

ABSTRACT

Almost all business companies today have websites, which only five years ago were considered impossible to implement. Currently, whatever companies, institutions, organizations or individuals will do to convey information, conduct negotiations or business agreements, can be via the internet. Through e-commerce, it allows us with minimal effort to get what we need

The behavior of customer intentions (behavioral intention) for products and services is the result of the satisfaction process that customers feel about products and services that have been provided by marketplace providers.

The study entitled Effect of E- trust and Dimensions of website quality on e-purchase intention on the OLX Site. The research objective was to find out the responses of respondents regarding E- trust, respondents' responses regarding the dimensions of website quality, respondents' responses to e-purchase intention, knowing whether E- trusts had an effect on e-purchase intention and knowing the dimensions of website quality affecting e-purchase intention on OLX sites. The research method used is explanatory research with data collection techniques through questionnaires.

The results of the study indicate that E- trusts on OLX Sites have been well implemented and fulfill the elements of E- trust theory. The quality of websites on OLX Sites in Telkom University students can be said to be quite good. OLX Site's purchase intention is considered good. E- trust partially has a significant effect on e-purchase intention on OLX sites. Website quality variables partially have a significant effect on e-purchase intention on OLX sites.

Keywords: E- trust, dimensions of website quality, e-purchase intention