

## ABSTRACT

*This study aims to analyze the effect of Website Quality and Brand Image on Consumer Purchase Decision with Trust as Intervening Variable (Case Study on Bukalapak.com). The object of research used is Bukalapak.Com customer as many as 100 respondents. While the determination of the sample using purposive random sampling technique. The analytical technique used is Structural Equation Modeling (SEM) through SmartPLS versi 3.2.7.analysis tool. The result of analysis in this research shows that (1) website quality has positif and significant effect on Purchasing Decision, (2) Brand Image has positif and significant effect on Purchase Decision, 3) Trust has a positif and significant effect on Purchase Decision, (4) Trust can increase the influence of Quality Webiste to Purchase Decision, and (5) Trust can increase the influence of Brand Image on Purchase Decision.*

**Keyword:** *E-Commerce, Purchase Desicion, Structural Equation Modelling,*

