

# ANALYSIS OF THE INFLUENCE OF INFORMATION QUALITY, E-WOM AND POSTAGE SUBSIDY ON PURCHASING DECISIONS ON SHOPEE

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**Abstract:** In today's competitive digital business world, sellers must be able to keep up with business developments by selling online to expand the sales market. Because currently many people prefer to buy more product they want online rather than coming directly to the location. The quality of the information and promos provided will create consumer purchasing decisions. The aim of this research is to determine and analyze the influence of information quality, e-WOM, and postage subsidies on purchasing decisions at the shop. The population in this research is the people of Surakarta. This research is quantitative research, the research sample was 100 respondents taken using purposive sampling techniques. The data collection technique uses multiple linear regression analysis techniques with the help of SPSS 24. Based on the results of testing, information quality has no effect on purchasing decisions, then e-WOM has a significant effect on purchasing and shipping decisions. Cost subsidies have a significant effect on purchasing decisions at Shopee.

**Keywords:** Information Quality, Electronic Word of Mouth, Shipping Cost Subsidies and Purchasing Decisions

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