

ABSTRACT

The growth of internet users over the years is growing in many countries. Moreover, the Indonesian state is famous for a consumer society with social media is increasingly easier for people to shop more efficiently. Easy access to the Internet and easy also for people who are not responsible for deceiving consumers. As smart consumers we must know the brand that can be trusted and untrustworthy. Maintaining confidence in the minds of its customers more difficult than foster confidence in the minds of customers itself. The purpose of this study was to determine the purchase decision Zalora, and to know how big brand trust on consumer purchasing decisions.

This peneliatian including descriptive research and verification as well as quantitative research methods. By using a non-probability sampling techniques and using purposive. Methods of data collection using questioner. Analysis of the data used is simple linear analysis.

The results showed that the Brand Trust significantly influence the purchase decision of 15.7%. While the remaining 84.3% (100% - 15.7%) influenced by other variables not examined.

Keywords: Brand Trust, Purchasing Decision, Zalora