Abstract

The complaints given by many consumers for Perceived Quality of products/services on Groupon Disdus makes researchers want to see how it affects Perceived Quality on Consumer Buying Decision Groupon Disdus, besides it researchers also found that Groupon Disdus Consumer Buying Decision also influenced by the Online Store Environment where stimulus required in the online shopping environment is the atmosphere of website that affects the internal consumers. The purpose of this study was to determine whether there is influence between variable Perceived Quality, Online Store Environment; Website Quality, and Online Store Environment; Website Brand, the Buying Decision. The research method in this study is a quantitative sampling technique nonprobability sampling convenience sampling method. Model tested empirically with a sample of 100 consumers from Groupon Disdus. The analysis technique used in this study is Binary Logistic Regression with SPSS v.20 to be able to explain the relationship between the variables in the model developed in this study. The results of this study indicate that the presence of significant effect between Perceived Quality and Online Store Environment on Consumer Buying Decision Groupon Disdus (B).

Keywords: Online Store Environment, Perceived Quality, Buying Decision.