

## **ABSTRACT**

*Shopee is an application for shopping or commonly called a marketplace that provides a variety of daily needs and also as a place for sellers and buyers to transact online. Looking at the current development which is increasingly advanced, many e-commerce companies are carrying out various innovations in marketing their business and improving the quality of services provided to attract consumer buying interest. This study was conducted to determine the effect of special date promotions and service quality on buying interest in the province of West Sumatra. This study aims to examine the effect of promotion, service quality on buying interest on the Shopee application in the province of West Sumatra.*

*The research method used in this study is a quantitative method with a descriptive approach, using SPSS 16 software. The sampling technique used in this study is non-probability sampling with purposive sampling, with 100 respondents.*

*Based on the results of hypothesis testing (t-test), promotion has a positive and significant effect on buying interest, service quality has a positive and significant effect on purchasing decisions, then promotion and service quality have a positive and significant effect on buying interest. Promotion has a t count of 3.928 and a service quality of 4.191 which is greater than 1.661. The results of the coefficient of determination in this study, namely the promotion and service quality variables have an influence of 48% on buying interest and the remaining 52% is influenced by other factors.*

*The conclusion in this study is that there is an effect of promotion on buying interest as evidenced on the t-test with a large t-count of 1.661 and the quality of service has a significant effect on buying interest as evidenced on the t-test with a large t-count of 1.661.*

**Keywords: Promotion, Service Quality, Buying Interest**