

ABSTRACT

The purpose of this research is to test the influences of website quality, service consultant, and online consumer values on easiness buying procedure to increase online shop product decision. Using these variables, the usage of these variables are able to solve the arising problem within online supplement fitness in Semarang City.

The samples size of this research is 154 online supplement fitness consumers in Semarang City. Using the Structural Equation Modeling (SEM). The results show that the website quality, service consultant, and online consumer values on easiness buying procedure to increase online shop product decision.

The effect website quality on online consumer values are significant; The effect service consultant on online consumer values are significant; The effect website quality on easiness buying procedure are significant; The effect online consumer values on easiness buying procedure are significant; The effect service consultant on online shop product decision are significant; The effect online consumer values on online shop product decision are significant; The effect easiness buying procedure on online shop product decision are significant;

Keywords: website quality, service consultant, online consumer values. easiness buying procedure and online shop product decision.