ABSTRACT

The objectives of this thesis are to find out and analize the effect of risks, price perception, lifestyle, and consumer's trust to consumer's online buying decision. The samples of this thesis are consumer who already bought apparel products from PT Bina Busana Internusa at least one time via online. This thesis is held to find out the moderation effect of satisfaction due to consumer's online buying decision. The data were obtained by spread the questionnaire to 110 people who already bought apparel products from PT Bina Busana Internusa at least one time via online website. The questionnaire were spread via google form due to covid19 pandemic. From 110 questionnaire, only 100 were processed, because the other 10 questionnaire were eliminate due to incomplete data of respondents and the answer was inclined to neutral only. The analysis tools that used to processed the data is partial least square.

Based on the calculation showed that price perception and trust are significant to consumer's online buying decision. On the other side, risks and lifestyle are not significant to consumer's online buying decision.

Keywords: *risks, price perception, lifestyle, trust, satisfaction, online buying decision*

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