

ABSTRACT

The development of the internet in the world very quickly triggered a growing e-commerce market and the occurrence of transaction of business-to-consumer (B2C). One of the popular B2C online shops in Indonesia is MatahariMall.com. MatahariMall.com is the pioneer of the concept of the O2O, and also claims itself as the number one e-commerce and the largest in Indonesia. As an online shop B2C, website is the factor endowments. By having a quality website then it would be a competitive advantage. The quality of the web have influence on purchasing decisions.

The purpose of this research is to know the quality of the website MatahariMall.com, according to the visitors of the website MatahariMall.com and find out there or whether the influence of the quality of the website against MatahariMallcom website visitors purchase intention.

Method in this research is quantitative and the methods of collecting data through an online questionnaire to those who know the MatahariMall.com website and was looking for information on the website. From the questionnaire data gets retrieved 400 respondents. Data processing using the SPSS version 22 and multiple regression analysis techniques.

The respondent's response to the quality of the website MatahariMall.com in the can yield that Usability is the most Webqual dimension affects the purchasing intentions of the visitor of the website. As well as the results of multiple regression showed that the highest dimension influence purchasing intentions against Webqual visitors is information quality it is proportional to t-test results or partially showed that sub-variable X 2 or information quality has the highest influence.

We recommend the website MatahariMall.com must give precedence to the information quality and improve the item "website MatahariMall.com provides reliable information".

Keywords: *Multiple Regression, Purchase Intention, Quantitative, WebQual*