

ABSTRACT

THE INFLUENCE OF PRODUCT PRICE AND QUALITY ON DECISIONS TO PURCHASE FASHION PRODUCTS ON SHOPEE

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Communication technology which is increasingly advanced and developing has given rise to various influences on its users. The Internet is a form of technological development which has now become a necessity for some groups. Online businesses or online buying and selling are currently developing because they have so much interest from both the supplier side, seller or buyer. The development of online business in Indonesia is now very rapid, one of which is shopping online. Online shopping or e-commerce is a form of shopping through electronic communication tools or social networks used in transactions. This chapter discusses research objects, data collection methods, population and sample determination, data sources, and analysis methods that will be used in the research. The data analysis techniques used in this research are using reliability tests, validity tests, multicollinearity tests using the SPSS version. 25 . Online shops have several factors that make people choose to shop at online shops rather than shop at conventional stores, because of the convenience they provide.

Keywords: Price, product quality, purchasing decisions