ABSTRACT

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ANALYSIS OF PURCHASING DECISIONS ON SHOPEE APPLICATION INDONESIA USING RECIPROCITY, SOCIAL PROOF, AND LIKING, AS PERSUASIVE MARKETING

(xvii+135 pages; 11 figures; 38 tables; 9 appendixes)

This research examines how Reciprocity (X1), Social Proof (X2), and Liking (X3) influence Shopee Application Indonesia consumer purchasing decisions (Y). This research is motivated by the severe competitiveness in the E-commerce industry, where understanding psychological and social elements that affect consumer behavior is crucial. This research includes Shopee Application Indonesai buyers who have made two or more purchases. Purposive sampling, a non-probability sample method, was used to pick 100 respondents based on consumer attributes relevant to the research.

This research uses quantitative descriptive methods. Online questionnaires were sent to predetermined responders to acquire primary data. Multiple linear regression analysis was performed on this research instrument using SPSS version 30 after validity and reliability testing. Social Proof (X2) and Liking (X3) had a favorable and significant influence on customer purchasing decisions, while Reciprocity (X1) did not. Reciprocity, Social Proof, and Liking jointly affect Shopee Indonesia Customer Purchasing Decision when examined simultaneously. The modified R square value of 0.735 showed that these three variables explain 73.5% of consumer Purchasing Decisions, whereas other factors explain 26.5%. Social and emotional factors are crucial to digital marketing tactics, especially for E-commerce sales conversions.

Keywords: Reciprocity, Social Proof, Liking and Customer Purchasing Decision

References: 32 (2007-2024)