

ABSTRACT

Currently, the development of Internet technology has changed the way a lot of people in business and communicate. The high growth of internet users in Indonesia makes e-commerce a promising business opportunity. Lately began to emerge companies that take advantage of the development of communication technology, one of which is the emergence of business e-commerce provider. Tokopedia is a pioneer of e-commerce market in Indonesia. Since 2013, the number of products sent every month in Tokopedia is always increasing. In order to maintain its position as the number one online shopping spot in Indonesia, Tokopedia needs to know consumer behavior about consumer needs and wants. This study aims to find out how big the influence of brand image, trust, e-wom, website features, and perceived ease of use to customer online purchase intention in Tokopedia.

This research belongs to quantitative research, whereas based on its purpose this research belongs to descriptive study with emphasis on relationship. The samples studied were processed by convenience sampling method with the total sample of 400 respondents. Methods of data collection using questionnaires, and using data analysis techniques structural equation modeling with the help of SmartPLS 2.0.

Based on the results of the research note that partially all the variables have significant and simultaneous effect, brand image, trust, e-wom, website features, and perceived ease of use have significant effect to customer online purchase intention in Tokopedia by 53.9%, while the rest Of 46.1% influenced by other factors not examined in this study.

Buying interest in Tokopedia is largely influenced by consumer comments on seller profiles in Tokopedia. The conclusion of this study is that all variables affect buying interest, ewom intercustomers can increase customer trust and can develop Tokopedia brand image, then website features make customers feel easy to do online shopping activities.

Keywords: *Brand Image, Trust, E-wom, Website Features, Perceived Ease of Use, Customer Online Purchase Intention.*