

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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