

ABSTRACT

Abstract : *The purpose of this study was to determine whether prices, promotions, and brand ambassadors mediated by brand image have an influence on purchasing decisions on the shopee online shopping site. Determination of the sample using probability. The research data uses secondary data, with questionnaire distribution techniques. The data collected were 200 respondents and processed using Partial Least Square (Smart PLS 3.0). This research was tested using validity test, reliability test, R-square, and hypothesis testing*

Keywords : *Price, Promotion, Brand Ambassador, Brand Image, Purchase Decision*