

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, PRICE AND PROMOTION ON PURCHASE DECISIONS AT THE MARKETPLACE SHOPEE AT THE STUDENTS OF THE UNIVERSITY OF PEMBANGUN JAYA

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This study aims to determine whether there is an effect of product quality, price and promotion on purchasing decisions on the shopee marketplace among students at Pembangunan Jaya University. This study uses quantitative methods with questionnaire data collection and purposive sampling technique. The population in this study were students of Pembangunan Jaya University who used shopee. The results of this study indicate that the quality of a product (X1), price (X2), and promotion (X3) simultaneously have a positive and significant effect on purchasing decisions (Y) for students at the University of Pembangunan Jaya, in purchasing products in the shopee marketplace.

Keywords: *Quality of a product, price, promotion, purchase decision, quantitative, purposive sampling*