

ABSTRACT

Nowadays, technology of information have developed so quickly and it has huge impact on daily life, no exception to start shifting culture of purchases from conventional ways to become more modern with media internet. The problem of this research is "what's the factors that can influence online purchases, especially through the site kaskus.co.id and what's the most dominant factor? ". This study specifically tested 11 variables: service quality, quality merchandise, monetary price, perceived risk, time and cost effort, enjoyment, purchase intention, reputation, perceived value, informativeness and ease of use.

After a literature review, data were collected through questionnaires to 120 people who has purchased products through kaskus.co.id. Sampling techniques in this study is using a non probability sampling with quota sampling method. Data analysis technique that used is principal component analysis.

Results of the study indicate there are six factors that can influence online purchase decisions via kaskus.co.id. The six factors are reputation and ease of use, shopping experience, service quality, monetary price, merchandise quality and perceived risk factors. The six factors is able to answer the research problems with percentage 67.811% and the remaining 32.189% is not described in this study because they did not contribute significantly. In addition to the six factors that can influence online purchase decisions via kaskus.co.id above, the results of this study also found that the most dominant factor of the six factors. The most dominant factor in influencing online purchasing via kaskus.co.id in this study is the reputation factor and ease of use with eigenvalue of 9.071.

Keywords: *Factor analysis, Online purchasing decisions.*