*ABSTRACT*

Edi Sucipto Tanady / 78150108 / 2019 / *Analysis of the Effect of Brand Image and Service Quality on Purchasing Decisions of Tokopedia in Jakarta / Advisor* Muhammad Fuad, S.E, M.P.

*In this day and age, the creation of new business opportunities through internet media is widely used by large companies, namely E-commerce. Some of them are Tokopedia, Shopee, Bukalapak, and others. With the emergence of a variety of E-commerce causes consumers to be more selective in choosing online transaction applications. Therefore, researchers are interested in conducting a study entitled Analysis of the Effects of Brand Image and Service Quality on Purchasing Decisions Tokopedia in Jakarta*

*In this study, researchers used theories to better understand the understanding and concepts associated with the discussion of this study. These theories include: Brand Image Theory, Service Quality, and Purchasing Decisions. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variables in this study are Brand Image and Service Quality. Whereas the dependent variable in this research is the Purchase Decision.*

*Sampling in this study were 100 respondents conducted by distributing questionnaires in the form of google form. The object of this research was Tokopedia respondents in Jakarta. While the sample procedure uses nonprobability sampling and uses judgment sampling, where the sampling is in accordance with the criteria determined by the author. The consideration factor is respondents who have used the Tokopedia application. The data analysis technique used is the validity test, reliability test, classic assumption test, scale range and linear regression.*

*The results of this study indicate that the brand image and service quality variables have an influence on purchasing decisions. With these results can indicate that the better brand image and service quality can improve purchasing decisions.*

*The conclusion of this study is the brand image and service quality proved to significantly influence purchasing decisions in accordance with previous research. The author recommends that Tokopedia always maintain the company's existing brand image and improve service quality.*

*Keywords : Brand Image, Service Quality, Purchase Decisions*