

## ABSTRACT

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Study Program : Entrepreneurship  
Title : Purchase intention of Shopee consumer during single's day promotion double date 11.11 program

*Along with the development of the era of technology has also influenced the development of marketing activities in various business sectors. The emergence of e-commerce in the industrial era 4.0 makes it easier for people to shop. Of course, all e-commerce has a different marketing strategy. One of the e-commerce sites in Indonesia, namely Shopee, has a strategy to attract consumers to shop there by using the 11.11 double date with the campaign name "Shopee 11.11 Big Sale". The method used in this study is a qualitative method because the phenomenon under this research is consumer purchase interest in the phenomenon of the 11.11 double date promotion program. This research conducted interviews with 12 people who knew Shopee, one person from Shopee Indonesia and three shopee sellers from different category. The results showed that the promotion of the Shopee 11.11 Big Sale double date had an effect on increasing consumer purchase intention to shop at Shopee through a big promotion, for store owners the Shopee 11.11 Big Sale double date promotion also had an effect on increasing sales up to 100% more, for Shopee itself the promotion of this double date have an effect on the intensity of purchases as seen in the increase in visits and transactions on the Shopee application. Although the double date of Shopee 11.11 Big Sale increases consumer purchase intention because consumers feel more efficient, but in reality it also makes consumers more consumptive. This sometimes makes consumers feel sorry for buying goods that are not necessarily useful.*

Keyword: Promotion, Double date, Shopee, Purchase intention, Consumer.