

## **ABSTRACT**

*Goodsxakha is an online shop that operates in the field of personal shopper. Goodsxakha is a start-up business because they started in early 2018. Even so, they have sold more than 1000 items and have more than 250 consumers. The purpose of this study is to find out what factors will affect consumer purchase decision on @Goodsxakha. This is a quantitative descriptive research using data measurement methods of likert scale, validity test, reliability test and principal component Analysis, employed in this study.*

*Based on the results of research obtained on 24 research variables, there are 5 factors that become the dominant factors to influence consumer purchasing decisions @ Goodsxakha. With a factor of 1, the Company's reputation has a value of% of variance which is equal to 18.215%, then factor 2: Ease of Accessing Information with the value of% of variance which is 17.065%, factor 3 Customer Satisfaction has a% value of variance which is 16.234% and Complaints have a value of% of variance that is equal to 12.008% and the last factor 5 is Purchase Motivation with a value of% of variance which is equal to 8.782%. So, from the result, @Goodsxakha must maintain or upgrade 5 dominant factors that influence consumer of make purchasing decisions.*

**Keywords:** *Factor analysis, purchasing decision, service provider*