

## **ABSTRACT**

*Harbolnas is an annual phenomenon in the middle of online marketing that is being intensely at the moment. Lazada Indonesia (lazada.co.id) the largest and most complete online stores in Indonesia which is one of the founders of the first alert Harbolnas/Online Revolution this, this moment fills with various programs, promos and a variety of the best deals. . The purpose of this study , to determine customer perceptions Lazada.co.id about Harbolnas discount pricing strategies , and Web Quality 4.0 . Lazada.co.id when Harbolnas , and also determine partially and simultaneously influence price & WebQual 4.0, against purchasing decision .This research was conducted using a variable Price as free variables (X1) and Webqual 4.0. as free variables (X2), with effect to the purchasing decision (Y). Researchers using objects Lazada.co.id e-Commerce website, with case studies to students Telkom university. Telkom is a student population of the University, with a sample of respondents 96 people. The method used is descriptive research analysis with quantitative data types. Discussion of the analysis used was Multiple Linear regression analysis.The results of this research are the independent variables namely WebQual pricing, and 4.0. have a variable effect on purchasing decisions of 26,9%. While remaining 73.1% explained by factors or other variables that are not known and are not included in the regression analysis.*

**Keyword: Price, Web Quality 4.0. and Purchasing Decision**