model and the structural test measurement model in the data. Validity testing in the measurement model employs a validity measuring instrument known as convergent and discriminant validity. Following the validation check, reliability will be tested and carried out based on the value of Cronbach's alpha and composite reliability, as well as the structural model by testing r squared, q squared, and the best way to see the influence and direction of the relationship between variables and assess the significance of variables. There are five variables, three of which are independent (X1 = Information Quality, X2 = Trust), with one moderating variables (Z = social psychological distance). And one dependent variable purchase intention.

**OPERATIONAL VARIABLE**

The operational definition is the elaboration of the variable and indicator definitions in this study. The operational definition in this study can be seen in Table 1.

**Table 1. Operational Variable**

<b>Variable</b>	<b>Defenition</b>	<b>Indicator</b>
Purchase Intention (Y)	purchase intention is a positive attitude that is owned by the buyer towards a product and then creates a desire to buy the product	a) reference comments b) changing attitudes c) influencing decision-making
Trust (X)	Trust is a situation where consumers have a sense of confidence in other people or a business so that there is no doubt in carrying out transaction activities. Trust is all forms of information obtained by customers and the final decision on a product that is believed to have benefits	a) trustworthy b) true and reliable c) Benevolence d) Integrity
Information Quality (X)	The quality of information is the suitability of the level of good and bad information obtained so that it becomes a reference in making the right decision. When the information obtained is not of good quality, it will create a bad image for the product or brand	a) Relevance b) Understandability c) Objectivity d) Sufficiency
social psychological distance (M)	Social psychological distance can be formed when an individual has a sense of similarity with other people who were previously unknown, this sense of similarity can arise because of the similarity of his characteristics with other people.	a) Physical distancing b) Social contact c) Perspective

Source: Primery data processed, 2023

## RESULT AND DISCUSSION

The characteristics the responden needed in this study were based on gender, age, education level, profession, monthly expenses, restaurants they had visited and the number of times they visited.

**Table 2. Character Respondent**

<b>Characteristics</b>	<b>Category</b>	<b>Amount</b>	<b>percentage</b>
Gender	Man	40	28%
	Woman	104	72%
Age	< 20 years old	16	11%
	21-30 years old	127	88%
	31-40 years old	1	1%
Profession	Student	134	93%
	PNS	2	1%
	Entrepreneur	5	3%
	Teacher	1	1%
	BUMN	1	1%
	Other	1	1%

Characteristics	Category	Amount	percentage
income	< Rp. 1.000.000	114	79%
	Rp. 1.000.000 - 2.500.000	21	15%
	Rp. 2500.000 - 5.000.000	8	6%
	>Rp. 5.000.000	1	1%

Source: Primery data processed, 2023

The validity and reliability of the instrument being tested were assessed during the test of the test measurement model (outer model). The validity test is performed to demonstrate the extent to which the measuring instrument is capable of measuring what is desired. The purpose of the validity test is to measure the quality of the instrument and demonstrate the instrument's validity, as well as how well a concept can be defined by the measure (Hair et al. 2010). The validity test is based on convergent validity, which requires that the factor loading be greater than 0.7 and the average extracted variance (AVE) be greater than 0.5. This study's validity test is the minimum value for construct validity test. Table 1 shows the results for the outer loading.

**Table 3. Outer Loading**

	Information Quality (X1)	Trust (X2)	Purchase Intention (Y)	Social psychological distance (Z)
X1.1	0.884			
X1.2	0.856			
X1.3	0.853			
X1.4	0.842			
X2.1		0.892		
X2.2		0.933		
X2.3		0.905		
X2.4		0.879		
Y.1			0.914	
Y.2			0.914	
Y.3			0.913	
Z.1				0.882
Z.2				0.937
Z.3				0.912

Source: Primery data processed, 2023

Based on Table 3 above, it can be seen that all indicators have an outer loading value greater than 0.7. It can be interpreted that all of these indicators are valid.

**Table 4. Output AVE**

	Average variance extracted (AVE)
Information quality	0.738
Trust	0.814
social psychological distance	0.835
Purchase intention	0.829

Source: Primery data processed, 2023

Based on Table 4, the results show that all variables, namely information quality (X1), trust (X2), social psychological distance (Z) and purchase intention (Y) have a value greater than 0.5. It can be concluded that convergent validity is said to be valid.

**Table 5. Cronbach Alpha dan Composite Reliability**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>
X1.	0.882	0.888	0.918
X2.	0.924	0.928	0.946
Y.	0.901	0.909	0.938
Z.	0.897	0.902	0.936

Source: Primary data processed, 2023

Table 5 shows that the Cronbach alpha value is above 0.6 and the composite reliability for all constructs is above 0.7. So it can be concluded that the variable has good reliability or is able to measure its construct.

**Table 6. R Square**

	<b>R-square</b>
Trust (X2)	0.358
Purchase intention (Y)	0.201
social psychological distance (Z)	0.331

Source: Primary data processed, 2023

Based on table 6, it shows that the r square value of the trust variable is 0.358, this value states that the trust variable can be explained by the variables of information quality and social psychology distance of 35.8% while the remaining 64.2% is explained by other variables not present in the study. This. Furthermore, the purchase intention variable is 0.201, this value states that the purchase intention variable can be explained by the trust variable of 20.1% while the remaining 79.9% is explained by other variables not included in this study. Next, the social psychology distance variable is 0.331, this value states that the social psychology distance variable can be explained by the information quality variable by 33.1% while the remaining 66.9% is explained by other variables not present in this study.

**Table 7. Path Coefficient**

	<b>Original sample (O)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Information</b>
Information quality (X1) -> Trust (X2).	0.435	5.982	0.000	Accepted
Information quality (X1). -> social psychological distance (Z).	0.576	9.352	0.000	Accepted
Trust (X2). -> Purchase intention (Y).	0.448	5.965	0.000	Accepted
social psychological distance (Z). -> Trust (X2).	0.231	2.127	0.033	Accepted

Source: Primary data processed, 2023

In Table 7 it can be seen that the results of statistical analysis using PLS can be concluded that: Based on the hypothesis testing table obtained a p value of 0.000 or  $<0.05$ , a t statistic value of 9.352 or  $>1.96$  and an original sample value of 0.435, this test states that the first hypothesis is accepted, namely the quality of information has a positive and significant effect on trust.

Based on the hypothesis testing table obtained a p value of 0.000 or  $<0.05$ , a t statistic value of 5.982 or  $>1.96$  and an original sample value of 0.576, this test states that the second hypothesis is accepted, namely the quality of information has a positive and significant effect on social psychological distance.

Based on the hypothesis testing table obtained a p value of 0.000 or <0.05, a t statistic value of 5.965 or > 1.96 and an original sample value of 0.448, this test states that the third hypothesis is accepted, namely trust has a positive and significant effect on purchase intention.

Based on the hypothesis testing table obtained a p value of 0.033 or <0.05, a t statistic value of 2.127 or > 1.96 and an original sample value of 0.231, this test states that the fourth hypothesis is accepted, namely social psychological distance has a positive and significant effect on trust.

**Table 8. Indirect Effect**

	Original sample (O)	T statistics ( O/STDEV )	P values
Information quality (X1) -> social psychological distance (Z) -> Trust (X2).	0.133	2.010	0.045

Source: Primery data processed, 2023

Based on the table testing the indirect effect hypothesis, it obtained a p value of 0.045 or <0.05, a t statistic value of 2.010 or > 1.96 and an original sample value of 0.133. The results of this test found that the fifth hypothesis was accepted, namely the quality of information has a positive and significant effect on trust mediated by social psychological distance.

## DISCUSSION

Based on the results of the analysis of the distribution of the information quality variable, when viewed from the total variable average score and the respondent's achievement level, the information quality is in the sufficient category, which means that the information quality is good enough and can be further improved in influencing the trust of Tiktok users. These results are in line with research conducted by Zhao et al. (2020) which says that the quality of information has a positive and significant effect on trust. When the quality of information is good and credible, it will give confidence to the person receiving the information

Based on the results of the distribution analysis of the information quality variable, when viewed from the total variable average score and the respondent's achievement level, the information quality is in the sufficient category, which means that the information contained on Tiktok is good enough. These results are in line with research conducted by Zhao et al. (2020) and Dirgantara & Akbar (2022) that the quality of information has a positive and significant effect on social psychological distance. Thus, high-quality information has the potential to bring individuals closer to the object of information, so as to stimulate a higher sense of trust and emotional involvement.

Based on the results of the distribution analysis of the social psychology distance variable, when viewed from the total variable average score and the respondent's achievement level, the social psychology distance variable is in the sufficient category, which means that when respondents have a sense of closeness to other people, it will also increase their trust. These results are in line with research conducted by Hernández-ortega (2017) dan Zhao et al. (2020) said that social psychological distance has a positive and significant effect on trust. The importance of psychological distance lies in its ability to form a foundation from which trust grows. The closer the psychological distance, the greater the chance of developing a strong and positive relationship, which in turn contributes to solid trust.

Based on the results of the analysis of the distribution of the trust variable, when viewed from the total variable average score and the respondent's achievement level value, the trust variable is in the good category, which means that when respondents have a sense of trust in someone, it will influence their decision towards a product. These results are in line with research conducted by Hong & Cha (2013) dan Zhao et al. (2020) which says that trust has a positive and significant effect on purchase intention. Building trust is an important aspect. Trust has a strong impact on consumer perceptions, and positive interactions with brands or products. Thus, trust is an important factor in motivating purchase intentions and influencing consumer purchase intentions in making purchases.



From the results of the calculation of the indirect coefficient, the results of the t-statistic obtained from the mediating effect of social psychological distance between the quality of information on trust are  $2.010 > 1.96$  with an original sample of 0.133. This indicates that the quality of information has a positive and significant effect on trust mediated by social psychological distance. . These results are in line with research conducted by Dirgantara & Akbar (2022); Hernández-ortega (2017); Zhao et al. (2020) who said that the quality of information has a positive and significant effect on trust mediated by social psychological distance. With the existence of social psychological distance becomes an important role in the process of interaction between the quality of information and trust.

## CONCLUSION

Based on the results of the research and discussion above, the following conclusions can be drawn: (1) There is a positive and significant influence between the quality of information on trust in the use of Tiktok in Padang City. This shows that the quality information available on Tiktok can significantly influence respondents' trust; (2) There is a positive and significant influence between the quality of information and social psychological distance on the use of Tiktok in the city of Padang. This shows that accurate and reliable information provides a sense of trust and confidence in individuals, so that it can significantly affect a person's social psychological distance; (3) There is a positive and significant effect of social psychological distance on trust in the use of Tiktok in the city of Padang. This shows that the emotional closeness between Tiktok users will increase their sense of trust significantly; (4) There is a positive and significant indirect effect between the quality of information on trust and social psychological distance as a mediation on the use of Tiktok in the city of Padang. This shows that quality information can make a person feel closer emotionally. The closer the psychological distance, the stronger the positive influence of the quality of information on the formation and strengthening of trust; (5) There is a positive and significant influence between trust and purchase intention in using Tiktok in Padang City. This shows that the trust of Tiktok users in the city of Padang can significantly increase purchase intentions.

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