

ABSTRACT

This research is intended to analyze the effect of convenience of using the website, the perceive ease of use, and brand image as intervening to online purchasing decisions on the bus ticketing through a website of PO BejeuJepara as an object research.

The sample which is used in this research is the person who has ever bought the Bus ticket of PO Bejeu by online through the website with the number of respondents as much as 120 respondents. The analytical technique used in this research is using Structural Equation Model (SEM) which is run with AMOS software version 20.

The result of analysis shows that the convenience of using the website, perceive ease of use, and brand image have an effect on purchasing decision online. These empirical result indicate that the convenience of using the website has a significant effect on the online purchasing decision with a correlation value equal to 0,301; perceive ease of use have an significant effect to online purchasing decision with correlation value equal to 0,606; and brand image significantly influence the online purchasing decision with a correlation value equal to 0,476.

Keyword : convenience, ease of use, brand image, online purchasing decision