

ABSTRACT

Technological developments are now increasingly advanced and are developing all the time. These developments can be felt in the field of life ranging from transportation, electronic communication and even in buying and selling. In meeting the desired needs, one of the most visible of these technological developments is the purchase of goods online or more often referred to as online shopping. This study aims to determine how much influence trust, ease of use, and user interface design have on online purchasing decisions at Tokopedia.

The population in this study are people who have made online purchases at Tokopedia. Samples were taken as many as 200 respondents. The data obtained were analyzed using the IBM SPSS Statistics 26 program.

The findings of this study are that the indicators in this study are valid and the variables are reliable. The results of the analysis prove that the three variables used in this research, namely the ease of use variable, show the most dominant results in influencing purchasing decisions with a regression coefficient of 0.296, followed by the confidence variable with a regression coefficient of 0.207 and the user interface design variable with a regression coefficient of 0.163. The results of this study state that all independent variables have a positive and significant effect on online purchasing decisions at Tokopedia.

Keywords: *trust, ease of use, user interface design, purchasing decision.*