

## **ABSTRACT**

*This study aims to (1) the influence of the Website Quality on Trust at Bukalapak (2) the influence of Trust on Purchase Decisions at Bukalapak (3) the influence of Website Quality on Purchase Decisions a Bukalapak (4) the influence of Website Quality on Trust and Purchase Decisions at Bukalapak. This research variable consists of Website Quality, Trust, Purchase Decisions. Population criteria in this study are Bukalapak customers who have bought online using the Bukalapak website more than once. The sampling technique used was purposive sampling and data collection methods through online questionnaires to 100 respondents according to participation criteria. Analysis of the data used is descriptive analysis and path analysis.*

*The results showed that Website Quality significantly affected Trust at 23.2%, Trust was significant enough on the Purchasing Decision 10.7%, Website Quality significantly affected the Purchasing Decision at 36.2%, Website Quality significantly affected Trust and Purchasing Decisions directly at 13.5%.*

*Based on the results of the research, Bukalapak tries to continue to improve the quality of its website such as, the quality of its usability, the quality of its information, and the quality of its interaction. Because if they have a website with good quality, it can increase the trust of the users, thus increasing a great deal on consumer purchasing decisions.*

*Keywords: Website Quality, Trust, Purchase Decision, E-commerce*