

ABSTRACT

In recent years, the demand of online shopping or e-shopping is increase in Indonesia. The development of social networking sites also increase the prospect of online shopping. Through social networking the owners of a shop can promote their products online. Bungas Bags is one of the online shop that using social media to promote their products. Bungas Bags sales volume increased drastically in April 2014, it is different from the target that Bungas Bags only expected to sell at nominal Rp 3.000.000,00. The gap between expectation and reality is interesting to study. Sales volume can be seen by purchase decision. This study aims to determine the effect of attractiveness posting message, responsiveness of service and ease of use on access, also consumer attitudes toward online purchasing decisions in online shop Bungas Bags through facebook.

The research data was collected from 131 consumers of online shop Bungas Bags. The samples in this research use a non - probability sampling techniques. The analysis that used in this study is multiple-regression analysis. Previously is tested with validity and reliability test and classical assumption. After multiple-regression analysis was done, it tested with the hypothesis and coefficient of determination.

The regression analysis showed that the variable of attractiveness posting message has positive influence on purchasing decisions, but variable responsiveness of service and ease of use on access didn't give positive influence on purchasing decisions. Nevertheless the variable consumer attitudes capable to intervened variable of attractiveness posting message, responsiveness of service and ease of use on access towards purchasing decision.

Keyword: attractiveness posting message, responsiveness of service, ease of use on access, consumer attitudes, purchasing decision.