

## **ABSTRAK**

In this modern era, Indonesia already has so many *E-Marketplaces* (Online Markets) making this e-marketplace easier for consumers to do shopping easily. One type of marketplace that is quite popular in Indonesia is Tokopedia. Tokopedia always holds sales promotions every month, thereby increasing purchase interest. This increase can be seen from the number of monthly visits to Tokopedia, and seeing the traffic of the marketplace in Indonesia. This study uses the *Technology Acceptance Model* (TAM) to determine the effect of sales promotion on purchase intention. The data used in this study are primary data obtained from respondents who use Tokopedia. The results of this study that sales promotions significantly affect purchase intention, but one of the TAM components, namely perceived usefulness, has no effect on purchase intention.