

ABSTRACT

The fact that transactions through e-commerce are high must be utilized to realize economic equality in Indonesia. This can be done if the e-commerce business can embrace local economic sectors such as agriculture, plantations, fisheries and even MSMEs in all regions can play an active role in this digital-based trade. With the existence of technology, it is hoped that it can break the long chain in the distribution process, so that producers are closer to consumers and market prices remain competitive and healthy.

This study uses quantitative methods with data analysis techniques using descriptive analysis with a test tool, namely SPSS version 26. In this study there is also a population and sample used, namely the population in this study are consumers who have used and purchased products from Shopee Food who are domiciled in The city of Bandung with the number of users is not known for certain. Then in the sample section in this study using purposive sampling with a total of 96.04 respondents but the results are rounded up to 100 respondents.

The results of this study are based on the classification of the questionnaires, namely that there are a total of 100 respondents who distributed questionnaires, 100 respondents who valid questionnaires and 100 valid questionnaires. Based on the test results, promotions have an influence on purchasing decisions partially and simultaneously. With the results of these tests, it is stated that the Independent variable, namely Promotion (Variable X) has an influence on the dependent variable, namely the purchase decision (variable Y) on Shopee Food Products by 11.8% with the remaining 88.2% influenced by other variables not mentioned. in this research.

Keywords: Promotion Mix, Purchase Decision, Consumers, E-Commerce, Shopee Food