

ABSTRACT

E-commerce grows into an industry with fast dynamics with double-digit growth every year, similar business players grow like mushrooms and those who are not strong compete must go out of business, but those who survive and have the right strategy can actually grow to 3 digits a year. OLX Indonesia, formerly known as Tokobagus.com and Berniaga.com is a classified website in Indonesia focused on buying and selling products and services online, which is a place to find new or used goods with quality. Turns of used goods on the online platform become one of the e-commerce drivers because the turnaround is very fast, but OLX application often has troubles (can not or difficult to access) that decreased consumer's trust, in addition to OLX application update is not yet user friendly has made Brand Image OLX declining and is indicated to lead to a growing lack of consumer decisions in resuming using the OLX website.

This research is a causal associative research conducted in November 2017 to as many as 97 samples of community respondents who are domiciled in Semarang City who have used and have done transaction through OLX.co.id application determined by Purposive Random Sampling method. Sampling technique using Accidental Sampling. Data was processed and analyzed using SPSS 23.00 tool.

The results showed that there is a positive and significant influence between Trust, Perceptions of Ease of Use, Brand Image simultaneously to the Repurchasing Decision through marketplace OLX.

Keywords: *Trust, Perception of Ease of Use, Brand Image, Repurchasing Decision through marketplace OLX*