

ABSTRACT

Bukalapak is one of the online market (online marketplace) in Indonesia with the business model of consumer to consumer (C2C). Based on categories website alexa.com marketplace in Indonesia, Bukalapak.com website is at first rank. There are two drawbacks of e-commerce compared to online shopping that can't be accommodated by the perpetrators of e-commerce. The main drawback is the factor of "trust", and the second is the experience factor. Bukalapak.com provide security for its users by providing a 100% money back guarantee.

This study aims to determine the effect of brand image (X) Bukalapak.com to Purchase Decision (Y) consumers. Respondents were examined in this study are members of the Community Bukalapak.com that ever made a purchase in Bukalapak.com in Indonesia, with a total sample of 100 respondents. This research is descriptive causal, data analysis techniques in this study using simple linear regression analysis.

Respondents were obtained mostly male, aged between 17-24 years in which the majority of a student, and their average income below IDR 2,000,000, further they are from Java Island, and make purchases with a frequency of 1-3 times in one month. The results showed that the brand image of 35.6% a significant effect on consumer purchasing decisions. While the remaining 64.48% can be affected by other factors such as trust factor and the factor of experience is a weakness of e-commerce, as well as other factors that are not observed in this study.

Keyword: Purchasing Decisions, Brand Image, Bukalapak.com