

## **ABSTRACT**

*Research was triggered by the development of the internet and appearance of sites. The ability of news sites are information quickly and accessible make newsprint start ignored. Suaramerdeka.com is one of news sites, because of the intense competition, so the site is less enthused. The research was conducted on suaramerdeka.com. this research aimed to determine the effect of three variables, they are promotion, website's quality, and company's reputation of accessing decision on suaramerdeka.com*

*In this research, the data was collected by tools such as questionnaires given to 75 respondents, in order to determine respondent's responses to each variable. The analysis used in this research includes Validity Test, Reliability Test, Classic Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test), Multiple Linear Regression Analysis and Test Of Goodness Of Fit (F-test, t-test and The Coefficient Of Determination).*

*From the results of regression analysis can be known that variables of Promotion (X1), Website Quality (X2), and Company Reputation (X3) are all have positive effect on Accessing Decision (Y) at suaramerdeka.com in which competitive Website Quality is the most influential variable on purchasing decisions, followed by Promotion and Company Reputation. The three variables influence for 51.8% on Accessing Decision. While the remaining 48.2% is influenced by other variables.*

*Keywords : Promotion, Website's Quality, Company's Reputation, Accessing Decision.*