

ABSTRACT

In the modern digital era, Shopee has emerged as a popular e-commerce application for online shopping in Indonesia. Therefore, understanding the factors that impact customers' decisions to use the Shopee Application is crucial. This study aimed to examine the influence of promotions and ease of shopping on customers' decisions regarding the Shopee Application. The findings indicate that promotions have a positive and significant effect on customers' decisions to use the Shopee Application. This suggests that Shopee's promotional activities, such as discounts, vouchers, and loyalty programs, play a role in influencing customers to select the Shopee Application as their preferred online shopping platform. Additionally, ease of shopping has a positive and significant impact on customers' decisions. Factors such as an intuitive user interface, seamless payment processes, and efficient and reliable delivery services are crucial in influencing customers' decisions to use the Shopee Application. Based on these findings, it is recommended that Shopee continues to improve its promotional strategies to attract and retain customers. Additionally, the company should focus on enhancing features that contribute to the ease of shopping for users of the Shopee Application. This research has important implications for e-commerce companies seeking to develop effective marketing strategies and understand customer needs and preferences within the context of online shopping applications like Shopee.

Keywords: Shopee, e-commerce application, online shopping, promotions