

## **ABSTRACT**

*The purpose of this study is to determine the company's strategy for increasing the customers' online transactions on fashion products through e-commerce. The measurement method uses a survey through a questionnaire by using trust factors, electronic word of mouth (e-wom), perceived risk, and perceived technology in influencing customer's online purchase intention. The sample was collected 105 respondents by answering 21 statements on the questionnaire. The data processing method uses Structural Equation Modeling (SEM). The results found that the customer trust factor positively influences online purchase intention.*

*Keywords: Online Purchase Intentions, E-WOM, Perceived Risk, Perceived Technology.*

