

ABSTRACT

Along with technological developments, especially in information and communication, the world is increasingly developing, one of which is the changes in the people's economy. This is supported by the development of e-commerce technology, namely business transactions conducted online. One such e-commerce is Tokopedia. With the increasing number of Indonesians using e-commerce services, it proves that the high public trust in Indonesia regarding the use of shopping services through e-commerce. Each community will choose e-commerce services based on the experience of each consumer in using e-commerce services. This study aims to determine and analyze the effect of consumer behavior on purchasing decisions on Tokopedia consumers in Indonesia.

The research method used in this research is a quantitative method with descriptive-causality research. Sampling was carried out by using a non-probability sampling technique used was purposive sampling with the number of respondents 100 respondents of Tokopedia consumers in Indonesia. The data analysis technique used is descriptive analysis and simple linear regression analysis.

The results of the research are based on descriptive analysis for the consumer behavior variable on Tokopedia that is in the good category with a percentage value of 71.2%, the Purchasing Decision variable on Tokopedia is already in the good category with a percentage value of 73.68%, and consumer behavior has a significant effect on purchasing decisions. on Tokopedia consumers in Indonesia with the amount of influence of 53.5% and the remaining 46.5% influenced by other factors that were not researched.

Keywords: Consumer Behavior, Purchasing Decision Process, Tokopedia.