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Along with the development of e-commerce, there are now many business people who make online shops. One of the online shops is Zalora e-commerce which is a fashion center with insight into global fashion trends. With increasingly fierce competition, Zalora is encouraged to make changes or efforts that can increase its users. Therefore, this research was conducted to find out the effect of Service Quality and Consumer Trust on Zalora E-commerce Purchasing Decisions.

This research uses quantitative methods with data analysis techniques used, namely descriptive analysis with the type of investigation of causal relationships, using Structural Equation Modeling (SEM) analysis techniques with the help of SmartPLS version 3.0 software. Using nonprobability sampling techniques with a purposive sampling approach with 100 respondents.

Based on the results of descriptive analysis research that the Service Quality variable with a value of 73.74% is a good category. Consumer Trust with a value of 72.66% good category. Purchasing Decisions with a value of 71.86% good category. And Consumer Satisfaction with a value of 77.08% in the good category.

Based on the results of this study, it is concluded that the results of hypothesis testing show that Service Quality has a positive and significant effect on Purchasing Decisions. Consumer Trust has a positive and significant effect on Purchasing Decisions. Purchasing decisions have a significant positive effect on customer satisfaction. Service quality has a significant effect on customer satisfaction through purchasing decisions. Customer Trust has a positive and significant effect on Customer Satisfaction through Purchasing Decisions.

Keywords: Service Quality, Consumer Trust, Consumer Satisfaction, Purchasing Decisions