

ABSTRAK INGGRIS

This research is entitled "The effect of reviewing a product in the Shopee marketplace application platform on purchasing decisions" which is a quantitative study. In this study, the researcher focuses on the effect of reviews or OCR (online consumer review) which is an indicator so that shopee users determine how influential the results are so that the purchase decision occurs in the processing of their own data, which is analyzed by distributing several questions in the form of a questionnaire. using a google form link to people who play an active role using the shopee application which then from the results of data collection the researcher begins to filter the data obtained and then uses the spss application to get maximum calculation results so that the data results can be declared valid. In conclusion, this research is expected to help a wide audience and especially the shopee company itself.