

ABSTRACT

This thesis investigates the impact of customer reviews, product pricing, and application design on purchasing decisions within the context of the Shopee e-commerce platform. As digital consumers increasingly prioritize convenience, accessibility, and informed decision-making in online transactions, companies must adapt their marketing activities to respond to these evolving consumer behaviors. Traditional marketing strategies may no longer suffice, as they fail to capture the shift in consumer expectations and experiences. This research aims to explore how consumer behavior, especially in the digital age, is influenced by these factors, with particular attention to how Shopee's marketing activities can leverage this knowledge to boost consumer engagement and purchase intent. The study hypothesizes that customer reviews, product pricing, and application design each positively influence purchasing decisions. Data were collected through a structured questionnaire, with responses from 100 participants analyzed using SPSS. Both descriptive and multiple linear regression analyses were applied to the data. The results confirm that each independent variable has a statistically significant positive effect on purchasing decisions, highlighting the crucial role of user experience, perceived value, and pricing strategies in e-commerce. This study provides actionable insights for marketers looking to optimize their strategies in response to post-pandemic shifts in online shopping behavior.

Keywords: *E-commerce Platform, Customer Reviews, Information Searching, Digital Marketing*

