

## **ABSTRACT**

*Indonesia is the country with the fastest growing e-commerce in the world. The British research institute, Merchant Machine, released a list of the ten countries with the fastest growing e-commerce in the world. The ten countries are Indonesia, Mexico, Philippines, Colombia, United Arab Emirates, Vietnam, Saudi Arabia, Israel, India and China. Indonesia leads the ranks of these countries with 78% growth in 2018. One of the forces driving the growth of e-commerce in Indonesia is the number of internet users of more than 100 million users. There are already a lot of e-commerce in Indonesia that are engaged in various fields. One of them is beauty e-commerce, namely e-commerce that sells various kinds of beauty products. One of the beauty e-commerce in Indonesia is Sociolla. Sociolla was founded in early March 2015. With this beauty e-commerce, it is easier for women to buy makeup, skin care, or other beauty tools online.*

*The purpose of this research is to find out how much each influence of the variables of sales promotion, free gift, price off deals, cash refund offer, frequency program. And to find out how much influence the overall sales promotion variable has on consumer purchasing decisions. The population in this study are people who use Sociolla e-commerce whose exact number is unknown. So that in this study a sample of 385 respondents was taken. non-probability sampling technique is purposive sampling where the determination of respondents to be used as samples is based on certain criteria. In this study, descriptive analysis technique was used to determine the presentation of the influence of sales promotion on purchasing decisions at Sociolla, using a questionnaire measurement.*

*The results of this study are couponing variables, price off deals, cash refund offers, and frequency programs have a significant effect on purchasing decisions, and the free gift variables have no significant effect on purchasing decisions.*

***Keywords: beauty e-commerce, Sales Promotion, purchasing decisions.***