

ABSTRAK

Penelitian ini untuk menganalisis pengaruh diskon, online customer review, dan viral marketing terhadap keputusan pembelian pada e-commerce shopee kota Jakarta. Desain penelitian menggunakan kuantitatif. Teknik pengambilan sample menggunakan purposive sampling pada 117 responden. Metode analisis yang digunakan yaitu *structural equation modeling (SEM)* dan pengolahan data menggunakan *partial least square (PLS)* melalui *software statistic SmartPLS4*. Hasil penelitian menunjukkan bahwa diskon berpengaruh positif dan signifikan terhadap keputusan pembelian. Online customer review berpengaruh positif dan signifikan terhadap keputusan pembelian. Viral marketing berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Diskon, Online Customer Review, Viral marketing, Keputusan Pembelian.



ABSTRACT

This study was conducted to analyze the effect of discounts, online customer reviews, and viral marketing on purchasing decisions at Shopee e-commerce in the city of Jakarta. The research design uses quantitative. The sampling technique used purposive sampling on 117 respondents. The analytical method used is structural equation modeling (SEM) and data processing using partial least squares (PLS) technique through the smartpls4 statistical software. The results of the study show that discounts have a positive and significant effect on purchasing decisions. online customer reviews has a positive and significant effect on purchasing decisions. viral marketing has a positive and significant effect on purchasing decisions.

Keywords: *discounts online customer reviews, viral marketing, Purchasing Decisions.*

