

ABSTRACT

The Effect of Promotion and Consumer Loyalty on Purchase Decisions on The Marketplace Shopee

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This study aims to determine the effect of promotion and consumer loyalty on purchase decisions on the marketplace Shopee. Respondents in this study were 102 respondents. The methods in this study use quantitative methods. Data analysis using multiple linear regression with the help of the SPSS 26 Program. The result of this study indicated that promotion and consumer loyalty has a positive and significant effect on purchase decisions. Simultaneously, promotion and consumer loyalty have a significant effect on purchase decisions. The research that has been done has resulted in the conclusion that promotion and consumer loyalty have a partial effect on purchasing decisions in the Shopee marketplace by students at Pembangunan Jaya University

Keywords: *Promotion, Consumer Loyalty, Purchase Decisions.*

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