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The high growth of e-commerce, especially Shopee Indonesia in terms of transactions resulted in large price changes between sellers and consumers wanted. Especially in a dynamic price environment with very fast changes and adapting to factors so that it takes the share of sellers and consumers in setting a price. However, it is not uncommon to find complaints from customers and sellers about the systems and methods provided, as well as the high level of change that exists.

So for this reason, this research was conducted which aims to determine what factors influence consumer behavior and purchasing decisions in a dynamic price environment at Shopee Indonesia. So that the agreement between the customer and the seller is found when making a transaction.

The data collection technique used in this study uses a questionnaire that will be distributed through online communication media by utilizing social media, especially Instagram, Line and Whatsaap and is intended for 400 respondents who come from Slovin counting who are users of the Shopee application and website. Furthermore, it will be processed using the SPSS statistical application with the Principal Component Analysis analysis method.

There are six factors that influence shopee consumers' decisions to make purchases in a dynamic price environment, including dynamic price awareness in e-commerce, price perception, shopping experience, trust in the system, buying strategies and privacy concerns.

So it is recommended for Shopee to focus on building and developing the factors contained in this study, namely dynamic price awareness in e-commerce, price perception, shopping experience, trust in the system, buying strategies and privacy issues. So we need an understanding of customer behavior and how customers react to dynamic pricing, especially in making customers and sellers more aware of dynamic pricing solutions that become a win win solution between sellers and buyers. So that it will form a good consumer buying decision.

Keywords*: Dynamic Price Factor, Shopee, Principal Component Analysis*