

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *sales promotion*, *brand image*, dan *perceived ease to use* terhadap keputusan menggunakan ShopeePay di Jabodetabek. Pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Pengumpulan data dalam penelitian dilakukan dengan menyebarkan kuesioner berbasis *online* kepada 95 responden, menggunakan pengukuran dengan skala Likert. Pengolahan data responden dilakukan dengan menggunakan *SmartPLS (Partial Least Square)* 3.3.

Hasil dari penelitian ini menunjukkan bahwa *Sales promotion* berpengaruh positif dan signifikan terhadap keputusan penggunaan, *Brand image* berpengaruh positif dan tidak signifikan terhadap keputusan penggunaan, dan *Perceived ease to use* berpengaruh positif dan signifikan terhadap keputusan penggunaan.

Kata kunci: *Sales Promotion*, *Brand Image*, *Perceived Ease To Use*, dan Keputusan Menggunakan.



## **ABSTRACT**

*This study aims to determine the effect of sales promotion, brand image, and perceived ease of use on the decision to use ShopeePay in Jabodetabek. Sampling using non-probability sampling method with purposive sampling technique. Data collection in the study was carried out by distributing online-based to 95 respondents, using measurements with a Likert scale. Respondent data processing is done using SmartPLS (Partial Least Square) 3.3.*

*The results of this study indicate that sales promotion has a positive and significant effect on usage decisions, brand image has a positive and insignificant effect on usage decisions, and perceived ease to use has a positive and significant effect on usage decisions.*

*Keywords: Sales Promotion, Brand Image, Perceived Ease To Use, and Usage Decision.*

