

ABSTRACT

Online store become a trend in many countries. The number of online stores are popping up like Lazada, Sukamart, Zalora, and others make physical retailers such as Hypermart, Alfamart and Scholastic tried to develop its business to market online store, is not easy for them to get into the online market is still in height due to the culture of Indonesian society prefer to shop daily necessities directly to the store. Thus the strategy online store environment continue to be developed in order to attract the attention of consumers.

In this research method used is simple linear regression. The study population was citizen in Bandung where samples were taken by 100 respondents.

The results showed that the online store environment significantly influence the purchasing decision, this shows the positive response of the public to hypermart online store.

Keywords: online store environment, purchasing decisions