

ABSTRACT

THE EFFECT OF PRICE, TRUST, AND PRODUCT REVIEWS ON THE PURCHASE DECISION OF THANKSINSOMNIA PRODUCTS ON TOKOPEDIA E-COMMERCE (Case Study in Jabodetabek)

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This study aims to analyze the influence of price, trust, and product reviews on purchasing decisions for Thanksinsomnia products on Tokopedia e-commerce, focusing on Jabodetabek consumers. Data were obtained through questionnaires and analyzed using quantitative methods, 150 respondents were selected using purposive sampling techniques and data were processed using the Smartpls application with outer model tests, inner models, and hypothesis tests. The results show that price has a positive and significant effect on purchasing decisions and consumer trust. Product reviews have a significant effect on trust, but not on purchasing decisions. Trust plays an important role in mediating the effect of price on purchasing decisions, but does not significantly mediate the effect of product reviews, this study emphasizes the importance of competitive prices and consumer trust in increasing purchasing decisions, while product reviews play a greater role in building trust.

Keywords: Price, trust, product reviews, purchasing decisions, e-commerce, Tokopedia.