

## **ABSTRACT**

### **EFFECT OF INFLUENCER MARKETING, SALES PROMOTION, PRICE PERCEPTION AND BRAND IMAGE ON PURCHASE DECISIONS IN E-COMMERCE SHOPEE**

*(Case Study on Students of Development Economics Department, Faculty of Economics, Siliwangi University, Shopee Application Users)*

**by:**

**Sri Dewi Ayu Rahayu  
NPM. 183401025**

**Guided by:**

**Iis Surgawati  
Apip Supriadi**

*The purpose of this research is to analyze: a) student responses to influencer marketing, sales promotion, price perception, brand image and purchasing decisions on e-commerce shopee b) influence of influencer marketing, sales promotion, price perception, brand image partially on purchasing decisions on e-commerce shopee and c) the influence of influencer marketing, sales promotion, price perception, brand image together on purchasing decisions on e-commerce shopee. This study used a sample of 100 people. The analytical tool used is multiple linear regression. The results of this study indicate that: a) responses to purchasing decisions and influencer marketing are categorized as good, responses to sales promotions, price perceptions and brand image are categorized as good, b) sales promotion variables and price perceptions have a positive and significant effect on purchasing decision variables on e-commerce shopee variables marketing have a positive but not significant effect on purchasing decisions on e-commerce shopee. c) influencer marketing, sales promotion, price perception and brand image variables have a significant effect on purchasing decisions on e-commerce shopee.*

*Keywords: influencer marketing, sales promotion, price perception, brand image and purchasing decisions.*

## **ABSTRAK**

### **PENGARUH *INFLUENCER MARKETING*, PROMOSI PENJUALAN, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE**

(Studi Kasus pada Mahasiswa Jurusan Ekonomi Pembangunan Fakultas Ekonomi  
Universitas Siliwangi Pengguna Aplikasi Shopee)

**Oleh:**

**Sri Dewi Ayu Rahayu  
NPM. 183401025**

**Pembimbing:**

**Iis Surgawati  
Apip Supriadi**

Penelitian ini bertujuan untuk mengetahui: a) tanggapan mahasiswa terhadap *influencer marketing*, promosi penjualan, persepsi harga, citra merek dan keputusan pembelian pada *e-commerce* shopee b) pengaruh *influencer marketing*, promosi penjualan, persepsi harga, citra merek secara parsial terhadap keputusan pembelian pada *e-commerce* shopee dan c) pengaruh *influencer marketing*, promosi penjualan, persepsi harga, citra merek secara bersama-sama terhadap keputusan pembelian pada *e-commerce* shopee. Penelitian ini menggunakan sampel sebanyak 100 orang. Alat analisis yang digunakan adalah regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: a) tanggapan terhadap keputusan pembelian dan *influencer marketing* dikategorikan baik, tanggapan terhadap promosi penjualan, persepsi harga dan citra merek dikategorikan baik, b) variabel promosi penjualan dan persepsi harga berpengaruh positif dan signifikan terhadap variabel keputusan pembelian pada *e-commerce* shopee. variabel *influencer marketing* dan citra merek berpengaruh positif namun tidak signifikan terhadap keputusan pembelian pada *e-commerce shopee*. c) variabel *influencer marketing*, promosi penjualan, persepsi harga dan citra merek berpengaruh signifikan terhadap keputusan pembelian pada *e-commerce* shopee.

Kata kunci: *influencer marketing*, promosi penjualan, persepsi harga, citra merek dan keputusan pembelian.