

ABSTRACT

This study aims to analyze the effect of promotion and service quality on purchasing decisions for shopee consumers. The problem in this research is regarding the number of visitors to the shopee application in 2016 – 2018 which ranks fourth from other online shop competitors. The sample used in this study amounted to 100 respondents who live in the Tembalang Subdistrict, Semarang City and have made purchases on the shopee application at least once.

Data collection was carried out using the questionnaire method which was disseminated online via social media in the form of a Google Form to special shopee users in the Tembalang District. The sampling technique in this study used a non-probability method with a purposive sampling approach. Then the data that has been collected is processed using the IBM SPSS software application.

The results of this study indicate that the influence has a positive and significant effect on purchasing decisions and service quality has a positive and significant effect on purchasing decisions for shopee consumers in Tembalang District.

keywords : Promotion, service quality, purchase decision, online shop