

## ABSTRACT

*In 2019, the world was shaken by the COVID-19 virus, the virus disrupted all business sectors because it caused a pandemic. With this phenomenon, the whole world was forced to change its lifestyle, which used to shop directly at stores, now switch to online stores or e-commerce. . In contrast to stores that are already online-based or e-commerce, which are even more popular, with the pandemic, people have become accustomed to shopping online. In 2020, online shopping consumers in Indonesia are only seventeen million people, while in 2021 it will reach thirty million people. numbers skyrocketed. This is an advantage for courier services such as J&T Express. But in the midst of soaring shipments of goods, the factors that can influence consumer decisions in using services are promotion and service quality. This study aims to see the magnitude of the influence of promotion and service quality on consumer decisions in using J&T Express services.*

*This study uses quantitative methods with multiple linear regression analysis. Data collection techniques by distributing questionnaires to 390 respondents with samples in this study were consumers who had used J&T Express services. The sampling technique used was purposive sampling.*

*After conducting research with the methods mentioned above, it was found that promotion had a significant effect on purchasing decisions, as well as service quality which significantly influenced purchasing decisions.*

**Keywords:** *Delivery Service, J&T Express, Promotion, Service Quality, Consumer Decision.*