

ABSTRACT

This research aims to analyze the influence of advertising appeal, marketing through influencers, and consumer reviews on purchasing decisions on the Shopee e-commerce platform. In this digital era, an effective suggestion strategy is essential to attract consumer interest and trust. This research uses quantitative methods by collecting data through questionnaires distributed to Shopee users. The results of the analysis show that these three variables have a significant influence on consumer purchasing decisions. High advertising attractiveness is able to attract attention and form positive perceptions about the product. Influencer marketing is effective in building consumer trust and engagement, while consumer reviews provide information that is important and trusted by potential buyers. This research has a practical impact for marketers in designing more effective marketing strategies to increase sales on e-commerce platforms.

Keywords: *advertising attractiveness, influencer marketing, consumer reviews, purchasing decision, e-commerce Shopee.*