

ABSTRACT

The development of the internet is currently changing a person's habits in carrying out activities, especially in making purchases online. Many factors of consumer behavior become a benchmark before making an online purchase decision. The purpose of this study was to determine which factors significantly influence online purchasing decisions on the Shopee application on the island of Bali.

Purchase decisions are decisions made by consumers in making purchases. Consumer behavior is how consumers, whether personal or organizational with some environmental influences, choose which products or services to choose. The variables used in this study as independent variables are cultural factors, social factors, personal factors and psychological factors. The dependent variable is the purchase decision.

The method used in this research is descriptive quantitative, with multiple linear regression. The sampling technique used non-probability sampling with purposive sampling. Using 300 samples and using Bernoulli's formula in the calculation of the sample.

The results of the descriptive analysis stated that the average percentage of cultural factors was 84.2% in the very good category, social factors were 85.9% in the very good category, personal factors were 80.8% in the good category, psychological factors were 87 % in the very good category and 89.4% purchasing decisions in the very good category.

The conclusion that can be drawn from this study are four factors of consumer behavior, namely cultural factors, social factors, personal factors and psychological factors that influence online purchasing decisions on the Shopee application on the island of Bali.

Keywords : Consumer Behaviour, Online Purchase Decision