

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh harga, diskon, dan ulasan pelanggan (online customer review) terhadap keputusan pembelian konsumen pada platform e-commerce Shopee, khususnya di Desa Tembung, Kota Medan. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling terhadap 150 responden. Data dianalisis menggunakan metode SEM-PLS melalui pengujian outer dan inner model. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, ketiga variabel independen (harga, diskon, dan ulasan pelanggan) berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai koefisien determinasi ( $R^2$ ) sebesar 0,773 menunjukkan bahwa 77,3% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel tersebut. Temuan ini mengindikasikan pentingnya strategi harga kompetitif, pemberian diskon, dan manajemen ulasan pelanggan dalam meningkatkan keputusan pembelian konsumen Shopee.

**Kata kunci:** harga, diskon, ulasan pelanggan, keputusan pembelian, Shopee, e-commerce.

## **ABSTRACT**

This study aims to determine the influence of price, discount, and online customer reviews on consumers' purchase decisions on the Shopee e-commerce platform, specifically in Tembung Village, Medan City. The research uses a quantitative approach with purposive sampling involving 150 respondents. Data were analyzed using the SEM-PLS method through both outer and inner model testing. The results show that both partially and simultaneously, all three independent variables (price, discount, and customer review) have a positive and significant effect on purchase decisions. The coefficient of determination ( $R^2$ ) value of 0.773 indicates that 77.3% of the variation in purchase decisions can be explained by these three variables. These findings highlight the importance of competitive pricing strategies, promotional discounts, and effective customer review management in enhancing consumers' purchasing decisions on Shopee.

**Keywords:** price, discount, customer review, purchase decision, Shopee, e-commerce.