

## **ABSTRACT**

*The development of the use of the internet and the use of the internet as a transaction in Indonesia has always had a raise in 3 years. One of the companies that work directly in the field of e-commerce is Shopee Indonesia. In the year 2018, Shopee decided to do a more vigorous promotion again, but in the ranking of e-commerce are visited up to Q2 of 2018, rating shopee still exist under the rival. This research aims to find out how this mix of promotion and purchase decisions on Shopee and how great an influence the purchase decision against the promotion mix partially and simultaneous.*

*This research uses a mix of promotion as the independent variable. The independent variables are divided into four dimensions, i.e., advertising, sales promotion, public relations, and direct marketing. Then, for the dependent variable in this study is the purchasing decision. This research using quantitative methods and questionnaires as a means of data retrieval. Sampling techniques in the study using a formula of Cochran. Nonprobability sampling techniques of sampling with purposive sampling. Based on the results of the sampling technique, get the results of the 385 respondents.*

*The result of this research shows that both promotion mix and purchase decision making on well category. Simultanly, promotion mix have a significant effect to purchase decision, and partialy, advertising, promotion selling, public relation, and direct marketing have a significant effect to purchase decision. The result of koefisien determiniation test, promotion mix have 57,1% effect, and the other 42,9% effected by other factors to purchase decision.*

*Keywords : E-commerce, promotion mix, advertising, selling promotion, public relation, direct marketing, purchase decision.*