

## **ABSTRACT**

*This study was conducted to determine the effect of e-service quality on purchasing decisions at Blibli.com in Bandung. The purpose of this study is to find out and analyze how consumers think about the E-Service quality of Blibli.com, how to Purchase decisions at Blibli.com, how the influence of E-service quality on Blibli.com's purchasing decisions.*

*This study uses a quantitative method with a quantitative research type with a causal associative approach. Sampling was done by non-probability sampling method purposive sampling type, with the number of respondents as many as 120 people. The data analysis technique used is descriptive analysis and simple regression analysis.*

*Results Based on the partial hypothesis test ( $t$  test) it was found that E-Service Quality has a significant positive effect on Blibli.com consumer purchasing decisions in the city of Bandung. This is evidenced by the value of  $t_{hitung}$  (5,662) >  $t_{tabel}$  (1,980) and a significance level of  $0,000 < 0,05$ . Results Based on the coefficient of determination obtained that the effect of E-Service Quality on Purchase Decisions is 21.4%.*

*The conclusion of this study, the effect of Blibli.com's E-Service Quality is in the bad category, and has a significant positive effect on Purchase Decisions at Blibli.com in Bandung City.*

**Keywords:** *E-Service Quality, Purchase Decisions, Blibli.com*