

ABSTRACT

This study aims to determine the effect of price on the buying interest of Tokopedia e-commerce visitors. With continued movement and social distancing efforts, consumers and businesses are embracing digital payments for greater convenience and security. We compiled a preliminary study in the form of background chapters, literature, framework, and methodology before testing the validity of the Confirmatory Factor Analysis instrument and the analysis technique used was multiple regression analysis.

Keyword: e-commerce, marketing, service, e-business