

ABSTRACT

The rapid growth of e-commerce in Indonesia makes the number of business people in e-commerce also increase. Along with this growth, it has an impact on competition between increasingly competitive e-commerce actors. Although the development of e-commerce is high, the Indonesian people are still afraid to make purchasing decisions online, because of the low level of consumer confidence in shopping online.

This study aims to (1) To find out how much influence the trust in online purchasing decisions on the marketplace in Indonesia. (2) To find out how much influence the convenience of online purchasing decisions on the marketplace in Indonesia. (3) To find out how much influence the quality of information on online purchasing decisions in the marketplace in Indonesia, (4) To know simultaneously how much influence the trust, convenience, and quality of information have on online purchasing decisions in the marketplace in Indonesia.

This research uses quantitative methods. Data collection in this study uses a questionnaire with the number of respondents 385. Sampling using nonprobability sampling technique with a purposive sampling approach. The data analysis technique uses multiple linear regression.

The results of this study indicate that (1) Partially confidence has a significant effect on purchasing decisions in the marketplace in Indonesia with a contribution of 12.1%. (2) Partially ease has a significant effect on purchasing decisions in the marketplace in Indonesia with a contribution of 25.8%. (3) Partially the quality of information has a significant effect on purchasing decisions in the marketplace in Indonesia with a contribution of 36.9%. (4) Simultaneously trust, convenience, and quality of information have a significant effect on purchasing decisions in the marketplace in Indonesia with a total contribution of 74.8% while the remaining 25.2% is a contribution from other factors not examined outside of research.

For marketplace companies, they can increase their quick response in communicating with consumers and increase honesty in selling goods. Can

maintain and always display information about promos that can be used and provide features that provide convenience for consumers to transact, namely the chat feature. For further research, it is expected to be able to use variables that are not included in this study, and can distinguish five selected marketplaces.

Keywords: trust, ease, quality of information, purchasing decisions, marketplace.