

ABSTRACT

With the development of e-commerce and the use of *social media* by the public, this is because the COVID-19 pandemic requires people to shop online, one of the major e-commerce sites in Indonesia is Shopee, shopee uses *social media* and various strategies such as promotions, utilizing influencers, also trends. Shopee, which is known to be active in *social media* as well, takes advantage of ewom, both in applications and on *social media*. Here consumers are involved in purchasing decisions based on their information or needs. So how shopee can influence consumers by utilizing *social media* usage and eWOM in purchase decision involvement.

This study aims to determine the effect of *social media* usage, and ewom on Purchase decision involvement mediated by trust in e-commerce shopee.

The method in this study is quantitative, with descriptive and causal research types, the population in this study is the JABODETABEK area with a sample of 385 samples, the sampling technique in this study is non-probability sampling with purposive sampling, data collection by distributing questionnaires using g -form. In this study, the data analysis technique used the Structural Equation Model (SEM).

The results of this study for descriptive analysis of *social media* usage have a value of 78%, EWOM of 83%, Trust 88%, and Purchase decision involvement 91% while the SEM results show that *social media* usage and ewom have a positive effect on purchase decision involvement mediated by trust.

Suggestions in this study shopee can take advantage of *social media* by providing content and being active on *social media* that can provide trust for consumers. besides maximizing ewom by utilizing *social media*, adding recommendation features, also hashtag strategies on *social media*. suggestions for further researchers can reduce the scope of *social media*, region, or focus on electronic word of mouth because the ewom variable has the greatest influence.

Keywords: e-commerce, electronic word of mouth (EWOM), Trust, Purchase Decision Involvement, *social media* usage