

## **ABSTRACT**

*This study aims to analyze the influence of discounts and Shopee PayLater payments on the purchasing decisions of Shopee users in Bandung. In the rapidly evolving digital era, e-commerce has become one of the main platforms for consumers to conduct shopping transactions. Shopee, as one of the major players in this industry, continues to innovate with various marketing strategies to attract consumer interest.*

*This study uses a quantitative method with a descriptive approach. Data were collected through questionnaires distributed to 100 Shopee users in Bandung. The data analysis technique used is multiple linear regression to test the influence of discounts and Shopee PayLater payments on purchasing decisions.*

*The results show that discounts have a positive and significant influence on purchasing decisions. Consumers tend to be more interested and driven to make purchases when offered attractive discounts. Additionally, Shopee PayLater payments also prove to have a positive and significant influence on purchasing decisions. This payment feature, which provides flexibility for consumers, enhances convenience and ease of transactions, thereby encouraging purchasing decisions.*

**Keywords:** *price discounts, shopee paylater, purchase decisions, e-commerce, digital marketing.*