

ABSTRACT

The development of science and technology have encouraged the creation of an electronic commerce or most known as e-commerce. Electronic commerce or e-commerce is an online trading, that use the internet network. E-commerce is one of the tools that makes it easy for consumers to use it.

However, in the running of the electronic commerce process, there are many factors that affect consumers to make purchase decisions, like Muslim consumers in Pati. Some factors that underlie in this research to measure purchasing decisions of Muslim consumers in Pati on the e-commerce sites include : consumer trust, ease of use of the e-commerce sites, quality service of the e-commerce site, prices, and the variety of products on the e-commerce sites. Constraints in consumer confidence in the expected product, obstacles in transacting directly, services that are not as expected, prices that are not in accordance with consumers' ability to pay, and limited variety of products make consumers in Pati interested in making transactions on e-commerce sites. This research used 100 respondents to be samples. The sample is muslim consumers in Pati who use the e-commerce sites. The technique of the sampling is non probability sampling, while the type of sampling is purposive sampling. The analytical method that used in this research is descriptive statistics and multiple linear regression with SPSS 22 as the program.

The results are getting in this research is trust has a positive and significant effect on purchasing decisions of Muslim consumers in Pati on e-commerce sites, convenience has a positive and significant influence on purchasing decisions of Muslim consumers in Pati on e-commerce sites, service quality has a positive and significant effect on purchasing decisions of Muslim consumers in Pati on e-commerce sites, price has a positive and significant effect on purchasing decisions of Muslim consumers in Pati on e-commerce sites, and product variations have a positive and significant effect on purchasing decisions of Muslim consumers in Pati on e-commerce sites.

Keywords : trust, ease of use, service quality, prices, variety of products, purchase decision, muslim consummers