

ABSTRACT

ANALYZE THE INFLUENCE OF PROMOTIONAL STRATEGIES, SERVICE QUALITY ON PURCHASING DECISIONS THROUGH BUYING INTEREST IN THE SHOPEE SHOPPING APPLICATION

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The aim of this research is to identify the impact of promotional strategies on purchasing interest in the Shopee application, to understand the influence of service quality on purchasing interest in the Shopee application, and to reveal the impact of purchasing interest on purchasing decisions in the Shopee application. This research follows a quantitative approach with an associative type of research. The sample selection method used is purposive sampling, where the sample is selected based on criteria determined by the researcher. Data was collected through the use of questionnaires given to 122 respondents. The results of this research show that promotional strategies have a significant positive influence on consumer shopping interest in the Shopee application. Apart from that, service quality also has a significant positive influence on consumer buying interest in the Shopee application. Furthermore, purchasing interest has a significant positive influence on consumer purchasing decisions in the Shopee application.

Keywords: *Promotion Strategy, Service Quality, Purchase Interest, Purchase Decision*