

ABSTRACT

The increasing public access to the Internet, especially on sites kaskus. Where in kaskus site, provided space for sale and purchase transaction of a product. This means that there is a phenomenon concerning the purchase of products through the site on line kaskus developed in the community. Problem within this research are "What are the factors that can increase product purchasing decisions online through the site kaskus?". This research especially investigate three variables were, trust, ease of uses, information quality. Aim of this research was to analyze influence of that three variables to both buying decision.

By bibliography examination and hypothetic arrangement, data collected through questionnaire method to 100 people who never make purchases of products through the sitekaskus by using nonprobability technique sampling. Then carried out analysis to the data obtained by using double regression analysis. This analysis including: both validity and reliability tests, classic assumption test, double regression analysis, hypothesis through t test and F test, and determination coefficient analysis (R^2). From that analysis obtained regression equality:

$$Y = 0,186 X_1 + 0,387 X_2 + 0,626 X_3$$

Whereas buying decision variable (Y), trust (X_1), ease of uses (X_2) and information quality (X_3). Hipotesis examination used t test showed that three independent variable researched significantly proved influence buying decision of dependent variable. Then through F test found that trust, ease of uses, information quality suitable to research dependent variable of buying decision. Adjusted R Square Number about 0,723 showed that 72,3 percent buying decision variable could described by third independent variables within regression equality. Whereas the remainder about 27,7 percent described by other variable out from third variable used within this research.

Keywords: buying decision, trust, ease of uses, information quality