

ABSTRACT

In the modern era of ever-intense corporate competition, promotion is a strategy that can be used by companies to disseminate information to consumers about various kinds of product being sold. It is undeniable that before deciding to buy product, customers frequently compare prices, discount, and e-service quality. This study aims to determine and analyse the effect of price discount and e-service quality on consumers purchasing decisions through Shopeefood in Batam City.

This research used quantitative descriptive method. The data in this study were collected using a questionnaire distributed to a sample of 68 respondents who are Shopeefood customers in Batam City. The data analysis technique used in this research is multiple linear regression analysis.

The results of research conducted on Shopeefood customers in Batam City showed that price discount, e-service quality, and purchasing decisions are in the high category. Then the results showed that discount have a positive and significant effect on purchasing decision, then e-service quality has a positive and significant effect on purchasing decisions.

Keyword: Shopeefood, Purchase Decision, Price cut, E-Service Quality

