

ABSTRACT

The development of the digital era in Indonesia has made the internet a necessity for the people of Indonesia. Internet users in Indonesia alone have reached 191 million in 2020 and increased to 70 percent or around 201 million users. This makes Indonesia one of the largest online markets in Southeast Asia, with e-commerce as the main driver of the industry. Behind this high development, consumer behaviour can be an important component in understanding business trends or business opportunities for business owners on e-commerce platforms.

Dissemination of information on microblog services can quickly spread, and that information can be easily searched by typing keywords or keywords from the information to be searched. In addition, the number of Twitter users in Indonesia in recent years has been at the top for the category of social media microblogging platforms, so researchers are interested in researching this. The purpose of this study is to explain how the influence of consumer reviews on Twitter social media on purchasing decisions at Shopee.

The findings in this study were obtained using a quantitative method with a deductive type of research. This study uses a deduction theory approach. The data of this research was obtained by distributing questionnaires to 385 respondents. The criteria for respondents in this study were Twitter and Shopee users with a minimum of three months. Data processing using IBM SPSS Statistics version 25 software, ranging from validity and reliability tests to data analysis techniques using multiple linear regression analysis techniques.

The results of this study provide a quantitative description and show that behavioral perceptions, subjective norms, peer communication, emotional support, and parasocial interactions each have a positive and significant effect on purchasing decisions at Shopee Indonesia.

Keywords: *buying decision, social media, e-commerce, customer review.*