**ABSTRACT**

*Fransiscus Giovanni Winata /70150121/ The Influence of Product Innovation and Brand Image on Go-Jek Purchase Decision in North Jakarta / Advisor : Ir. Dergibson Siagian, M.M.*

*The use of transportation rises constantly and will continue to do so whether its public transportation or private vehicles. However, problems of the nation's capital can be a disruptive factor impacting citizens and their daily life. The development of technology and spiking number of smartphone usage in Indonesia deliberately inspires entrepreneurs to create an online-based application as a practical alternative that eases the lives of Jakarta citizens in doing activities.*

*The theory used to support this essay are the definition of product innovation and branding image, and purchase decision. Furthermore, the theory regarding product innovation with purchase decision and branding image with purchase decision, equally supports the essay.*

*The object of observation in this matter is Go-Jek. The research sample are the people who incorporates Go-Jek in going about with their daily lives. The method used in the research are descriptive analysis and multiple regression analysis. Collecting Samples was done by spreading questionnaires through Google Form to collect 100 respondents. The technique used to collect data was done by judgement sampling.*

*This research shows that the innovation variable was not significantly influential towards the purchase decision, but it was the Branding Image variable that influences consumers more in their purchase decision.*

*The conclusion to this research proves to show that product innovation does not influence the consumer's purchase decision but rather the branding image of a product that shows a positive and significant response towards the purchase decision of Go-Jek in North Jakarta.*

*Key Words : Innovation Product, Brand Image, Purchase Decision.*