

## **ABSTRACT**

*Online business is an activity of buying and selling goods and services using the internet. As with business in general, in online business, entrepreneurs are required to be able to make the right promotional strategies. Promotion is the process of informing, offering, and disseminating a product or service to potential consumers with the aim that these potential consumers can make purchases so that producers benefit. Related to promotions made by marketers and purchasing decisions by consumers, this research was conducted on cosmetic products. This study aims to identify how much the promotional mix (bundling, discount, and free shipping) affects the online purchase decision of skin care cosmetic products (skincare) on Pharmacy Students at the Health Polytechnic of the Ministry of Health, Tasikmalaya.*

*This research method is descriptive quantitative with a sample of students from the Department of Pharmacy, Health Polytechnic of the Ministry of Health, Tasikmalaya, selected using a purposive sampling technique. The data analysis used in this research is univariate analysis. Univariate analysis was used to determine the characteristics of the variables studied.*

*The result of this research is that the promotion mix almost entirely causes the decision to buy skin care cosmetic products online with an average amount of 81.5%.*

**Keywords:** *Promotional Mix, Purchase Decision, Cosmetic Products.*