

## ABSTRACT

Currently, the presence of the internet and the use of electronic media is not a taboo subject among Indonesian people. Therefore, it is not surprising that many companies are taking advantage of this condition to increase the efficiency and effectiveness of their business. Electronic marketing has fundamentally changed the business landscape, with online trading systems being one of its main pillars. One example of online trading is Shopee. Shopee tries to maximize every element by prioritizing the experience that potential buyers will get. This research aims to explore the impact of the marketing mix (product, price, promotion, place) on consumer purchase decision on the Shopee e-commerce platform.

The marketing mix is a set of marketing tactics used by a company to get the desired response from the target market, and the elements in the marketing mix have important implications for the company's digital marketing strategy. The marketing mix consists of four components or what are known as the 4 Ps (The Four Ps), namely product, price, promotion, place.

This study uses a quantitative approach. The research method used was a survey with a purposive sampling technique involving 422 respondents. Data was collected by distributing questionnaires in the form of an online Google form to active Shopee consumers in Indonesia via Direct Message (DM) to Shopee Instagram followers. The data was analyzed using the SEM PLS analysis tool.

The results of this research show that promotion has a positive effect but is not significant on consumer purchase decisions on Shopee e-commerce. This is because consumers already feel confident with all the products offered so they don't care about the promotions carried out. However, this research confirms that product, price and place have a positive influence and are significant on consumer purchase decisions on Shopee e-commerce.

Suggestions for Shopee to improve its ability to provide a sense of security to consumers so that consumer purchasing decisions also increase. One way that Shopee can use to make its consumers feel safe when shopping is by tightening consumer privacy security.

**Keywords:** E-commerce, purchase decision, online commerce, marketing mix, Shopee, SEM Indonesia.