

ABSTRACT

The increased of information age is the focus of this study was to examine two variable, that is the information and trust. Aim of this research was to analyze influence of that two variables to both buying decision. By bibliography examination and hypothetic arrangement, data collected through questionnaire method to 100 people who make purchases of products through the Kaskus by using non-probability 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 (R²). From that analysis obtained regression equality:

$$Y = 0,468 X1 + 1,231 X2$$

Whereas buying decision variable (Y), information (X1) and trust (X2). Hypothesis examination using t test showed that two independent variable researched significantly proved influence buying decision of dependent variable. Then through F test found that information and trust are suitable to research dependent variable of buying decision. Adjusted R Square Number about 0,238 showed that 23,8 percent buying decision variable could described by third independent variables within regression equality. Whereas the remainder about 76.2 percent described by other variable out from third variable used within this research.

Keyword: effect, information, trust, buying decision