

ABSTRACT

This study aims to test the influence of social media marketing, lifestyle and consumer preferences on purchase decisions in Shopee Ecommerce in the Tangerang area, as many as a sample of 115 e-commerce consumers, data is collected by questionnaire and then the data is processed by multiple linear regression method with IBM SPSS 27 software. The results showed that social media marketing had a positive and significant effect on purchase decisions, lifespan had a positive and significant effect on purchase decisions and consumer preferences had a positive and significant effect on purchase decisions.

Keywords : Social Media Marketing, Lifestyle, Consumer Preferences, Purchase Decisions, Ecommerce and Shopee

