

## ***ABSTRACT***

*This study aims to analyze the influence of consumer online reviews (X1), price perceptions (X2), social media marketing (X3), and sales promotions (X4) on purchasing decision making (Y), especially for Shopee E-commerce customers in Pati.*

*The population used in this study were Shopee E-commerce customers in Pati. This study uses data collection methods conducted through a questionnaire from a sample of 150 respondents, with non-probability sampling and purposive sampling techniques. This questionnaire was tested using semantic test analysis techniques and statistical tests. The data were processed and analyzed using multiple linear regression analysis with SPSS (Statistical Package for Social Science) version 2.5 program.*

*The results of this study indicate that of the four hypotheses proposed, namely online consumer reviews, price perceptions, social media marketing, and sales promotions have a positive and significant impact on purchasing decision making, all of which can be accepted.*

*Keywords: Online Consumer Review, Price Perception, Social Media Marketing, Price Promotion, Purchase Decision Making.*