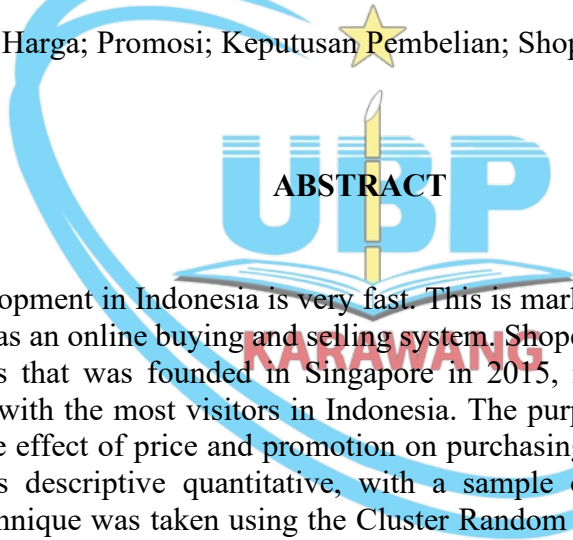


ABSTRAK

Perkembangan digital di Indonesia sangatlah pesat. Hal ini ditandai dengan adanya *marketplace* sebagai sistem jual beli *online*. Shopee adalah perusahaan yang bergerak di bidang elektronik yang didirikan di Singapura tahun 2015, sekarang Shopee menjadi *marketplace* dengan pengunjung terbanyak pertama di Indonesia. Tujuan Penelitian untuk mengetahui pengaruh harga dan promosi terhadap keputusan pembelian. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel 86 responden. Teknik pengambilan sampel diambil dengan teknik *Cluster Random Sampling*, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis jalur. Hasil penelitian ini menunjukkan bahwa; (1) korelasi antara harga dan promosi (2) harga secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian, (3) promosi secara parsial berpengaruh signifikan terhadap keputusan pembelian, (4) terdapat pengaruh simultan antara harga dan promosi terhadap keputusan pembelian.

Kata Kunci : Harga; Promosi; Keputusan Pembelian; Shopee



ABSTRACT

Digital development in Indonesia is very fast. This is marked by the existence of a marketplace as an online buying and selling system. Shopee is a company engaged in electronics that was founded in Singapore in 2015, now Shopee is the first marketplace with the most visitors in Indonesia. The purpose of the study was to determine the effect of price and promotion on purchasing decisions. This type of research uses descriptive quantitative, with a sample of 86 respondents. The sampling technique was taken using the Cluster Random Sampling technique, the data collection instrument was a questionnaire. Data analysis using path analysis. The results of this study indicate that; (1) correlation between price and promotion (2) price partially has a significant effect on purchasing decisions, (3) promotion partially has a significant effect on purchasing decisions, (4) there is a simultaneous influence between price and promotion on purchasing decisions..

Keywords: Price; Promotion; Buying decision; Shopee