

## **ABSTRACT**

*The increase in the number of internet users in the city of Bandung was 82.5% with a population of 2.1 million users, especially Generation Z who are very familiar with using digital technology such as the internet. This provides the potential for Marketplaces that have an impact on competition in the E-commerce business industry in marketing activities. This research was conducted to determine the effect of product reviews and advertisements on purchasing decisions by Generation Z in Bandung City at the Shopee Marketplace.*

*This study used a quantitative method with a descriptive type of research. Sampling was carried out using the probability sampling method and the number of respondents was 200 Generation Z in the city of Bandung. The data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*The results showed that the product review variable obtained a result of 75.7% and was included in the good category, the advertising variable obtained a result of 73.8% and was included in the good category, and the purchase decision variable obtained a result of 77.1% and was included in the good category. good. Based on the results of hypothesis testing, it results that product reviews and advertisements have a positive and significant influence on purchasing decisions by Generation Z in Bandung City at the Shopee Marketplace.*

**Keywords:** *Product Reviews, Advertising, Purchase Decision, Generation Z*