

ABSTRACT

The development of the digital era is now increasingly rapid, it is proven that nowadays the internet can be easily enjoyed by the public, and has a broad impact on all human activities. E-Commerce makes it easy for sellers and buyers to make buying and selling transactions by using the internet and using the web that can provide direct benefits, namely there is no longer a time barrier for sellers and buyers in making a sale and purchase transaction. The purpose of this study was to determine the promotional mix in the Indonesian shopping time program, to determine the purchasing decision process at Tokopedia, to determine the effect of the Indonesian Shopping Time program promotion mix on the Tokopedia purchasing decision process, to partially determine the effect of the Indonesian Shopping Time program promotion mix to the Tokopedia purchase decision process simultaneously. .

This research uses quantitative methods, namely descriptive research and causal research, using a non-probability sampling technique with a total of 150 respondents. The analysis technique in this research uses descriptive analysis and multiple linear regression analysis using the help of SSPS 24. The population in this study is Tokopedia consumers who have made purchases during the Indonesia Shopping Time program and the amount is not known for certain.

Based on the results of the descriptive analysis, it shows that Advertising, Promotion Sales, Publicity and Direct Marketing are in the good category and Decision Process Purchasing is in the good category. The magnitude of the effect of the promotion mix on the purchase decision process is 67.56%. While the remaining 32,44% was influenced by other factors which were not investigated in this study. In an impartial manner, the Time Indonesian Shopping promotion promotion mix, which consists of advertising, sales promotion, publicity, and direct marketing, has a significant impact on the Tokopedia buying decision process. The highest magnitude of influence is i.e. advertising is 26.14%, followed by direct marketing is 24.54%, publicity is 9.24% and sales promotion is 7.72%

Keywords : Advertising, Sales Promotion, publicity, direct marketing