

ABSTRACT

In an increasingly modern era, the world is experiencing very rapid technological development. One of the technological inventions that has the greatest impact on human life around the world is technology in the field of information, namely the internet. One of the leading impacts of the increased use of the Internet is the changes taking place in the business sector. The development of business in Indonesia is closely related to the evolution of the internet, especially seen from the emergence of e-commerce. E-commerce has simplified shopping and trading, allowing buyers and sellers to transact without the need to meet in person. This creates new convenience and efficiency in the world of trade in Indonesia.

This study aims to analyze the influence of e-service quality, brand image, and trust on purchasing decisions with purchase interest as an intervening variable (study on Tokopedia users in Semarang). The population used in this study is consumers who have made purchases and used Tokopedia in the city of Semarang. The data collection method used was a questionnaire of 120 respondents. The data obtained is then processed and analyzed using Structural Equation Modeling (SEM) analysis techniques with AMOS 24 analysis tools.

Based on the results of this study, it was found that e-service quality has a positive and significant effect on buying interest, brand image has a positive and significant effect on buying interest, trust has a positive and significant effect on buying interest, and buying interest has a positive and significant effect on purchasing decisions.

Keywords : e-Service Quality, Brand Image, Trust, Buying Interest, Purchase Decision