

ABSTRACT

Digital news as a premium product of the media business is still very rare in Indonesia. Therefore, it requires a lot of scientific research for the development of media business, especially print media, in Indonesia. The purpose of this research is to test the influences of website quality as a digital premium product which refers to the quality of news sites, and the quality of online services that trigger online trust (e trust) so that it determines purchasing decisions. Using these variables, this research tends to solve the arising problem of how to increase purchasing decisions.

The sample size of this research is 100 Business Insight customers. Using the Structural Equation Modelling (SEM) AMOS, the results show that website quality and the quality of online services on online trust have a significant impact on increasing online subscription decisions.

The data reveal that the effect of website quality on online trust is significant; the effect of online services quality on online trust is significant; the effect of website quality on the online purchase decision is significant; the effect of online services quality on online purchase decision are significant; and the effect of online trust on the online purchase decision is significant.

Keywords: news, premium products, digital products, digital service quality, trust in the digital world, purchasing decisions.

