

ABSTRACT

The development of technology has become an unstoppable movement. The use of the internet has become a crucial aspect for survival in the era of technological advancement. Technological progress also impacts economic activities across all segments of society. With the changing of generations, Generation Z has become the majority of internet users in Indonesia, leading to the adaptation of new marketing strategies. This research was conducted to determine the influence of price and customer experience on purchasing decisions on the Tokopedia e-commerce platform among Generation Z in Indonesia.

This study employs a quantitative method with explanatory and descriptive research types. The sampling technique used in this research is non-probability sampling, focusing on purposive sampling. The sample was obtained using the Bernoulli formula, resulting in 96 respondents. Data analysis techniques involve descriptive analysis and multiple linear regression analysis.

The results of this study indicate that price, customer experience, and purchasing decisions fall into the category of very good. Based on the results of multiple linear regression analysis, price and customer experience simultaneously have a significant influence on purchasing decisions. Partially, price and customer experience significantly affect purchasing decisions.

Keywords: *price, customer experience, purchase decision, e-commerce, generation z*