

ABSTRACT

With the government's policy in reducing the quota of subsidized fertilizer by 50%, sales of non-subsidized fertilizers increase every year. The existence of non-subsidized fertilizer consists of several brands, one of which is Nitroku fertilizer from PT. Kujang Fertilizer. Purchasing decisions on Nitroku products can occur due to the role of Online Promotion and Product Packaging, so the purpose of this study is to find out and analyze the influence of Online Promotion and Product Packaging on Nitroku product Purchase Decisions in West Java II (Cirebon, Indramayu, Kuningan, and Majalengka) both partially and simultaneously.

The research method used in this study is a quantitative method of a causal descriptive type of research. The population in this study is all consumers who have purchased and used Nitroku products at PT Pupuk Kujang Cikampek in the West Java II Region whose number is not known with certainty. Sampling is done with non-probability sampling techniques used is purposive sampling with 100 consumer respondents who have purchased Nitroku products and know the promotions carried out through Instagram social media @pupukkujang. The data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, online promotions fall into the excellent category with a percentage of 84.6%, then packaging belongs to the good category with a percentage of 83%, and purchasing decisions fall into the category of excellent with a percentage of 87.2%. Based on the results of the study showed that partially online promotion had a positive effect on nitroku product purchase decisions, while packaging partially had a insignificant effect on nitroku product purchase decisions. Online promotion and packaging had a simultaneous effect on the purchase decision of Nitroku products in the West Java II region by 57.6%, while the remaining 42.4% was influenced by other variables not studied in this study.

Keywords: *Online Promotion, Product Packaging, Purchasing Decisions*