

ABSTRACT

Bandung is one of the cities that is favored by domestic and non-domestic tourists. This is evidenced by BPS data that the city of Bandung is one of the tourism destinations after the city of Bogor. This is an opportunity for business people, especially motorbike rental business. Djava holiday is one of the providers of motorbike rental services in Bandung which was established in 2008, and in 2016 opened a website so that the services provided by Djava Holiday were to consumers. This study aims to determine the Effect of Ease and Trust in Using E-Commerce on Online Purchase Decisions The survey conducted by researchers is consumers who have used services at (www.DjavaHoliday.com) Djava Holiday is a provider of motorbike rental services in Bandung. This type of research is quantitative. Data sources obtained by researchers are primary data and secondary data, primary data is a questionnaire that researchers spread online to respondents, and secondary data that researchers use comes from reports, journals and archives of relevant literature

Keywords: Ease, Trust, E-Commerce, Online Buying Decision