

ABSTRACT

Basic shopping culture of Indonesian people are more confident view the product directly than online shopping is still a major obstacle to online shopping service provider in this country. The Society disposed to get a certain satisfaction when able to see and try out directly the product which will be bought, so they do not waste time, effort, and thought to the products they buy. However, the integration between internet connectivity with social networking today allows consumers to find products online shop there. Therefore Zalora Indonesia made zalora.co.id web site for consumers to more easily see which products are offered and all the complete information about Zalora. Website Zalora itself is made as attractive as possible so that consumers who visited the website Zalora had the satisfaction to see the products supplied so as to the purchase transaction. Therefore, this study aims are to look at how much effect Consumer Behavior toward Buying Decisions on Zalora Indonesia.

The method used in this research is descriptive and causal method with quantitative approach. In this study the primary data obtained from questionnaires and processed using simple linear regression analysis. The number of samples in this study was 385 respondents using non probability of accidental sampling technique.

Based on the calculation simple linear regression analysis, consumer behavior of Zalora Indonesia included in the good category, which amounted to 71.40% and buying decision of Zalora Indonesia are in the category of good as well, amounting to 71.28%. Consumer behavior influence on buying decisions, amounting to 45.02%, Because of that consumer behavior has direct and significant influence on buying decisions.

Keywords: *Buying Decision, Consumer Behaviour, Online Shopping*