

ABSTRACT

The decrease in the number of visitors to the Tokopedia e-commerce shows a decrease in purchasing decisions by consumers. The tighter existing business competition, especially competition from similar companies, makes companies increasingly demanded to move faster in terms of attracting consumers. This study aims to determine the effect of promotion, perceived product quality and service quality on consumer purchasing decisions of Tokopedia in Semarang City. The variables used in this study are promotion, perceived product quality and service quality as independent variables and purchasing decisions as dependent variables.

The population used in this study were Tokopedia consumers. The number of samples used in the study were 100 respondents. The sampling method in this study used a non-probability sampling method with a purposive sampling technique. In addition, the data collection method was carried out using a questionnaire which was then analyzed using the Statistical Package for Social Sciences (SPSS).

The results of this study indicate that promotion, perceived product quality and service quality have a positive and significant effect on Tokopedia's consumer purchasing decisions.

Keywords: *Promotion, Perceptions of Product Quality, Service Quality, Purchasing Decisions*