

## **ABSTRACT**

*Today the world has entered the era of the fourth industrial revolution or known as the industrial revolution 4.0. The reality of this era of disruption encourages the need for a transformation of human activity. The trend of online buying is starting to be in demand by consumers because of the practical purchasing decision process. The development of e-commerce web in Indonesia is currently growing rapidly, marked by the emergence of large marketplaces that are increasingly recognized by all levels of society such as Tokopedia.com. The existence of e-commerce such as Tokopedia is used by business people to market their products more broadly. This study aims to analyze the effect of price, promotion, and service quality variables on purchasing decisions. This research was conducted on Tokopedia users in Semarang City. The population in this study were Tokopedia users who had made online purchase transactions either through the web or applications. Accidental sampling method was used in this study, while the number of respondents was 100 people. The data used in this study are primary and secondary data. Primary data was obtained from the distribution of questionnaires to respondents, while secondary data was obtained from related journals and books. The results show that the price and service quality variables have a positive and significant effect on purchasing decisions, while promotions have no effect on purchasing decisions*

*Keywords: price, promotion, service quality, purchase decision*