

ABSTRACT

This online shopping application has become more popular lately, so many stores have started selling online with online shopping applications. Online shopping applications are in great demand because existing technology and the internet make the process of buying products more flexible and efficient not limited to space and time. The online shopping application that is currently popular in Indonesia is Shopee. Shopee itself is an online shopping application that is present as a solution to increase store sales in getting far more consumers. Prima Perabot itself is intended for consumers who need and want household appliances products without visiting the store, only by buying through the Shopee shopping application can get the products they need and want.

The study aims to determine how much influence the price and electronic word of mouth (ewom) on Prima Perabot purchase decision process partially or simultaneously. The research method was collected through observation, interviews and distributing questionnaires with a total sample of 96 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, and coefficient of determination. The results show that price, electronic word of mouth (ewom), and purchase decisions process are in poor category and there is a positive and significant influence between the influence of price and electronic word of mouth (ewom) on purchase decision process partially or simultaneously.

Keywords : Price, Electronic Word of Mouth, and Purchasing Decision Process