

## **ABSTRACT**

*The increasing trend of using e-commerce in Indonesia has created fierce competition among e-commerce companies, including Shopee. The online shopping festival is an example of a promotion strategies that can be done to attract consumer participation. Some indicators of participation interest can be from conducting searches given by consumers to promotions, seen from e-commerce transactions, attention given to promotional activities, searching through platforms, desired items and entering them into shopping cart, to the volume of keyword searched on search engines.*

*The purpose of this study is to explore the impact caused by Shopee's online shopping festival promotion strategies on consumer participation intention with product promotion strategies of online shopping festivals consists of perceived temptation of price promotion, perceived fun of promotion activities, and perceived categories richness of promotion and perceived contagiousness of mass participation which is part of the atmosphere promotion strategies using Stimulus-Response Theory. This study also examines the moderating role of atmosphere promotion between product promotions on participation intention and control variables on consumer participation intention in online shopping festivals.*

*This study uses quantitative methods by distributing questionnaires to 438 respondents who are Shopee consumers in Bandung as a sample to provide their perceptions in seven Likert scales of 35 questions. The data analysis technique used is descriptive analysis and partial least squares structural equation modeling with the help of SmartPLS software.*

*The results of this study indicate that perceived temptation of price promotion, perceived fun of promotion activities, perceived categories richness of promotion, and perceived contagiousness of mass participation have a positive and significant effect on Shopee consumer participation intention in Bandung with the influence of gender and age, as well as perceived contagiousness of mass participation plays a moderating role on the effect of perceived temptation of price promotion on consumer participation intention in Bandung.*

*The suggestion that the author can give to the company is to be able to adjust and offer more price promotions during the online shopping festival. Seeing the majority of Shopee consumers in Bandung who are relatively young, so the price of a product will be very concerned. Meanwhile, further researchers can add or replace moderating variables and control variables found to have no effect on some of the variables used.*

**Keywords:** *Online Shopping Festival, Participation Interest, Stimulus-Response Theory Promotion Strategies*