

ABSTRACT

Fashion industry in Indonesia, especially in the city of Bandung, is experiencing significant growth in line with economic developments and changes in people's lifestyles. In making purchasing decisions, consumers tend to consider price factors and online consumer reviews to ensure the quality and satisfaction of the product. Therefore, this research aims to find out how much influence price and online consumer reviews have on purchasing decisions (survey of Dialogue Group Official Shop consumers who make purchases through the Shopee marketplace) both simultaneously and partially. As well as to answer problem formulations regarding prices, online consumer reviews and purchasing decisions. Using quantitative methods with descriptive and verification analysis, this research involved 81 respondents.

Testing research instruments uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 22 tools.

The results of this research show that there is a positive and significant influence between price and online consumer reviews on purchasing decisions. The magnitude of the influence of price and online consumer reviews on purchasing decisions simultaneously is 52.8% and the remaining 47.2% is influenced by other variables not studied. Partially, the influence of price on purchasing decisions is 31.13% and the influence of online consumer reviews on purchasing decisions is 21.73%, so it can be concluded that price has the greatest influence on purchasing decisions.

Keywords: Price, Online Consumer Reviews, Purchase Decision