

## ABSTRAK

Kemajuan teknologi yang semakin pesat sehingga hampir semua lapisan masyarakat sudah menggunakan teknologi, terutama teknologi mobile yang mendorong pada perubahan gaya belanja masyarakat. Penelitian ini dilakukan pada Mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember. Penelitian ini bertujuan untuk mengetahui pengaruh advertising, sales promotion, direct marketing dan public relations berpengaruh terhadap keputusan pembelian pada marketplace Shopee. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 50 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel advertising, sales promotion, direct marketing dan public relations, semuanya berpengaruh positif terhadap keputusan pembelian konsumen. Dari uji t diperoleh hasil advertising, sales promotion, direct marketing dan public relations, semuanya berpengaruh signifikan terhadap keputusan pembelian konsumen.

**Kata Kunci:** *advertising, sales promotion, direct marketing, public relations, keputusan pembelian.*

## **ABSTRACT**

*Technological advances are increasingly rapid so that almost all levels of society have used technology, especially mobile technology, which has led to changes in people's shopping styles. This research was conducted on students of the Faculty of Economics, University of Muhammadiyah Jember. This study aims to determine the effect of advertising, sales promotion, direct marketing and public relations on purchasing decisions at the Shopee marketplace. In this study, data was collected using the tools of observation, interviews and questionnaires to 50 respondents using purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes the data instrument test (validity test and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (t test, coefficient of determination). From the analysis using regression, it can be seen that advertising, sales promotion, direct marketing and public relations variables all have a positive effect on consumer purchasing decisions. From the t test, the results of advertising, sales promotion, direct marketing and public relations have all had a significant effect on consumer purchasing decisions.*

**Keywords:** *advertising, sales promotion, direct marketing, public relations, purchasing decisions.*