

## **ABSTRACT**

*The progress of internet technology is one of the aspects that influences the lifestyle of the majority of people today. Increasing of internet usages in Indonesia also provide a stimulus to business actors in the field of e-commerce in growing trends of online sale. This research is aims to analyze the influence of e-WOM, service quality, price and brand image to purchase decision. it is done because of the increasingly intense competition between online shopping sites.*

*This study using multiple linear regression analysis with SPSS program. The population used is the customer who ever bought the product on Zalora Indonesia. While the sample used as many as 100 respondents using non-probability sampling technique with purposive sampling approach. The analysis technique used in this research is multiple linear regression analysis using SPSS 16 software*

*The results showed that there is a positive and significant relationship between e-WOM on purchasing decisions. the existence of a positive and significant relationship between the quality of service to purchase decisions, the existence of a positive and significant relationship between price to purchase decision, and than the existence of a positive and significant relationship between brand image of purchase decision.*

***Keywords: e-WOM, Service Quality, Price, Brand Image, Purchase Decision***