

## **ABSTRACT**

*E-commerce or electronic commerce has experienced rapid growth in recent years, particularly in the beauty industry. Beauty products have become one of the popular items that consumers are interested in purchasing through e-commerce. This study aims to investigate the factors that influence consumer purchasing decisions, specifically for beauty products, focusing on serums. The factors examined in this research are price, product reviews, and sales volume.*

*The sample for this study consists of 100 respondents, determined using the Slovin formula. Data collection was conducted through a questionnaire that has been tested for validity and reliability. The research utilized the Structural Equation Model (SEM) analysis method with Partial Least Squares (PLS) technique, processed using SMARTPLS software.*

*The results of this study indicate that: (1) Price has a significant positive influence on purchasing decisions, with a value of 0.440 and P-Values 0.000. (2) Product reviews have a significant positive influence on purchasing decisions, with a value of 0.194 and P-Values 0.000. (3) Sales volume has a significant positive influence on purchasing decisions, with a value of 0.383 and P-Values 0.000.*

***Keywords: Price, Product Reviews, Sales Volume, Purchasing Decisions***

