

ABSTRACT

Nabila Anggraeni, 2024. The Influence of Online Sales Promotion on Purchase Decisions of Cork Fish (*Channa striata*) Sempol Substitution of Cork Fish Bone Flour as a Source of Calcium for the Prevention of Osteoporosis in Women. Scientific Writing, Diploma 3 Nutrition Study Program, Polytechnic Ministry of Health Malang. Supervisor: **Ir. Astutik Pudjirahaju., M.Si.** Salari, et al in 2021 stated that female osteoporosis sufferers were higher than men, namely 23.1%. Analyzing the effect of online sales promotion on the decision to buy cork fish sempol (*Channa striata*) substituted with cork fish bone flour as a source of calcium for preventing osteoporosis in women. Survey and literature study. Most respondents (45,5%) rated the price of sempol products as very good compared to products and price affordability as very good (54,5%), access to information on sempol products as very good (52,3%) and product advertisements as very good (50,0%), and information on sempol product advertisements as very good (47,7%) and the number of respondents seeing advertisements as very good (61,4%). Most respondents (61,4%) gave a very good assessment that the respondents bought the product according to their wishes and it was very good that the respondents bought according to their needs (43,2%), the product quality was very good (56,8%) and the match with consumer expectations was very good (52,3%), and gave a very good assessment that they would make repeat purchases (56,8%) and recommend products to friends (59,1%). The results of the analysis of the effect of sales promotion on purchasing decisions, namely that there is an influence between sales promotion and the decision to buy cork fish sempol with cork fish bone flour substitution.

Keywords: Sales Promotion, Purchase Decision, Cork Fish Sempol, Cork Fish Bone Flour, Osteoporosis