

ABSTRACT

This research is caused by why consumer want to buy products with a system of pre order online. Even though this system has some risk such as deception by the seller, length of time the goods arrive and else. The aim of this research is to analyze the influence of price, attractiveness post message, trust, reputation and buying interest towards purchase decisions with a system pre order online in online shop Chopper Jersey.

The Population used in this research are the consumers of online shop Chopper Jersey. 200 respondents that taken as sample using non probability sampling technique with purposive sampling approach. The analysis technique used in this research is structural equation models with 16.0 Amos program.

The results of this research indicate that the price have positive impact on buying interest. Attractiveness of the posting messages impacting positively on buying interest. Trust have positive impact on buying interest. Reputation have positive impact on buying interest and buying interest have positive impact on purchasing decisions online.

Keywords: attractiveness post message, trust, buying interest , purchasing decisions online