

ABSTRACT

Sales Promotion is a sales promotion activity carried out with a certain period which is useful for increasing sales of products or services through encouragement to consumers, namely purchasing decisions. Various sales promotion tools that can be used include samples, coupons, price packages, and product warranties. One of the sales promotion activities is Sociolla Beauty Wonderland 12.12 Wonder Sale. The purpose of this study was to decide the effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Sales Promotion program on consumer purchasing decisions during the COVID-19 pandemic. The method used in this research is quantitative with data analysis techniques using simple linear regression analysis. The results of this study are the sales promotion program for Sociolla Beauty Wonderland 12.12 Wonder Sale has a positive and significant influence on purchasing decisions, as shown by the results of regression analysis of 1.098 on the Sales Promotion variable that has the effect that every 1% increase will affect the purchasing decision variable. In addition, it was found that there was a relationship between the sales promotion variable which had an effect on purchasing decisions by 36%. Meanwhile, 64% is influenced by other variables, not in this study.

Keywords: *Sales Promotion, Coupons, Price Packages, Product Warranty, Purchasing Decisions*