

# ***THE INFLUENCE OF PROMOTIONS VIA INSTAGRAM ON PURCHASING DECISIONS AT HAPPY THRIFT BENGKALIS BENGKALIS CITY***

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## ***Abstract***

*The purpose of this research is to find out. To find out the influence of promotions on purchasing decisions for Happy thrift Bengkalis in Bengkalis City. To find out how much influence promotions have on purchasing decisions at Happy thrift Bengkalis in Bengkalis City. To find out whether promotions have a significant effect on purchasing decisions at Happy thrift Bengkalis in Bengkalis City. This research is a type of quantitative research using primary data sources (questionnaires). The sampling technique used Purposive Sampling with a total of 100 respondents. Data were collected using a questionnaire via Google Form and analyzed using Validity Test, Reliability Test, Classical Assumption Test or Prerequisite Test, Simple Correlation Test, Simple Regression Test and Hypothesis Test (T Test). The research results show that: There is an influence of promotion on purchasing decisions at Happy thrift Bengkalis. There is a very large influence of promotions on purchases at Happy thrift Bengkalis, there is a significant influence on promotional variables on purchasing decision variables at Happy thrift Bengkalis*

***Keywords:*** Promotion and Purchasing Decisions