

## ABSTRAK

Pandemi COVID-19 yang terjadi di Indonesia pada bulan Maret 2020 sangat berpengaruh di berbagai sektor dan lini kehidupan, terutama di bidang perekonomian. Di era yang serba teknologi ini, pemanfaatan internet sangat berkembang di berbagai aspek kehidupan, terutama sosial media. Saat ini sosial media menjadi solusi terbaik untuk membantu masyarakat melakukan transaksi jual beli. Salah satu hal yang harus diperhatikan para pebisnis yaitu mengenai aplikasi yang mana pebisnis dapat menjual produknya melalui aplikasi *marketplace*. Tujuan dari riset ini supaya memahami (1) Pengaruh promosi terhadap keputusan pembelian *e-commerce* Shopee, (2) Pengaruh citra merek terhadap keputusan pembelian *e-commerce* Shopee, (3) Pengaruh harga terhadap keputusan pembelian *e-commerce* Shopee. Sampel yang pada penelitian ini menggunakan responden yang berjumlah 100 dengan menggunakan Teknik *purposive sampling*. Dari hasil penelitian ini dinyatakan bahwa promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian *e-commerce* Shopee, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *e-commerce* Shopee, harga berpengaruh positif dan signifikan terhadap keputusan pembelian *e-commerce* Shopee.

Kata kunci: promosi, citra merek, harga, keputusan pembelian



## ABSTRACT

*The COVID-19 pandemic that occurred in Indonesia in March 2020 greatly affected various sectors and lines of life, especially in the economic sector. In this technological era, the use of the internet is very developed in various aspects of life, especially social media. Currently, social media is the best solution to help people make buying and selling transactions. One of the things that business people must pay attention to is the application where businesses can sell their products through a marketplace application. The purpose of this research is to understand (1) the effect of promotion on Shopee's e-commerce purchasing decisions, (2) the effect of brand image on Shopee's e-commerce purchasing decisions, (3) the effect of price on Shopee's e-commerce purchasing decisions. The sample in this study used 100 respondents using purposive sampling technique. From the results of this study it is stated that promotion has a positive and significant effect on Shopee e-commerce purchasing decisions, brand image has a positive and significant effect on Shopee e-commerce purchasing decisions, price has a positive and significant effect on Shopee e-commerce purchasing decisions.*

*Keywords: promotion, brand image, price, purchase decision*

