

ABSTRACT

*This study entitled *The Effect of Word Of Mouth, Sales Promotion, and Trust on Purchasing Decisions at the Promise Shopee*. The purpose of this study was to analyze the effect of Word Of Mouth, Sales Promotion, and Trust on Purchase Decisions for Shopee consumers. This research was conducted on Batangan District, Pati Regency.*

The sampling method used is the Accidental Sampling technique. The population in this study were 5,270 consumers Shopee. The sample in this study was 100 people from consumers of Shopee. The data analysis method was carried out using quantitative data analysis. Quantitative analysis includes validity test, reliability test and classical assumption test, multiple linear regression analysis, t test, F test, and coefficient of determination analysis (R²), and uses SPSS version 29.0.

The results of the regression equation are: $Y = 4,417 + 0,369 X_1 + 0,192 X_2 + 0,361 X_3 + e$. The results of the t-test of Word Of Mouth (X₁) are the t-count value of 2.564 > t-table of 1.98498 with a significance of 0.012 < 0.05(α), Sales Promotion (X₂), namely the t-count value of 1.551 < t-table of 1.98498 with a significance of 0.124 > 0.05(α), and Trust (X₃), which is the t-count value of 3,772 > t-table of 1.98498 with a significance of <0.001 < 0.05 (α), it can be concluded that all variables partially have a positive and significant effect on purchasing decisions. The results of the F test are the calculated F value of 35.331 > F table of 3.69 with a significant value of = <0.001 (0%) < 0.05 (5%), then the independent variables Word Of Mouth and Trust parsials have a positive and significant effect to the Purchase Decision. independent variables Sales Promotion have a negative and no significant effect to the Purchase Decision. The value of the coefficient of determination is indicated by the Adjusted R Square value of 0.508 which indicates that the variables of Word Of Mouth (X₁), Sales Promotion (X₂) and Trust (X₃) together (simultaneously) can explain the Purchase Decision by 51.0%, while the remaining 49.0% is explained by factors not examined in this study.

Keywords: *Word Of Mouth, Sales Promotion, Trust*