

ABSTRACT

This study aims to determine the influence of trust, easy of use, and information quality on online buying decisions of online shop site tokobagus.com, and to analyze the most dominant factor affecting those decisions.

The populations used in this study is tokobagus.com users who have decided to buy online at online shop tokobagus.com. Samples taken are as many as 100 customers, by using Non-Probability Sampling method and Accidental Sampling approaches, that is the sample determination method based on coincidence, which are the customers using the Honda matic motorcycle in Siliwangi Honda Center, Semarang.

According to the statistical data analysis, the outcome is that the indicators used in this study are valid and the variables are reliable. The classical assumption test, that is the multicollinearity regression model, indicate that there is no heteroscedasticity, and the distribution is normal. The analysis also prove that trust variable indicate the most dominant result on influencing the buying decisions with a regression coefficient of 0.310, followed by the easy of use variable with a regression coefficient of 0.298, and the information quality variable with a regression coefficient of 0.279. Those results indicate that all of the independent variables affect positively and significancely on the buying decisions through the F-test and the T-test, while the Adjusted R-Square value of 0,639 indicate that 63,9% of the buying decision variations at online shop tokobagus.com, could be explained by those three independent variables, and the remaining 36,1% is explained by the other factors outside this study.

Keywords : *trust, ease of use, information quality, buying decisions*