

## ABSTRACT

This study aims to determine how much influence the price, type of media promotions, performance risk, and diversity of product to purchasing decision via the Internet at an online fashion store

The population used in this research is that consumers who have or who frequent shopping transactions via the Internet at an online fashion store. The sample in this study as many as 95 respondents and the techniques used are non-probability sampling technique with accidental sampling approach.

The data that have met the test of validity, reliability test and classical assumption is processed to produce the regression equation as follows:

$$Y = 0.354 X_1 + 0.235 X_2 + 0.081 X_3 + 0.380 X_4 + e$$

Y is the variable purchase decisions, X<sub>1</sub> is the core product variables, X<sub>2</sub> is the variable type of media campaign, X<sub>3</sub> is the risk of performance while the latter is the X<sub>4</sub> is the diversity of products. Hypothesis testing using t test showed that the three independent variables studied were the price variables, the type of media promotions and product diversity proved to have positive and significant impact on purchase decisions as dependent variables. While one independent variable affects the performance risk of a positive but not significant to the dependent variable purchase decision. Then through the F test showed that the four independent variables is feasible to test the dependent variable purchase decision. Figures Adjusted R Square of 0.66 indicates that 66 percent of the purchase decision variables can be explained by four independent variables in the regression equation. The remaining 34 percent is explained by other variables outside of the four variables used in this study

Key words: purchasing decision, price, type of media promotions, performance risk, and product diversity