

ABSTRACT

Internet users in Indonesia in March 2021 reached 212.3 million, with this number Indonesia is in third place with the most internet usage in Asia. With the widespread use of the e-commerce industry in Indonesia, it can have a positive impact because more consumers who use e-commerce can open up more business opportunities.

Tokopedia is one of the E-Commerce that is the choice of the Indonesian people. Tokopedia is ranked first in the third quarter of 2021 with an average monthly visitor of 158 million. Tokopedia competes fiercely with other E-Commerce and continues to strive to maintain its current position. One of the efforts to increase competitiveness in the competition of e-commerce companies is to increase consumer spending.

Tokopedia's success in influencing purchasing decisions is due to several factors such as Product Reviews and Service Quality. Product reviews are able to create consumer perceptions of a product which ultimately helps consumers to decide to buy or not the product while good service will create a positive impression on consumers and potentially strengthen consumer confidence to make a purchase.

This research was conducted with the aim of knowing how much influence is given by the variable Product Reviews and Service Quality on Purchase Decisions on Tokopedia E-Commerce consumers in Bandung. The population used in this study are consumers who have purchased at Tokopedia and used quantitative methods with 400 respondents who participated in filling out questionnaires through online media selected through simple random sampling or probability sampling.

The analysis technique used is descriptive analysis method and multiple linear regression analysis. The variables studied are Product Reviews (X1) and Service Quality (X2 as the independent variable and Purchase Decision (Y) as the dependent variable. Based on the results of the study it can be concluded that there is a partial influence on the Product Reviews and Service Quality variables on the Purchasing Decision variable simultaneously and partially. Partially the effect of Product Reviews variable is 6% and Service Quality variable is 21%, on Purchase Decisions on E-Commerce Consumers at Tokopedia in Bandung. The simultaneous influence on Product Reviews and Service Quality variables on Purchase Decisions on E-consumers Tokopedia Commerce in Bandung by 28% while 72% is the influence of other factors that are not examined.

After doing research, the author suggests that the company should make Tokopedia more convincing to its consumers by providing guarantees for original goods or guarantees on the quality of goods so that consumers are more confident in the products that consumers want to buy and also Tokopedia consider adding a 24-hour live chat feature, so that Tokopedia can answer all customer complaints.

Keywords: *Product Reviews, Service Quality, & Purchase Decision*