

ABSTRACT

Along with the increasing number of e-commerce in Indonesia, it creates unavoidable competition in the e-commerce industry. This causes marketplaces in Indonesia to continue to compete to dominate the market. One of the strategies that the marketplace can implement to win the competition is by increasing the buying interest of Tokopedia application users which will then improve purchasing decisions. This study aims to analyze the effect of customer review, free shipping, and Cashback on purchasing decisions with the role of purchase intention as an intermediary variable on Tokopedia application user objects in Semarang City. The number of samples used was 205 respondents with the criteria of respondents living or currently living in the city of Semarang and having used the Tokopedia application in the last 3 months (December - February 2022 - 2023). This study uses the Structural Equation Model (SEM) analysis method with AMOS as a data processing tool.

The results of this study indicate that customer review, free shipping, cashback, and purchase intention have a positive and significant effect on purchasing decisions. The research results can be a reference for sellers to be able to improve product quality in order to get positive reviews from consumers and implement optimal price promotion so as to increase sales.

Keywords : *Customer Review, Free Shipping, Cashback, Purchase Intention, Purchase Decision, Consumer Behavior, E-commerce*