

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, kualitas produk dan ulasan pembeli terhadap keputusan pembelian studi pada Marketplace Shopee Pulau Jawa. Populasi dalam penelitian ini adalah seluruh konsumen yang berbelanja di Shopee wilayah Pulau Jawa. Sampel yang dipergunakan adalah sebanyak 100 orang, dihitung berdasarkan rumus Hair. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian menggunakan koesioner. Metode analisis data menggunakan Statistikal Package for the Social Sciens (SPSS) Versi 25. Penelitian ini membuktikan bahwa Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Ulasan pembeli tidak berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Harga, Kualitas, Ulasan Pembeli, Keputusan Pembelian



## **ABSTRACT**

*This research aims to examine and analyze the influence of price, product quality, and buyer reviews on purchasing decisions, with a focus on the Shopee Marketplace in the Java Island region. The population for this study comprises all consumers who shop on Shopee within the Java Island area. A sample of 100 individuals was selected using the Hair formula for sample size calculation. The sampling method employed was purposive sampling. Data was collected through a survey method, utilizing a questionnaire as the research instrument. Data analysis was carried out using the Statistical Package for the Social Sciences (SPSS) Version 25. The findings of this study demonstrate that price has a positive and significant impact on purchasing decisions. Product quality also exerts a positive and significant influence on purchasing decisions. However, buyer reviews do not positively and significantly affect purchasing decisions.*

*Keywords: Price, Quality, Buyer Reviews, Purchasing Decisions*

