

ABSTRACT

The rapid development of digital technology has transformed the way we live, work and interact. Technology is now a critical tool in disseminating information, communicating, improving the quality of education, and driving economic growth. The use of the internet is not only limited to information search, but has also revolutionized consumer shopping behavior. Online shopping, which is growing in popularity along with the development of technology, offers various advantages over traditional shopping methods. This study analyzes the influence of variables such as information quality, social media marketing, and electronic word of mouth (e-WOM) on purchase intention on the Tokopedia e-commerce platform. It also explores the moderating role of impulsivity in mediating the relationship between brand image and purchase intention.

This research was conducted on Tokopedia e-commerce and targeted Indonesians who have made or have an interest in making purchases on Tokopedia. This study is expected to contribute to academics and practitioners in determining strategies to attract customers. This study obtained 300 respondents which will then be processed using SmartPLS software with SEM-PLS and using non probability sampling variance purposive sampling. The results showed that the variables of information quality, social media marketing, and electronic word of mouth (EWOM) had an effect on brand image. It was also found that brand image variables affect purchase intention and mediate the effect of information quality, social media marketing, and electronic word of mouth (EWOM) on purchase intention. This study uses impulsive traits as a moderator variable and based on hypothesis testing it is found that impulsive traits moderate the influence between brand image on purchase intention. It means that all hypotheses have a significant effect.

Keywords: social media marketing, e-WOM, information quality, brand image, purchase intention and impulsive traits.