

ABSTRACT

The use of technology by the community has led to changes in daily activities, one of which is the shift from conventional shopping to online shopping via the internet or also called e-commerce. Shopee is the favorite e-commerce in Indonesia because it is the e-commerce with the most number of visitors in Indonesia. Shopee carries out various strategies to increase purchasing decisions with brand awareness, brand image, and social media marketing. This study aims to analyze the effect of brand awareness, brand image, and social media marketing on purchasing decisions on e-commerce Shopee.

The methodology used is quantitative with multiple linear regression. The data collection was distributed to 384 respondents who were selected through a purposive sampling technique with the condition that they are Shopee application users and have made transactions at Shopee. Valid and reliable data will be analyzed using IBM SPSS. The results of this study indicate that there is a positive and significant influence of brand awareness, brand image, and social media marketing on purchasing decisions partially or simultaneously.

Based on the results of this study, to increase purchasing decisions on Shopee e-commerce, Shopee can increase brand awareness that is attractive to the public so that potential consumers can be involved in purchasing decisions on Shopee e-commerce.

Keywords: brand image, brand awareness, social media marketing, e-commerce