

ABSTRACT

This research aims to know the influence of product diversity and promotion of E-Commerce purchases on Lazada.co.id. This research uses descriptive method and vitrified. The sampling technique using a non-probability sampling, by way of accidental sampling. The data analysis used i.e. using multiple linear regression analysis, correlation analysis, multiple analysis and coefficients of determination. The result of the research shows that the diversity of products and promotions to simultaneously have the contributions influence on purchasing decisions with the determination coefficient i.e. of 66.5%. Contributions influence the diversity of products towards purchasing decision was of 18.7% and contributions influence purchasing decisions is against promotion of 47.6%. The rest is 33.5 influenced by other variables not examined. Then the product diversity and promotion effect on purchasing decisions simultaneously as well as partially.

Key Words: Product Diversity, Promotion, Purchasing Decisions.