

ABSTRACT

Sophisticated technology today brings many advantages, such as helping and making it easier for individuals to carry out activities, making it easier for companies to achieve their goals, and bringing economic benefits to the country. However, the Covid-19 pandemic has caused changes in activities, one of which is a change in the way people shop. In this digital era, the availability of various platforms shopping online is a way out for consumers who want to avoid direct contact when shopping. During Covid-19 pandemic, Z Generation is the largest segment that using online services, including online shopping. One of the most popular online shopping platforms in Indonesia is Shopee. Many things influence a person's decision to shop online such as price and online shopping experience. Based on this phenomenon, researchers are interested in knowing the effect of price and online shopping experience on online purchasing decisions in Z Generation at Shopee.

The research method used in this research is a quantitative method with descriptive research type. Sampling was done by using nonprobability sampling technique with purposive sampling method questionnaire distribution online using google form. The data analysis technique used is descriptive statistical analysis and multiple linear regression analysis with SPSS 25 program tools.

Based on descriptive analysis, the three variables studied, namely price, online shopping experience, and purchasing decisions fall into the very good category, with the percentage of each respectively, namely 87.7%, 88.3%, and 87.5%. Price and online shopping experience each have a positive and partially significant effect on purchasing decisions for Z Generation at Shopee during Covid-19 pandemic. In addition, prices and online shopping experience simultaneously have a positive and significant impact on Z generation's purchase decision to shop at Shopee during Covid-19 pandemic.

Keywords: *Price, Online Shopping Experience, Purchase Decision*