

ABSTRACT

This research was conducted to determine the effect of ease of use of applications and promotions on purchasing decisions of Shopee E-commerce users in Generation Z in Bandung Raya. The purpose of this research is to determine the ease of use of the application on the E-commerce shopee, to determine the promotion on the E-commerce shopee, to determine the purchasing decisions on the E-commerce shopee, to determine how much influence the ease of use of the application on the E-commerce shopee has on the decision. purchases on E-commerce shopee, to find out how much influence promotion has on purchasing decisions on E-commerce shopee, to find out how much influence the ease of using applications and promotions has on purchasing decisions on E-commerce shopee in Generation Z in Bandung Raya.

This research uses quantitative method with descriptive-causality research type. Sampling was done by non-probability sampling method purposive sampling type, with the number of respondents as many as 400 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, the ease of use of applications and promotions has a significant effect on purchasing decisions at Shopee E-commerce. This is evidenced by $F_{count} > F_{table}$ ($5.334 > 3.018$). Based on the results of the partial hypothesis test (t test) it was found that the ease of use of the application did not significantly affect purchasing decisions on E-commerce Shopee, while partially (t-test) it was found that the promotion variable had a significant effect on purchasing decisions on E-commerce Shopee.

The conclusion of this study, the ease of use of applications are in very easy categorization and promotions on E-commerce Shopee are in very good categorization.

Keywords: ease of use of the application, promotion, purchase decision