

ABSTRACT

This study aims to determine how much influence sales promotion and online consumer have on purchasing decisions partially or together. The object of this research is e-commerce Shopee. Shopee is one of the superior e-commerce out of 39 e-commerce already operating in Indonesia. However, in 2021, Shopee experienced a decrease in the number of visitors in the first & second quarters. Then the losses experienced by Shopee increased from the previous year. So this study aims to increase the profit of the company by taking into account the factors of purchasing decisions.

According to Kotler & Keller (2016) Sales Promotion can be measured using eight indicators. However, the researcher uses three indicators that are most appropriate to the object of research. The indicators are coupons, discounts, package prices. Then Online Consumer Review can be measured using four indicators, namely awareness, comparison, frequency, influence (Lackermair, Kailer, Kanmaz 2013). Then to measure purchasing decisions, researchers use six indicators, namely product choice, brand choice, dealer choice, purchase time, purchase quantity, payment method (Kotler & Armstrong 2016).

This type of research is a causal quantitative using 100 samples taken by non-probability purposive sampling. With the condition that the respondents are Shopee consumers who have shopped at Shopee at least three times. Primary data is taken by distributing google forms and using secondary data from books, e-books, journals and theses. The data processing technique uses descriptive and statistical analysis using IBM SPSS 20 software.

From the distribution of the questionnaires, it was found that the dominant respondent was female with an age range of 21-24. Then they have shopped three times in a month with an expenditure of <Rp500,000 in one transaction. Then the sales promotion variable gets a percentage of 73% in the good category. Online consumer reviews get a percentage of 83.1% in the good category. Purchasing decisions get a percentage of 79.3% in the good category. The influence of sales promotion on purchasing decisions is 47.4%. The influence of online consumer reviews on purchasing decisions is 11.5%

So it can be concluded that partially or simultaneously sales promotion and online consumer reviews have a significant effect on purchasing decisions with a large effect of 58.8%. It is expected that the company can make suggestions from the author on sales promotion and online consumer reviews in order to improve business performance from Shopee which can increase company profits.

Keywords: *sales promotion, online consumer review, purchasing decisions*