

Abstract

This study aims to determine the effect of Shopee's timely warranty advertising messages on Youtube on consumer confidence, to determine the extent of the influence of Shopee's timely warranty advertising messages on consumer purchasing decisions, to determine the effect of advertising messages on promotion, and to find out how much influence advertising mediates promotion on purchasing decisions at Shopee. The independent variable used in this study is Advertising, while the dependent variable in this study is Purchasing Decisions, and the mediating variable is promotion. The research method used is quantitative research method. The sampling technique used in this study was non-probability sampling and purposive sampling with a total of 100 respondents, This research was tested using SEM-PLS v3.

The results of research on the advertising hypothesis have a significant effect on purchasing decisions, that the direction of the relationship between advertising (X) and purchasing decisions (Y) is positive, this proves that advertising is in accordance with what consumers want. Advertising has a significant effect on promotion, this can show that the direction of the relationship between advertising (X) and promotion (M) is positive, then this proves that advertising plays a role in encouraging promotion to consumers. Promotion has a significant effect on purchasing decisions, this shows that the direction of the relationship between promotion (M) and purchasing decisions (Y) is positive, therefore advertising plays a role in encouraging promotion to consumers. Advertising (X) has an effect on purchasing decisions (Y) mediated by promotion (M), this shows that the direction of the relationship between advertising and purchasing decisions mediated by promotion is positive, therefore Shopee advertisements have appeal and can promote well so that they can indirectly have a positive effect on purchasing decisions.

Keywords: *E-commerce, advertising, promotion, purchase decision*