

ABSTRACT

IbnaI Khuzaimah,2024.“ *IbnaI Khuzaimah, 2024." The Influence of Price, Promotion and Service Quality on Purchase Decisions on Shopee Application Users at Maklae Tana Toraja*" Thesis of the Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Palopo State Islamic Religious Institute. Guided by Takdir.

This thesis discusses the influence of Price, Promotion and Service Quality on Purchase Decisions on Shopee Application Users at Makale Tana Toraja. This research aims to: To find out if there is an influence of price, promotion and service quality on purchase decisions on Shopee application users at Makale Tana Toraja.

This type of research is Quantitative research. This research was conducted in Makale Tana Toraja. Sampling was carried out by accidental sampling technique and determination of the number of samples with the Cochran formula, which was 96 people. Data was obtained through observation, questionnaires and documentation. The data collection method used in this study was carried out by validity test, reliability test, Classical Assumption test consisting of (Normality test, Multicollinearity test and Heteroscedasticity test), Multiple Linear Regression Analysis, hypothesis test consisting of (t test and F test) and R² Coefficient of Determination using SPSS 20 (Statistical Product and Service Solutions).

The results of this study show that the price variable (X1) has a positive and significant effect on the purchase decision (Y), the promotion variable (X2) has no negative effect and significance on the purchase decision (Y), the purchase quality variable (X3) has a positive and significant effect on the purchase decision (Y). Price (X1), Promotion (X2) and Service Quality (X3) have a simultaneous significance effect on purchase decisions (Y). The price (X1), Promotion (X2) and Service Quality (Y) in the purchase decision were 59.2% and the remaining 40.8% were explained by other variables that were not included in the study.

Keywords: Price, Purchase Decision, Service Quality and Promotion