**PENGARUH GAYA HIDUP, KEPERCAYAAN DAN KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN *ONLINE***

**(Studi Kasus : Zalora.Com)**

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**ABSTRACT**

The purposeof this study wastodetermine the influence oflifestyle, trustandquality ofinformationon purchasing decisions. The research objectwas the product of Zalora shopping online. The population was all consumers who had buy the product at Zalora. The amount the samples was 130 (one hundred and thirty) respondents. The technical sampling was Accidental Sampling. This research used three independent variables and one dependent variables. The methodof analysis usedinthis studied which wasregressionandthe classical assumptionofnormality test,multikolenieritas, heteroscedasticity test.Andthe hypothesis test usedstatistical test(F testandt-test)which wasprocessedby SPSS. Based on theresults ofhypothesis testingfoundthatlifestyle, trust, and the quality of information haspositively and significantly impacton purchasing decisions.

**Kata kunci** : Lifestyle, Trust, Quality of information, and purchasing decisions.