

## **ABSTRACT**

E-commerce is a tool used in business processes using electronic media. The growth of the e-commerce world cannot be separated from the behavior of Indonesian consumers who already understand how to use the internet and smartphones. The purpose of this study was to determine and analyze how much influence promotion and brand image have on purchasing decisions at Bhinneka.com both simultaneously and partially. the sampling used in this study was a non-probability sampling method and purposive sampling technique with a sampling of 100 respondents, namely respondents who have made purchasing decisions at Bhinneka.com. The research methods used in this study are descriptive analysis, classical assumption test and multiple linear regression analysis. The conclusion in this study shows that promotion and brand image simultaneously have a significant influence on purchasing decisions.

**Keywords:** Promotion, Brand Image and Purchase Decision