

**THE INFLUENCE OF ONLINE PROMOTIONS AND PRICES ON
PURCHASING DECISIONS AT RDV GALLERY,
SELUMA REGENCY**

By:

Deka Susanti¹⁾

Suswati Nasution and Yesi Indian Ariska ²⁾

ABSTRACT

Online shopping or better known as online shopping is a shopping activity that is carried out online and can be done via an application or via a website. When carrying out this activity, buyers who want to buy products can see photos or images in the online shop. The aim of the research is to determine the influence of online promotions and prices on purchasing decisions at RDV Gallery, Seluma Regency. The sample in this research was 75 customers who shopped at the gallery, Seluma Regency. Data collection used a questionnaire and the analysis method used was multiple linear regression, determination test and hypothesis test. The results of the multiple linear regression calculations obtained the multiple linear regression equation $Y = 9.513 + 0.320X_1 + 0.463X_2$. The coefficient of determination of the R square value was 0.477. This means that X_1 (online promotion) and online promotions have a positive and significant influence on purchasing decisions, price has a positive and significant influence on purchasing decisions because the significant value is less than 0.05. The variable This means that X_1 (online promotion) has a significant influence on purchasing decisions (Y). The variable This means that X_2 (price) has a significant influence on purchasing decisions (Y).

Keywords: Online Promotion, Price, Purchasing Decision

1) Student

2) Supervisors

