

ABSTRACT

Shopee is an online shopping application that focuses on mobile platforms so people are faster to find, shop, and sell directly on mobile. Seeing the progress of the times more advanced starting from lifestyle, technology and knowledge, a demand for needs is increasingly high, making companies one of which is e-commerce companies are increasingly vying in making innovations and marketing their businesses in order to increase consumer purchases. This study aims to determine the effect of the Shopee 9.9 version of Shopee TV ads on Super shopping day on purchasing decisions through the Shopee application in Bandung City. The type of research used was descriptive with quantitative research methods in the form of causal relationships. The population in this study was the people of Bandung City and had watched the TV Shopee 9.9 Super Shopping Day advertisement, with as many as 100 respondents. The sampling technique used is non probability sampling with a Sampling Insidental technique. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the results of hypothesis testing (t test) that there is an influence of the Shopee Version 9.9 Super Shopping Day TV Shopee ad on purchasing decisions through the shopee application. This is evidenced by $t_{count} > t_{table}$ ($8,540 > 1,984$). Based on the coefficient of determination it was found that Shopee TV Version Goyang Shopee 9.9 Super Shopping Day gave an effect of 42.7% on purchasing decisions through the Shopee application.

Keywords: *Shopee, TV ads, purchasing decisions.*