

ABSTRACT

The online shopping nowadays has represented a significant escalation. A lot of e-commerce types have emerged in line with the changing of the way people shop from market place to market space. Lazada.co.id is one of e-commerce sites founded by Germany's Rocket Internet, that now has become one of the most popular e-commerce sites in Indonesia. But, the popularity of Lazada.co.id should be reviewed due to the decrease of consumer buying decision from 2015-2016 that can also be seen from the decrease in the brand share of e-commerce Business to Consumer (B2C) values. The decrease of consumer buying decision is able to weaken Lazada.co.id site. This research is conducted to analyze factors that affect trust, buying interest, and transaction security in order to increase consumer buying decision of Lazada.co.id site in Semarang. By using data from 200 respondents who have made a purchase in Lazada.co.id throughout 2016, nine hypotheses are proposed through Structural Equation Model (SEM) analysis. The result of this research has shown that purchase decision is affected by trust. Consumer trust will be increased if quality of product information given by the website is considerably good. Thus, it will form a consumer trust.

Keywords : Information Quality, Trust, Purchase Decision.