

## **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 "how Kaskus Indonesian can compete with global e-commerce shareholding arrangements, such as Ebay, which has more members in the world?". This research aims obtain empirical evidence effects of Trust, ease of uses, and Competitive Price, to Brand Preference, impact on Online buying decision.*

*The sample of this research is the people who never make purchases of products through the site Kaskus totaling 150 people. This research used quantitative analysis method with multiple linear regression.*

*The result of this research showed that trust, ease of uses and competitive price have positive effect on brand preference with regression coefficient  $Y1 = 0,254X1 + 0,295X2 + 0,363X3$ . While trust, ease of uses, competitive price, and brand preference have positive effect on Online buying decision with regression coefficient  $Y2 = 0,166X1 + 0,173X2 + 0,199X3 + 0,432Y1$*

*Keywords: Trust, ease of uses, Competitive Price, Brand Preference, Online buying decision.*