

## ABSTRAK

Kemajuan teknologi telah mendorong perkembangan *e-commerce* dalam kehidupan manusia. Sebagai akibatnya, pertumbuhan *e-commerce* di Indonesia sangat mencolok saat ini karena banyak *platform* yang menyediakan akses melalui perangkat *mobile*, memungkinkan pelanggan untuk berbelanja *online* tanpa perlu keluar rumah. Lazada, salah satu *marketplace* terkemuka di Indonesia, telah berkembang pesat. *Marketplace online* seperti Lazada memberikan kemudahan bagi masyarakat dalam memenuhi berbagai kebutuhan mereka melalui penjualan *online*. Pada penelitian ini, di harapkan dapat mengetahui apakah *Price Consciousness* berpengaruh signifikan terhadap keputusan pembelian produk scarlett pada *e-commerce* Lazada, untuk mengetahui apakah *Online Customer Rating* berpengaruh signifikan terhadap Keputusan pembelian produk scarlett pada *e-commerce* Lazada. Desain penelitian pada penelitian ini digunakan untuk mengembangkan teknik-teknik seperti pengumpulan data, pemilihan sampel, analisis data, dan interpretasi hasil. Penelitian ini menggunakan metode asosiasi kausal dengan pendekatan kuantitatif. Metode kausal mengidentifikasi hubungan sebab akibat antara variabel independen (yang mempengaruhi) dan variabel dependen (yang dipengaruhi). Setelah dilakukan penelitian dan analisis dengan menguji tiga hipotesis menghasilkan hasil yang positif. Hasil pengujian ini menunjukkan bahwa semua hipotesis dapat diterima, yang menandakan bahwa variabel bebas seperti *Price Consciousness* (X1), *Online Customer Review* (X2), dan *Online Customer Rating* (X3) secara signifikan mempengaruhi keputusan pembelian produk Scarlett Whitening di *platform E-commerce* Lazada.

**Kata kunci:** *Price Consciousness, Online Customer Riview, Online Customer Rating, Keputusan Pembelian*

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*Technological advances have encouraged the development of e-commerce in human life. As a result, the growth of e-commerce in Indonesia is currently very striking because many platforms provide access via mobile devices, allowing customers to shop online without needing to leave the house. Lazada, one of the leading marketplaces in Indonesia, has grown rapidly. Online marketplaces such as Lazada make it easy for people to fulfill their various needs through online sales. In this research, it is hoped to find out whether Price Consciousness has a significant effect on the decision to purchase Scarlett products on Lazada e-commerce, to find out whether Online Customer Rating has a significant effect on the decision to purchase Scarlett products on Lazada e-commerce. The research design in this study was used to develop techniques such as data collection, sample selection, data analysis, and interpretation of results. This research uses the causal association method with a quantitative approach. The causal method identifies the causal relationship between the independent variable (which influences) and the dependent variable (which is influenced). After conducting research and analysis by testing three hypotheses, it produced positive results. The results of this test show that all hypotheses can be accepted, which indicates that independent variables such as Price Consciousness (X1), Online Customer Review (X2), and Online Customer Rating (X3) significantly influence the decision to purchase Scarlett Whitening products on the Lazada E-commerce platform.*

**Keywords:** *Price Consciousness, Online Customer Review, Online Customer Rating, Purchasing Decision.*

