

## **ABSTRACT**

*The purpose of this study was to determine how the effect of awareness ( $X_1$ ), Trust ( $X_2$ ) and e-word of mouth ( $X_3$ ) on online process buying decision. The type of this research is case study. The samples in this study were 138 respondents who are consumer of website [www.elevenia.co.id](http://www.elevenia.co.id). Population of this research were all of member who are customer of website [www.elevenia.co.id](http://www.elevenia.co.id) for fashion category. Methods of data collection by questionnaire. Data analysis using descriptive analysis and multiple regression analysis. The result showed that of three variables that awareness ( $X_1$ ), trust ( $X_2$ ) and e-word of mouth had influence on online buying decision. F test show that F value = 128.548 >  $F_{Table}$ . In addition Adjusted R square value (0.736) which means awareness, trust and e-word of mouth were effect on process buying decision for 73,6%*

**Keyword:** *Awareness, trust, e-word of mouth, process buying decision*