

ABSTRACT

The purpose of this study for analyze influence trust and convenience to the purchasing decision online at e-commerce sites Tokopedia . This study used survey. Population of this study were all of customers who make purchases on e-commerce sites Tokopedia. This study used purposive sampling which involve 100 respondents. Analyze Technique of this study used multiple regression technique dan t test and F test. The results of this research to get a value for the variable t test of 0.0048 and variable trust ease of 0000 which showed that the variables of trust and convenience proved to have an influence on purchasing decisions online at e-commerce sites Tokopedia. In addition to the t-test, in this study get a value of adjusted R square of 0.292 amounted to 29.2%, which means trust and convenience variable has a partial effect on purchase decisions online at e-commerce sites Tokopedia.

Keyword: Trust, Convenience and Purchasing decision