

ABSTRACT

Based on information on the 2021 marketplace visit, according to Iprice, Shopee is a rapidly growing commercial center at this time, but with an extraordinary increase, many people feel that they are still lacking, one of which is the quality of service that companies are still not paying attention to in terms of long delivery of goods. , there are still obstacles in registering to become a new member and promotions are given conditionally. The phenomenon that is developing in today's society is that online shopping has become a new lifestyle for Indonesians in shopping. This research aims to determine the effect of perceived price, promotion, service quality, and ease of use on purchasing decisions.

Researchers conducted this research with quantitative methods on descriptive and causal, and many samples in this research were 100 respondents. Collecting data by questionnaire and using multiple regression analysis.

Based on descriptive results, the price perception variable scores 85% in the very good category, promotion scores 90% in the very good category, service quality scores 81% in the good category, ease of use scores 86% in the very good category, and ease of use a score of 83% is a good score. Partially, the price perception variable has no significant and significant effect on product purchase decisions in the Shopee marketplace. promotion variables, service quality, and ease of use have a positive and significant impact on product purchase decisions in the Shopee marketplace. while simultaneously that the variables of price perception, promotion, service quality, and ease of use have a positive and significant effect on product purchasing decisions in the Shopee marketplace.

Keywords: Price Perception, Promotion, Service Quality, Ease of Use, and Purchase Decision.