ABSTRACT

This research aims to analyze the influence of brand image, website quality and word of mouth on Bukalapak e-commerce purchasing decisions among students in Semarang.

The population used in this research were students using the Bukalapak application in Semarang City. The number of samples used in this research was 100 respondents selected using Non Probability Sampling and the sampling method in the field used purposive sampling techniques. This research uses multiple linear regression analysis techniques with SPSS 26.0 analysis.

The results of this research show that brand image, website quality and word of mouth have a positive and significant influence on Bukalapak e-commerce purchasing decisions among students in Semarang.

Keywords: brand image, website quality, word of mouth and purchasing decisions