

ABSTRACT

advances in information technology have influenced the way humans carry out transaction processes. 64.8% of Indonesia's population uses the internet. The high number of internet users is in line with the development of E-Commerce. As many as 154 million people in Indonesia carry out E-Commerce activities. One of the factors supporting consumers doing E-commerce activities is the quality of the website. The quality of a website can be measured using Webqual 4.0 which is useful for assessing e-commerce websites based on consumer perceptions consisting of usability, information quality and service interaction.

This study aims to determine the quality of the website on e-purchase decisions according to respondents' perceptions, to determine the research method used is descriptive causal, the sampling technique used is non-probability sampling with purposive sampling type. Collecting data by distributing questionnaires to 100 respondents using the Bernoulli approach. Based on the descriptive analysis, the value of website quality is 79.89% said to be in the strong category and e-purchase decision of 79.27% said to be in the strong category. Website Quality affects the E-Purchase Decision variable by 63.7% while 36.3% is influenced by variables not studied.

Keywords: E-Commerce, website quality, E-Purchase Decision, Webqual 4.0