

ABSTRACT

THE IMPLICATION OF TRUST, WEBSITE QUALITY, CONTENT INFORMATION, TRANSACTION AND EASY ACCESS TO PURCHASING INTEREST ONLINE STORE.

(Study on www.oraclewear.com)

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The purpose of this research is to know the influence of a trust, the websites quality, content information, and ease transactions against interest buy online store. Respondents on this research was oraclewear consumers in the city of Bandar Lampung as many as 100 respondents who had been ever do interest purchasing of a shop online oraclewear. The determination of the total sample through the slovin. The analysis of Data on this research is using multiple regression techniques to test equipment SPSS 16. The result of this research indicates that trust (X1) , the quality of websites (X2) , content information (X) , and ease transactions (X4), had impact on the interest online store (Y). The conclusion of the research indicated simultaneously trust, the quality of websites, content information, and ease transactions have influence give a positive response to that interest buy online store.

Keywords: *Trust, the Quality of Website, Content Information, Ease Transactions, Purchasing and Interest.*