

ABSTRACT

This research is motivated by technological developments that change human behavior, especially in shopping. With the increasingly fierce competition between online shopping service providers, service providers are expected to be able to create value in order to retain consumers and the company is also expected to be able to continue to grow. This study aims to determine and analyze free shipping and online customer reviews on purchasing decisions on the Shopee application and their effects. The research method used in this research is quantitative with descriptive analysis and causality. The population of this study is Shopee consumers who have used the application and made transactions using free shipping coupons, the sampling technique used non-probability sampling with purposive sampling and the number of respondents was 100 respondents.

The data analysis technique used is descriptive analysis and multiple linear regression analysis. Based on the results of descriptive analysis of free shipping, online customer reviews and purchasing decisions, the variables are in a good category. The results of this study indicate that based on the variables measured simultaneously, namely free shipping and online customer reviews, they have a significant positive and significant impact on purchasing decisions. Meanwhile, the variables that are measured partially, namely free shipping and online customer review, affect purchasing decisions.

Keywords: *Free Shipping, Online Customer Review, Purchasing Decision*