

## **ABSTRACT**

*The increase in the number of internet users supported by technological advancements has driven changes in the lifestyle of consumers who now prefer to shop online. Nowadays, simple online shopping methods are available, especially through e-commerce that offers many choices according to customer desires and preferences. The huge opportunity from the level of internet usage and access to online shopping applications has created increasingly fierce competition in the future.*

*This research aims to explore the behavior of consumers who use Shopee, an e-commerce platform with a huge impact in the realm of online commerce in Indonesia. In the process of making purchasing decisions, especially in the realm of online purchases, there are various factors that influence consumer behavior. Therefore, this study aims to identify factors that are considered relevant in determining purchasing decisions, including cultural, social, personal, psychological, and buying intention factors.*

*This study processed data from 185 Shopee e-commerce user respondents using descriptive analysis techniques and Partial Least Squares (PLS). From the descriptive analysis, it is found that the majority of Shopee users in Indonesia agree that cultural factors are the most influential aspect in determining purchasing decisions on Shopee e-commerce. On the other hand, based on the results of the Partial Least Squares (PLS) analysis, social factors were found to have no effect on either buying intention or purchasing decisions. Meanwhile, the factor that has the most significant influence on purchasing decisions is buying intention; buying intention itself is influenced by cultural factors, personal factors, and psychological factors.*

*The findings of this study are expected to be a reference for stakeholders in e-commerce, especially sellers and service providers, to create effective strategies to maintain business continuity and increase competitiveness in the e-commerce market. As well as an in-depth understanding of the factors that influence consumer purchasing decisions can help e-commerce in facing the challenges of intense competition and capitalize on the opportunities that exist from increasing internet usage and access to online shopping applications.*

**Keywords:** *buying intention, consumer behavior factors, cultural factors, e-commerce, personal factors, psychological factors, purchase decisions, social factors*