

The Influence of Promotion, Service Quality and Price on Purchasing Decision of Skincare Product in E-Commerce Shopee (Study On Students FEB UPNVJ)”.

By

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Abstract

This study is a quantitative research which purposes to determine the effect of promotion, price and service quality on purchasing decision for Skincare Products in E-Commerce Shopee. This study uses respondent consumers of skincare products namely students at the FEB UPNVJ as a sample and the samples totaled 100 respondents with the probability sampling method using simple random sampling type. Respondent data was collected using a digital questionnaire utilizing the Google Form platform. The data was then analyzed using PLS (Partial Least Square) with the help of SmartPLS 3.0 software. The results indicated that (1) Promotion has a significant effect on purchasing decisions, (2) Service quality has a significant effect on purchasing decisions (3) Price has a significant effect on purchasing decisions (4) Promotion, service quality and price simultaneously have a significant effect on purchasing decisions

Keyword: *promotion, service quality, price, purchasing decision, skincare, Shopee*

**Pengaruh Promosi, Kualitas Layanan dan Harga terhadap Keputusan
Pembelian Produk Skincare pada E-Commerce Shopee
(Studi pada Mahasiswa FEB UPNVJ)”.**

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Abstrak

Penelitian kali ini termasuk penelitian kuantitatif yang memiliki tujuan agar diketahui pengaruh dari Promosi, Kualitas Layanan serta Harga pada Keputusan Pembelian Produk *Skincare* terhadap *E-Commerce* Shopee. Penelitian ini menggunakan responden konsumen produk skincare yaitu mahasiswa FEB UPNVJ sebagai sampel dan jumlah sampel yakni 100 responden memakai metode *probability sampling* bertipe *simple random sampling*. Data responden dikumpulkan menggunakan kuesioner digital memanfaatkan platform Google Form. Data selanjutnya dianalisis memakai PLS (*Partial Least Square*) berbantuan *software* SmartPLS 3.0. Perolehan penelitian mengindikasikan (1) Promosi mempunyai pengaruh yang signifikan terhadap keputusan pembelian, (2) Kualitas layanan mempunyai pengaruh yang signifikan pada keputusan pembelian (3) Harga mempunyai pengaruh yang signifikan pada keputusan pembelian.

Kata kunci: kualitas layanan, promosi, harga, skincare Shopee, keputusan pembelian