**ABSTRACT**

*This study aims to determine the effect of Product Quality and Quality of Service to Consumer Satisfaction and Its Impact on Consumer Trust Buying Site Online Indonesia. Online Buy and Sell Sites Lazada Indonesia is a company that contracts in the field of e-commerce. The research method used is descriptive verification. The object of research is consumers who have been shopping online at Lazada Indonesia with the number of samples as much as 100 respondents. Analysis of data used is using path analysis (path analysis), multiple correlation, and coefficient of determination.*

*Based on the analysis of the effect of product quality and service quality to customer satisfaction simultaneously is equal to 624,819. While partially in the structure of I product quality into a variable that has a dominant influence on customer satisfaction, because based on the calculation of standardized coefficients beta has the highest value of 0.629 compared to the quality of service. While in structure II quality of service become variable which have dominant influence to consumer trust, because based on calculation of standardized coefficients beta have highest value that is equal to 0,461 compare to product quality and consumer satisfaction.*

*Keyword : Product quality, Service quality, Consumer satisfaction, Consumer confidence*