

## **ABSTRACT**

Widespread internet access makes the media to grow very quickly, the supporting factor in e-commerce activities is the website. Measuring the quality of websites made by consumers can help e-commerce companies to perform optimization and web maintenance according to customer needs.

So, This research focus on the website quality and purchase decision process in the context of the online shopping environment in Indonesia. An Internet survey was implemented and with responses were received, using WEBQUAL model. The aim of this research is to know the quality of Olx.co.id according to the visitors, in order to achieving excellence and have competitive advantage. This research used data from respondents who lived in Indonesia and use OLX services.

Using questionnaire as main data gathering tool. The study was conducted with 96 respondents and the technique of data analysis is using SPSS, with validity and reliability test, the classic assumption test and multiple regression. The results showed that, there is a significant influence between usability variables, quality information, and service interaction quality to online purchase decision variable simultaneously. The service quality interaction variables have a dominant influence on the online purchase decision variables.

**Keywords: E-Commerce, Website Quality, Online Purchase Decision**