

**Pengaruh Harga, Kualitas Produk, Dan Ulasan Produk Terhadap Keputusan
Pembelian Pada *Marketplace* Shopee
(Studi Kasus Pada Mahasiswa Program Studi Bisnis Digital
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ABSTRACT

The growth of digital technology in the economic sector has increased rapidly, particularly in marketing activities and product purchases through digital platforms such as Shopee. The rapid development of digital technology has made marketplace platforms, especially Shopee, more favored by the public, particularly among students. In making purchases, students often consider several important elements, including price, product quality, and product reviews before deciding to make a purchase. This study aims to analyze the extent to which these three variables influence purchasing decisions among students of the Digital Business Study Program at Politeknik Negeri Jember. The approach used is quantitative with a survey method through the distribution of questionnaires to students who have made purchases on Shopee. The sampling technique used stratified random sampling with a total of 95 respondents divided into three cohorts, namely the class of 2022, the class of 2023, and the class of 2024. The data were analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression. The results show that partially the price variable has a significant effect on purchasing decisions, while product quality and product reviews do not have a significant effect on purchasing decisions. Simultaneously, the three variables have a significant effect on purchasing decisions. Based on these test results, appropriate pricing is an important factor in increasing students' purchasing decisions on the Shopee marketplace.

Keywords: Price, product quality, product reviews, purchasing decisions, Marketplace Shopee.