

## ABSTRACT

The transformation of people's behavior is one of the challenges for e-commerce companies to meet the community's needs. Technology development in the current era is increasingly showing rapid progress where all activities can be easier and faster by accessing the internet. One of the largest e-commerce companies in Indonesia is Shopee.

The purpose of this study was to determine whether Products Quality (X1) and Promotions (X2) affected Purchase Decisions (Y) in students of Telkom University. Researchers distributed questionnaires to Telkom University students from various study programs.

The research method used in this study is a quantitative method. The population and sample in this study were students of Telkom University. The number of respondents was 395 Telkom University students. The method of analysis in this study uses a validity test, reliability test, classical assumption test, multiple linear analysis, and continues with determination analysis ( $r^2$ ), and hypothesis test with t test and F test. Data processing tool with SPSS v.21.

The results showed that partially Products Quality (X1) and Promotions (X2) variables had a significant effect on Purchase Decisions (Y) for Telkom University students. The two variables of Products Quality (X1) and Promotions (X2) also have a significant simultaneous influence on purchasing decisions (Y) for Telkom University students.

Based on the result of this research, my data provide some suggestions for Shopee. Shopee have to provide rules that Shopee sellers must sell product with quality according to the price offered, Shopee has to increase product promotion and socialization of the easy use of the Shopee application. A suggestion for sellers is that sellers have to maintain product quality so that buyer satisfaction increases and customers repurchase, then sellers have to provide periodic promotions to attract more buyers.

**Keywords:** Product Quality, Promotion, and Purchase Decision