

ABSTRACT

This research was conducted to determine the results of the effect of e-service quality on purchasing decisions for Maybelline cosmetics at shopees, in this study there is a phenomenon that the prices sold by Maybelline at shopees are cheaper than those sold in offline stores, this makes consumers prefer to buy. Maybelline products at shopee. This research was conducted using descriptive methods using quantitative methods.

The sampling technique used in this study was a non-probability sampling technique, namely purposive sampling, in this study using a sample of 100 respondents. The data analysis technique used is descriptive analysis technique and using the t test method.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are 100 people who have used Shopee e-commerce to purchase Maybelline cosmetics on responses regarding promotions, E-Service Quality and purchase decisions, can be categorized as good criteria.

Based on the results of research on "The Effect of Promotion and E-Service Quality on the Decision to Purchase Maybelline Cosmetics at Shopee", it can be concluded that sales promotions at the Maybelline official store at Shopee are in a good category, e-service Quality on the Maybelline official store at shopee is at good category, consumer purchasing decisions at Maybelline official store at shopee are in good category. From the above conclusions, there are the following suggestions, the need to sell Maybelline at Shopee, provide discounted prices and attractive price packages, so as to generate interest from consumers to make purchases, Maybelline at Shopee needs to always update its newest products, so that they can be known by consumers and it creates interest in buying, especially among users of the Shopee application, Maybelline should make a stricter selection before the image is uploaded by the seller, so that consumers do not feel disappointed with products purchased using the Shopee mobile application.

Keywords: *E service quality, Marketing, Promotion*