

ABSTRACT

Online shopping is now emerging as popular in e-commerce applications, is used by some types of businesses with different purposes and as a means of information exchange. Online shopping in the information provided to the seller can influence consumer behavior in making decisions that will be taken and to maintain its position as a popular shopping online website to buy online in order to keep interest high. This study aimed to analyze the effect of website quality on trust and customer attitudes and their impact on consumer buying interest at Online Stores "My Sorella"

This study uses multiple linear regression analysis using SPSS. The population used is the consumer who has made online shopping product from online store My Sorella. While the sample is used as many as 100 people to sample selection techniques using non-probability sampling technique sampling convenience

The results show that trust and quality websites and a significant positive effect on customer attitudes and customer attitudes are significantly positive effect on consumer buying interest at Online Stores "My Sorella". In the model 1, the trust gives the greatest influence customer attitude amounted to 0.524. In model 2, the trust gives the greatest influence to the consumers to buy the Online Store "My Sorella" amounted to 0,311.

Keywords: Trust, Quality Website, Customer Attitudes, Interests Buy Consumer