

ABSTRACT

The e-commerce industry in Indonesia has experienced significant growth, supported by the increasing penetration of the internet, technological advancements, and shifts in consumer behavior toward preferring online shopping. Shopee, as one of the leading e-commerce platforms in Indonesia, recorded an increase in sales during the 2024–2025 period. To maintain this positive trend, marketing strategies are required that not only focus on price promotions but also encompass strengthening brand image, enhancing brand awareness, and building as well as maintaining brand trust. This study aims to analyze the influence of promotion, brand image, brand awareness, and brand trust on the purchase decision of Shopee users in Bandung City. The research employs a quantitative approach with purposive sampling as the sampling technique. The respondents consisted of 100 active Shopee users in Bandung City. Data were collected through the distribution of online questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS version 29. The findings indicate that, partially, promotion, brand image, brand awareness, and brand trust have a positive and significant effect on purchase decisions. Simultaneously, these four variables also exert a significant influence on purchase decisions. Among the four variables, brand trust emerges as the most dominant factor influencing consumers' purchasing decisions. These findings imply that, in order to maintain sales growth, Shopee needs to design marketing communication strategies that not only focus on price and promotion but also on strengthening brand image and enhancing consumer trust within the digital ecosystem.

Keywords: *Promotion, Brand Image, Brand Awareness, Brand Trust, Purchase Decision*