

## ABSTRACT

### **The Influence of Brand Image, Product Quality, and Consumer Trust on Purchase Decisions at Bukalapak E-commerce**

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This study aims to determine the effect of Brand Image, Product Quality, and Consumer Trust on Purchase Decisions in Bukalapak e-commerce. The independent variables in this study are brand image, product quality, and consumer trust, while the dependent variable is purchasing decisions. The sampling technique in this study used the theory of Hair et al as many as 112 respondents. The data analysis method used in this research is using multiple linear regression analysis. The test results can be stated that brand image has a significant effect on purchasing decisions, product quality has a significant effect on purchasing decisions, consumer trust has a significant effect on purchasing decisions, and together brand image, product quality, and consumer trust have a positive and significant effect on purchasing decisions on Bukalapak e-commerce.

**Keywords:** Brand Image, Product Quality, Consumer Trust, Purchase Decision