

ABSTRACT

This study began with the discovery of the problem of increasing and decreasing sales of the fashion company My Rubylicious on the Shopee marketplace. The fashion industry continues to grow with the increasing trend of online shopping on Shopee. My Rubylicious faces fierce competition, where price perception and electronic word of mouth play an important role in online purchase decisions. The method used in this study is a descriptive and verification research method with a quantitative approach. In this study, researchers used qualitative data in the form of information and a general description of the company and other information that became the population, amounting to 71 respondents. Based on the recapitulation of respondents' responses regarding Price Perception on My Rubylicious when viewed from the continuous line, the average value of Price Perception is 2.42, Electronic Word Of Mouth viewed from the continuous line average 2.76, Online Purchase Decision is 3.16, the partial determination coefficient of Price Perception contributes 71.4% and Electronic Word Of Mouth contributes 26% to Online Purchase Decision. So it can be concluded that Price Perception and Electronic Word Of Mouth have an effect on the Online Purchase Decision of My Rubylicious Products on the Shopee Marketplace.

Keywords: *Price Perception, Electronic Word Of Mouth, Online Purchase Decision*