

ABSTRACT

Technological developments in Indonesia are growing through innovations made by the public in using the internet facility. Internet has an important role to support the development of e-commerce to make online transaction. Many online shopping stores popping up, making people more often make the purchase decision for a product, and its own online shopping much more easily and effectively. In the purchase decision there are several factors that support is trust, ease of use, and quality of information with these three factors a person is able to take the decision to purchase the product or not.

This research is descriptive causal using a quantitative approach. The population in this study are the consumers of Zalora.co.id but it is not known exactly how many subscribers Zalora.co.id, so that the sampling technique used is non-probability sampling and analysis techniques convince sampling with a sample of 400 respondents using a scale of liker 5 points. Methods of data collection are done by giving questionnaires online. Data processing conducted with technique of multiple regression analysis to test the hypothesis simultaneously and partially

Results of the analysis showed that consumers had a enough good response to the trust, ease of use, quality of information and purchasing decisions. By simulate trust, ease of use and quality of information have significant effect of 70.6%. By partial showed that trust, ease of use and quality of information have significant effect on the purchase decision.

Keyword : Trust, Ease of use, and Quality of Information