

ABSTRACT

This research is motivated by the development of technology that makes business performer do an innovation such as e-commerce, namely online shopping applications. In the current era of globalization, consumers like everything that is practical by utilizing a technology. The purpose of this study is to determine and analyze the influence and relationship of e-trust, perceived usefulness, and perceived usability of purchasing decisions on Sociolla applications in Bandung.

The method used in this study is a quantitative method with the type of descriptive and causal research. Sampling was done by nonprobability sampling method with a total of 100 respondents. Data analysis techniques using descriptive analysis and multiple linear regression analysis. Population criteria in this study are the people of Bandung City who have the Sociolla application.

The conclusion of this study is e-trust, perceived usefulness, and perceived usability in the Sociolla application in Bandung are all in good category. The amount of influence of e-trust, perceived usefulness, and perceived usability of purchasing decisions was to 57.3%. The influence between e-trust and purchasing decisions was 9.6%, the effect between perceived usefulness and purchasing decisions was 27.4%, and the effect between perceived benefits and purchasing decisions was 35.3%.

Keywords: e-trust, perceived usefulness, perceived usability, purchasing decisions