

## ABSTRACT

*E-commerce has an important role on business development and the country's economy, because now is an era where most human activities are carried out digitally. The increase in internet users has resulted in increasingly fierce competition between e-commerce, to be able to compete, e-commerce needs to take steps to attract consumers to transact on its site. One way is to use search engine optimization. This study discusses the topic of search engine optimization on purchasing decisions at Shopee for students in the city of Bandung. The purpose of this study was to determine the effect of search engine optimization on purchasing decisions at Shopee for students in the city of Bandung.*

*This study uses a descriptive quantitative method with a sample of 400 visitors who have bought a product at Shopee. Data from the respondents was obtained using online questionnaires such as distributing through social media, for example Instagram and Twitter.*

*Through the data that has been processed, it can be seen that in the search engine optimization variable, there are indicators that have the most influence, namely regarding experience and satisfaction from making transactions at Shopee with a percentage of 95.1%, and in the purchasing decision variable the most influencing indicator is information about products shown in Shopee. The percentage score obtained by the search engine optimization variable is 91.4% and is included in the category of strongly agree on the continuum line, and purchasing decisions get a percentage score of 92.9%, included in the category of strongly agree on the continuum line.*

*Based on the results of the analysis, it is found that the search engine optimization variable has a significant positive influence on the purchasing decision variable.*

*Based on the research results, it is suggested that Shopee needs to use on-page search engine optimization techniques such as content development, for example by displaying products visually when the product is being searched by consumers. Shopee also needs to use other on-page search engine optimization techniques such as the use of appropriate keywords, optimized url addresses, and content to increase the visibility of the product on search engines, so that with increased visibility of the product, consumers can access the information about the product more easily.*

*Keywords: search engine optimization, marketing, purchase decisions, e-commerce, Shopee.*