

ABSTRACT

This research was conducted to determine how the effect of Price, Promotion, Service Quality, and Brand Image on Purchasing Decisions on Shopee Users in Bandung. The purpose of this research is to find out how perception of shopee users in Bandung on Price, Promotion, Service Quality, Brand Image, and Purchase Decisions and also to examine the effect of Price, Promotion, Service Quality, Brand Image and Purchase Decisions on Shopee Users in Bandung Partially and Simultaneous.

The method used in this research is a descriptive quantitative method. Sampling was done by non-probability sampling method with snowball sampling type, with a total sample of 100 correspondents. The data analysis technique used multiple linear regression analysis.

Based on the results of the t test, it was found that the price and service quality variables did not have a significant effect on purchasing decisions for Shopee users in Bandung, while the Promotion and Brand Image variables had a significant influence on purchasing decisions for Shopee users in Bandung. Based on the test results of the coefficient of determination, with an R Square value of 0.543, which means that the variables of Price, Promotion, Service Quality, and Brand Image affect the Purchasing Decision variable by 54.3% and the remaining 45.7% is influenced by other variables not examined in this study.

Keywords: *Price, Promotion, Service Quality, Brand Image, Purchase Decisions.*