

ABSTRACT

Watsons as a leading company in Asia has now launched an e-commerce application by providing beauty and health products. Watsons still finds obstacles in driving consumer purchasing decisions. Although Watsons offers a variety of products and services, complaints related to sales promotions and the quality of electronic services are still issues that need to be addressed. Based on research conducted by Humairoh & Annas (2023), it was found that sales promotion and service quality showed a positive and significant effect on purchasing decisions. In addition, this study also conducted simultaneous research and obtained the results that sales promotion and service quality simultaneously had a positive and significant effect on purchasing decisions. This theory is in line with the unit of analysis used in this study, namely the researcher used the variables sales promotion, e-service quality and purchasing decisions.

The purpose of this study was to measure the effect of sales promotion and e-service quality variables on purchasing decisions. This study applies a quantitative method with a sampling technique used is non-probability sampling which is distributed to 385 respondents via an online questionnaire, namely Google Form. The respondent criteria used are to involve consumers who have made purchases on the Watsons Indonesia e-commerce application. The data analysis techniques used in this study are descriptive analysis, classical assumption test and multiple linear regression analysis with the help of IBM SPSS Statistics software version 25.

The results of the hypothesis test show that sales promotion has a positive and significant effect on purchasing decisions on Watsons Indonesia e-commerce with the T test results showing a calculated T value ($7.357 > T \text{ table } (1.966)$) and a significance level of $0.000 < 0.05$. E-Service Quality has a positive and significant effect on purchasing decisions on Watsons Indonesia e-commerce with the T test results showing a calculated T value ($7.017 > T \text{ table } (1.966)$) and a significance level of $0.000 < 0.05$. And simultaneously Sales Promotion and e-service quality have a positive and significant effect on purchasing decisions on Watsons Indonesia e-commerce with the F test results showing a calculated F value greater than the F table ($82.210 > 2.62$) and obtained $0.000 < 0.05$ as its significance level. **Keywords:** *Sales Promotion, E-Service Quality, Purchasing Decisions, E-commerce, Watsons ID.*