

ABSTRACT

The increasing online shopping behavior encourages marketplaces in Indonesia to continue to innovate and develop to achieve competitive advantage. A few marketplaces focus on creating positive perceptions in the minds of consumers, even though they do not fully understand the preferences and characteristics of their consumers. It is very important to clearly understand consumer preferences and characteristics because they are factors in the consumer purchasing decision making process. The purpose of this research is to determine the influence of direct marketing, sales promotion, and hedonic shopping motivation on purchase decisions in the Shopee Live feature.

This research uses the theory of planned behavior (TPB) as a grand theory to investigate the influence of direct marketing variables, sales promotions, hedonic shopping motivation and purchasing decisions. Theory of planned behavior (TPB) provides a solid conceptual structure, enabling an in-depth understanding of how beliefs, subjective norms, and behavioral control relate to each other, so that they can influence consumers in the purchasing decision process.

The data used in this research is primary data obtained from distributing questionnaires to respondents. The sample used was 385 respondents who used the Shopee Live feature in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek), sampling was carried out using a non-probability sampling method. This research uses quantitative research methods and uses descriptive data analysis techniques, method of successive intervals, classical assumption testing, multiple linear regression analysis, and hypothesis testing. The data that has been obtained will be processed using SPSS 25 software.

Based on the research results, descriptive analysis shows that the direct marketing and sales promotion variables are in the very good category, while hedonic shopping motivation is in the good category. The data in this study met normal assumptions. Hypothesis test results show that there is an influence between direct marketing, sales promotion, and hedonic shopping motivation on purchase decisions, both simultaneously and partially.

Keywords: Direct Marketing, Sales Promotion, Hedonic Shopping Motivation, Purchase Decision, Shopee Live