

ABSTRACT

Technological developments was advanced in line with the advancement of internet technology. With internet usage increasing in Indonesia also making improvements to the interest of consumers to shop online. One that does more businesses to take advantage of emerging technologies is that e-commerce. One of the products that are often purchased online is fashion. Flashy is one of the efforts in the field of fashion, which uses e-commerce to expand its business. Website Flashyshop.com a website to provide product information and transact directly on the website.

This study was conducted to determine the effect on the quality of the website on the consumer buying decision process Flashy Shop. The method used is the analysis method destriptif and multiple linear regression. For the approach, this study uses quantitative methods. This study used a sample of 100 respondents.

From the calculation results SPSS 22 simultaneously known research results show significant effect on the quality of the website on the consumer buying decision process flashy shop, with the magnitude of the effect as at 60.06% while the remaining 39.94% due to other factors .. Partially diketetahui that sub-variables usability , the quality of information and service quality interactions significantly influence the purchase decision process.

Keywords: *Flashy Shop, website quality, purchase decision process*