

## **ABSTRACT**

*The high growth of internet users in Indonesia makes the market of e-commerce being a promising business opportunities for the business players. In the e-commerce market, there is no physical interaction between buyers, sellers, and payments. Online consumer trust (eTrust), which can decrease perceived risk and security concerns, is thus imperative to e-business success, like an e-commerce company that is engaged in selling hotel rooms, Agoda.com. Therefore, an understanding of online business is necessary to avoid losses when doing an online transaction. Seeing the quality of the website and the company's ability to provide confidence to transact (eTrust) are two of some ways to understand online business. As for the quality of the website and the eTrust may affect purchase intention of a person, where intention to behave is the very first thing a person indicated before deciding to behave. This study aims to determine the impact of website quality on online purchase intentions, and eTrust as a mediator on Agoda.com's website visitor.*

*The method used in this research is quantitative and causal. The studied samples were processed by non-probability sampling method namely purposive sampling with the total sampling of 200 respondents. Data analysis techniques used was SEM (Structural Equation Modeling).*

*The conclusions of this research are there is a positive and significant impact of website quality on etrust, there is a positive and significant impact of eTrust on online purchase intentions, and there is not a significant impact of website quality on online purchase intentions.*

**Keywords : Website Quality, Online Purchase Intentions, eTrust**