

**THE INFLUENCE OF SOCIAL MEDIA PROMOTION,
BRAND IMAGE, AND PRICE PERCEPTION TOWARDS
PURCHASING DECISIONS ON SHOPEE MARKETPLACE**

THESIS



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FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MERCU BUANA JAKARTA**

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**THE INFLUENCE OF SOCIAL MEDIA PROMOTION,
BRAND IMAGE, AND PRICE PERCEPTION TOWARDS
PURCHASING DECISIONS ON SHOPEE MARKETPLACE**

**Thesis Submitted to Fulfill One of the Requirements for Obtaining
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Stating that this final project is the original work performed by me and it's under the guidance and advice of my thesis supervisor Dr. Janfry Sihite, SE, MSM not plagiarism or duplicate of the work of others. if it turns out that my statement is not true, then I am willing to be penalized for the cancellation of this thesis if it is proven that I have committed plagiarism.

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ABSTRACT

The reason the author conducted this study was to analyse the effect of social media promotion, brand image, and price perception on purchasing decisions on Shopee marketplace. The population and sample of this research are people who buy products at Shopee. The research data used are primary data derived from questionnaires. The population and sample of this research are Shopee marketplace users who have bought products on Shopee at least once and are also social media users. The analysis used in this study is the Structural Equations Model (SEM) analysis tool using the Smart-PLS version 3.0 software. The results showed that social media promotion, brand image, and price perception significantly affect purchase decisions.

Keywords: Social Media Promotion, Brand Image, Price Perception, and Purchase Decision.



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PREFACE

All praise and gratitude are uttered to Allah SWT, who has provided smoothness and convenience so that the writer can complete the research with the title "The influence of social media promotion, brand image, and price perception towards purchasing decisions on Shopee marketplace" well.

The preparation of this thesis would not have been completed without the guidance and assistance of Dr. Janfry Sihite, SE, MSM as the supervisor who has given advice, taken the time, and directed the writer with great patience. And on this occasion, the author would also like to express her gratitude to:

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The author realizes that this research is far from perfect and has many shortcomings and limitations. Therefore, the author accepts all forms of suggestions, criticism, and constructive input from various parties. With the hope, that this research will bring benefits to all readers and scientific works in the future.



Jakarta, June , 2023

A handwritten signature in black ink, appearing to read 'Windy Nur Avifah', is located to the right of the logo.

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