

ABSTRACT

PT Bukalapak or commonly know as Bukalapak is an online marketplace site originating from Indonesia which was founded on January 10, 2010. Bukalapak is a place where everyone can buy and sell products online either individually or in large quantities. Today the development of the internet in Indonesia is very rapid from year to year, according to data presented by the association of Indonesia internet service providers (APJII) there are 171.17 million Indonesians who are connected to the internet throughout 2018. According to a survey conducted by APJII, the behavior of internet users in Indonesia more often access social media as much as 97.4% of all internet users in Indonesia.

This study aims to determine how much influence Brand Image and Electronic Word of Mouth have on Purchasing Decision in Bukalapak. This research uses quantitative methods with descriptive research type. Sampling was conducted using a non-probability sampling method with a purposive sampling technique, namely the determination of the sample based on certain considerations.

Based on descriptive analysis, the Brand Image and Electronic Word of Mouth variables are located and the Purchasing Decision is included in both categories. The results obtained are there is a significant influence of Brand Image and Electronic Word of Mouth on Purchasing Decision in Bukalapak amounting to 71.74% while the remaining 28.26% is in other variables not included in this study.

Keywords: Brand Image, Electronic Word of Mouth, Purchase Decision, and Bukalapak