

ABSTRACT

This study is motivated by fluctuations in sales and the increasing competition among marketplaces in Indonesia, particularly among Generation Z. In this context, purchasing decisions in marketplaces are influenced by several factors, including Online Customer Reviews, Product Price, and Brand Awareness. This study aims to determine the extent of the influence of Online Customer Reviews, Product Price, and Brand Awareness on Purchasing Decisions among Generation Z users of Lazada Indonesia in Bandung City, both simultaneously and partially.

This study employs a quantitative approach with descriptive and verificative methods. The sampling technique used is non-probability sampling with a purposive sampling method, involving 89 respondents. The data analysis methods include multiple linear regression analysis, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing using SPSS version 26.

The results indicate that simultaneously, Online Customer Reviews, Product Price, and Brand Awareness have a positive and significant effect on Purchasing Decisions, contributing 76.4%, while the remaining 23.6% is influenced by other variables not examined in this study. Partially, Online Customer Reviews contribute 27.4%, Product Price contributes 18.8%, and Brand Awareness contributes 45.3% to Purchasing Decisions. Therefore, Brand Awareness is the most dominant variable influencing Purchasing Decisions.

Keywords: Online Customer Reviews, Product Price, Brand Awareness, Purchasing Decision.