

ABSTRACT

ShopeeFood is considered not able to dominate the existing market share. This can be seen from the total GMV and recommendation rate which is still low compared to its competitors. This study aims to determine the effect of perceived ease of use, online customer reviews, and online customer ratings on ShopeeFood purchasing decisions.

This research uses a survey method in the form of a Google Form link which is shared online via social media. The population in this research are all consumers or users of ShopeeFood in Indonesia. The sampling technique used was purposive sampling, with a total sample of 140 respondents. The collected data were analyzed using multiple linear regression using SPSS For Windows version 25.0

The results showed that all independent variables (perceived ease of use, online customer reviews, and online customer ratings) had a positive and significant effect on purchasing decisions, either partially or simultaneously. Based on the coefficient of determination of 0.664, it indicates that the independent variables Perceived Ease of Use, Online Customer Reviews, and Online Customer Ratings are able to explain the dependent variable, namely Purchase Decision of 66.4% while the remaining 33.6% is explained by other variables not examined.

Keywords : Perceived Ease of Use, Online Customer Reviews, Online Customer Ratings, Purchase Decision