

ABSTRACT

Mataharimall.com is electronic commerce sites from Indonesia that provides more than hundreds of thousands of products and bring new concepts and bold, online to offline (o2o), so people can do online shopping and can pick up the goods at the store or at the mall, that's is a new thing that is done mataharimall.

E-Marketing creates the impression to the consumer, where the consumer is interested in how the new shop in Mataharimall.com through online, as long as consumers can only shop store directly into the sun. In conducting the customer purchase decision should really have confidence in the Mataharimall.com makes changes to consumer habits during this time can only shop directly to the store. This study aims to determine whether the e-marketing Mataharimall.com applied can affect the consumer's decision to purchase through a trust. The research was conducted on consumers Mataharimall.com residing in Bandung, using path analysis techniques. This type of research is quantitative. The number of respondents in this study was 100 respondents.

The results obtained from the respondents in this study shows that e-marketing, trust and purchasing decisions in mataharimall.com has good value in the eyes of consumers dibandung who have never made a purchase in mataharimall.com. Of respondents overall who have very low influence of the item in question is that the services provided mataharimall.com in response to orders and complaints of consumers who still unwell and question the information provided about the product have not been fully detailed and appropriate. And simultaneously e-marketing have a significant effect on purchasing decisions, through the trust as intervening. E-Marketing significantly influence purchasing decisions by beliefs.

Keywords: E-Marketing, Trust, Purchasing Decisions, E-Commerce