

## ABSTRACT

*The advancement of technology has affected the way people do transaction processing. The e-commerce, is the use of the Internet and the Web for business transactions. Factors supporting the activities of e-commerce is the website. The quality of a website can be measured using WebQual 4.0 is useful to assess the overall e-commerce website based on the perception of consumers. From various e-commerce sites today, Bukalapak is one of the e-commerce sites are interesting to study with the rapid development of the website and increase the value of transactions annually.*

*Therefore, this study was conducted to determine the effect of website quality of the decision on the purchase decision one e-commerce site in Indonesia, Bukalapak.com. Through this study measured the quality of the website using methods WebQual 4.0 consisting of usability, information quality, and service interaction quality.*

*The method used is quantitative method with this type of research is a descriptive study and causal. Sampling was done by non-probability method the type of incidental sampling with the number of respondents as many as 100 people who have made a purchase on the site Bukalapak. Data analysis technique used is descriptive analysis, multiple linear regression analysis, to test the hypothesis simultaneously and partially.*

*Based on the results of simultaneous hypothesis testing website quality variables significantly influence purchasing decisions, this is evidenced by  $F_{count} > F_{table}$  ( $42.481 > 2.70$ ) with a significance level of  $0.000 > 0.05$ . Partial test results are sub variable interaction usability and service quality significantly influence purchase decisions on bukalapak sites. While the sub-variable information quality does not significantly influence purchase decisions on bukalapak sites. Based on the coefficient of determination obtained that influence the quality of the website on purchasing decisions by 57% and the balance of 43% influenced by other factors not examined.*

*The conclusion of this research show the quality of Bukalapak website and purchase decisions on Bukalapak sites already in good category. Simultaneously website quality significantly influence purchasing decisions. However partially no significant influence on the sub-variable information quality on purchase decisions. Sub variable usability have a dominant influence on purchasing decisions.*

*Keywords: Bukalapak; E-commerce; Purchase decision; Website Quality; WebQual 4.0*