

## **ABSTRACT**

This study aims to determine the effectiveness of online promotion on purchasing decisions. The research method used is a quantitative method with a descriptive-causal type of research. The sampling technique used is a non-probability sampling technique, using the Bernoulli formula with a total sample of 390 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the descriptive analysis of the online promotion variables in the very good category, and the purchasing decision variables in the good category. Based on the results of the study, it shows that the influence of online promotion on the purchasing decisions of Shopee e-commerce users is 54.3%. Based on the results of partial and simultaneous hypothesis testing, that online promotion has an influence on the purchasing decisions of Shopee e-commerce users.

**Keywords:** Online Promotion, Purchase Decision