

## **ABSTRACT**

*This study was aimed to analyze the influence of price, product diversity, and trust on the purchase decision at Namira Outlet online shop. There are three independent variables namely price, product diversity, and trust with a dependent variable i.e. the purchase decision. In relation with purchasing decisions, this study focused on the phenomenon of online shopping is increasingly, especially in Indonesia. As increasing people shopping on online store, then online sellers are popping up there very tight business competition. This makes the researchers wanted to know what factors are needed to make a purchasing decision on a online store particularly at Namira Outlet online store.*

*Having done both field and literature survey compilation hypothesis, the data in this study was collected through a questionnaire spread to 85 people who have purchased at the online store Namira Outlet as research samples. Data analysis method used is qualitative and quantitative analysis that is the index variable, test validity and reliabilitas, classic assumption test, multiple linear regression analysis, coefficient of determination and F test and t test.*

*Based on the analysis, the results showed that the indicators in this study are valid and reliabel. In the classical assumption test data on normal distributed, and does not happen correlation and heteroskedasticity. In test hypotheses product diversity and trust has a positive and significant influence on purchase decisions. But at variable prices do not indicate a positive influence on purchase decisions.*

***Keywords: price, product diversity, trust, purchase decisions***