

ABSTRACT

The growth of e-commerce businesses has transformed consumer shopping behavior from conventional to online. According to an online survey by JakPat, in 2022, 58% of consumers chose fashion products from e-commerce platforms. Based on the 2022 Top Indeks survey in the e-commerce fashion category, Zalora.co.id ranked among the top 5 brands, with the highest ranking, and has shown continuous growth each year with a market share of 8.9% in 2022. Zalora is an online buying and selling platform that has received positive sales reviews and high store ratings. This provides consumers with confidence in the quality of products offered by Zalora. This study aims to analyze trust, ease of transaction, product quality, and brand image on purchasing decisions among Zalora customers in Semarang City who have actively transacted on Zalora in the past year (2023-2024). This study uses the Statistical Package for the Social Sciences (SPSS) analysis method. The sampling technique used in this study is non-probability sampling, specifically purposive sampling. The sample size in this study is 120 people.

The results of this study indicate that trust has a negative effect on purchasing decisions. Ease of transaction, product quality, and brand image have a positive and significant effect on purchasing decisions. The results of this study can serve as a reference for sellers to improve quality and service and to implement optimal promotional strategies to increase sales.

Keywords: *Trust, Ease of Transaction, Product Quality, Brand Image, Purchasing Decision, E-commerce*