

## **ABSTRACT**

*Growth of technology and information in Indonesia is developing quite well, especially in the use of the Internet where the use of the Internet can increase the potential of a company's competitiveness. In this case the website into one of the online sales of media used by the fashion industry in marketing their products to consumers. It was conducted by Ouval Research, to simplify the process of marketing, sales and also in reaching their consumers. But in the last four months online sales Ouval Research declined and was followed by a reduced involvement of consumers in accessing the website Ouval Research, where it makes consideration of consumers in making purchasing decisions.*

*Related to this, it is necessary to study in order to determine the effect of website quality on online purchase decision consumer Ouval Research. Through this research, the measurement of the quality of the website using the method comprising WebQual 4.0 consisting of usability, quality of information and service quality interaction.*

*The research method is descriptive and causal. Where is the data collection of the samples was done by non-probability method is convenience sampling by distributing questionnaires to consumers amounted to 385 respondents. Processing data by using multiple regression analysis technique, to test the hypothesis simultaneously and partially.*

*Results from the study showed that the quality of the website according to respondents showed good category, with a percentage of 76.29%. The lowest percentage is in the variable usability and the highest variable quality of information followed by the variable quality of service interaction. Whereas, for the purchase decision variable has a percentage of 77.37% and showed good category. In simultaneous effect of website quality variables significantly influence purchasing decisions, with the magnitude of the effect of 54.7% and 45.3% are influenced by factors not examined. And, Partial test three variables usability, quality of information and service quality interactions significantly influence purchase decisions online with a dominant influence is the quality of interaction service by 0.332.*

*Suggestions from the results of this study, it is expected Ouval Research maintain and improve the quality of information, quality of service interactions, especially on the quality of usability where respondents feel they lack the ease of use of the website.*

**Keywords:** *Fashion; Marketing; Purchase Decision; Website Quality; WebQual 4.0*