

## **ABSTRACT**

*The purchasing decision process is related to gender; therefore it is not surprising that consumer purchasing decision making through e-commerce is closely related to gender. However, based on the results of pre-research, it is known that in making purchasing decisions between the female and male genders in Shopee e-commerce there are no specific differences between the two. This study aims to analyze the purchasing decision making process between male and female students of Diponegoro University in using Shopee e-commerce and analyze the factors that influence purchasing decision making between male and female students of Diponegoro University in using Shopee e-commerce.*

*The research method used in this research is qualitative with a phenomenological study approach. The data in this study were obtained through in-depth interviews with respondents with criteria such as active students of Diponegoro University, aged in the range of 20 to 24 years, making purchasing decisions at Shopee at least 1 (one) time within the last 2 (two) months. Respondents in this study totaled 6 respondents with 3 male respondents and 3 female respondents.*

*The results of this study indicate that the process of making Shopee e-commerce purchasing decisions by male and female students at Diponegoro University goes through a process in the form of problem recognition, information search, perceived risk, evaluation of alternatives, and purchase decision. In addition, the factors that influence the decision to use Shopee are related to the existence of relative advantages, the perception of benefits and the perception of convenience felt by Shopee consumers. There are differences in the behavior of female and male consumers in the findings of this study confirming that with regard to addiction, men in this study tend to be more impulsive than women, women tend to do additional shopping or extra shopping than men, and in terms of high purchase intensity at Shopee so that gender bias occurs in the findings of this study.*

**Keywords:** *Purchase Decision Making, E-Commerce, Shopee, Gender, Phenomenological Study*