

## **ABSTRACT**

*Shopee is one of the e-commerce platforms chosen by the Indonesian people, which ranks first compared to other competitors. This then triggers Shopee to continue to innovate by collaborating with UMKM in order to be able to win the competition and improve purchasing decisions. Various efforts have certainly been made to increase purchases, for example product reviews, ease of use and prices offered. So this study aims to determine and analyze the effect of product reviews, user convenience and price on purchasing decisions through the Shopee mockup in Surakarta City.*

*The research method used in this study is a quantitative method with a descriptive-causality type of research. Sampling was carried out by non-probability sampling with purposive sampling of 100 consumer respondents who had purchased products through the Shopee marketplace in Surakarta. While the data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*The results of the study based on the analysis of product review variables, user convenience and price have a significant effect on purchasing decisions at the Shopee Marketplace in Surakarta with an influence of 93.2% and the rest are influenced by other factors not examined in this study.*

***Keywords: Product Reviews, User Ease, Price and Purchase Decisio***