

## ABSTRACT

*This research was conducted to determine the effect of price, brand ambassadors, and online customer reviews on purchasing decisions for accounting students from the 2018 batch of PGRI Adi Buana university in the shopee marketplace. Primary data obtained through the results of filling out questionnaires from respondents. Using quantitative methods through purposive sampling. Data analysis techniques include instrument testing, classical assumptions, multiple linear regression analysis, and hypothesis testing. The results of the research prove that price has no effect on purchasing decisions with a significance of  $0.314 > 0.05$ . Brand ambassadors have an effect on purchasing decisions with a significance of  $0.000 < 0.05$ . Online Customer Review has an effect on purchasing decisions with a significance of  $0.000 < 0.05$ . The results of the F test state that price, brand ambassador, and online customer review have a simultaneous effect on purchasing decisions with a significance value of  $0.000 < 0.05$ .*

**Keywords:** *Price, Brand Ambassador, Online Customer Review, Purchase Decision*

## ABSTRAK

Riset ini dilakukan untuk mengetahui pengaruh harga, *brand ambassador*, dan *online customer review* pada keputusan pembelian pada mahasiswa akuntansi angkatan 2018 universitas PGRI Adi Buana di marketplace shopee. Data primer diperoleh melalui hasil pengisian kuesioner dari responden. Menggunakan metode kuantitatif melalui *purposive sampling*. Teknik analisis data meliputi uji instrumen, asumsi klasik, analisis regresi linier berganda, dan uji hipotesis. Hasil riset membuktikan harga tidak berpengaruh pada keputusan pembelian dengan signifikansi  $0,314 > 0,05$ . *Brand ambassador* berpengaruh pada keputusan pembelian dengan signifikansi  $0,000 < 0,05$ . *Online Customer Review* berpengaruh pada keputusan pembelian dengan signifikansi  $0,000 < 0,05$ . Hasil uji F menyatakan harga, *brand ambassador*, dan *online customer review* berpengaruh secara simultan pada keputusan pembelian dengan nilai signifikansi  $0,000 < 0,05$ .

**Kata Kunci:** Harga, *Brand Ambassador*, *Online Customer Review*, Keputusan Pembelian