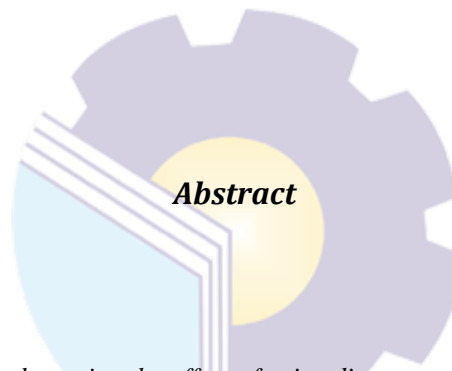


***THE EFFECT OF PRICE DISCOUNTS ON ONLINE
PURCHASING DECISIONS ON SHOPEE
APPLICATION USERS
(A Case Study Of The Bengkalis State Polytechnic Students)***

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Abstract

This study aims to determine the effect of price discounts on purchasing decisions and how much consumer response or interest in price discounts on online purchasing decisions for Shopee application users at Bengkalis State Polytechnic students. The object of this research is the Bengkalis State Polytechnic student who uses the shopee application, which consists of 25 men and 75 women. The type of research used in this study is associative research by distributing questionnaires to 100 respondents using the non-probability sampling method with Snowball Sampling. The results of respondents' responses about price discounts on Shopee application users are very high, with a total mean score of 4.31. with the Attractive price discount indicator which has the highest mean value, which is 4.59. The results of respondents' responses about purchasing decisions on Shopee application users are high, with a total mean score of 4.05. with the purchasing decision indicator that gets the highest mean value, which is 4.36. The test results show that the price discount has a positive and significant effect on purchasing decisions. The determinant coefficient (KD) is 0.493 or 49.3%, which means that the price discount affects the purchasing decision by 49.3% while the remaining 50.7% is influenced by other variables. not investigated in this study.

Keywords:Shopee Application, Price Discounts, Buying Decision