***ABSTRACT***

*Melvin Nicholas Limuel / 72150147/2019 / Influence of Promotion and Perceived of Ease of Use of GO-PAY Digital Payment on Consumer Purchasing Decisions at Chatime Outlets in Kelapa Gading / Dr. Ir. Abdullah Rahkman, M.M.*

*Along with technological developments, there is a new culture in the transaction system, Now people and entrepreneurs can already make transactions using electronic / digital money so that payments are not only made using currency. In the last few years electronic money circulating in Indonesia has increased so much that the emergence of fintech companies that provide payment services using electronic money. The Fintech company also works with various outlets in providing promotions and conveniences to every user. These things affect purchasing decisions by consumers in using digital payment instruments, especially at beverage outlets. So that it becomes a phenomenon in the field of fintech. The theory used in the thesis is theory of promotion by Kotler and Armstrong (2018), the theory of perceived ease of use by Davis F.D., (1989), and the theory of purchasing decisions by Kotler and Armstrong (2018).*

*The purpose of this study was to (1) To determine the effect of promotion of GO-PAY digital payment on consumer purchasing decisions at Chatime outlets in the Kelapa Gading area. (2) knowing the effect of the ease of GO-PAY's digital payment on consumer purchasing decisions at Chatime outlets in the Kelapa Gading area.*

*This research was carried out on users of GO-PAY digital payment devices who had conducted transactions at Chatime outlets in Kelapa Gading Region. The sampling technique used is a non probability sampling technique with judgement sampling approach. While the data obtained is in the form of primary data because data collection is done by distributing online questionnaires on social media. A total of 105 results of the questionnaire were received and all can be processed by the researcher. Data processing is done using SPSS Version 24 for Windows.*

*The results of the research obtained by researcher show that promotion has a positive influence on purchasing decisions, and the perception of ease of use has a positive influence on purchasing decisions.*

*Keywords : Promotion, Perceived Ease of Use, Purchase Decision*