

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Citra Merek, Persepsi Harga, dan Gaya Hidup Terhadap Keputusan Pembelian Konsumen *E-Commerce* Shopee Pada Saat Pandemi Covid-19. Objek penelitian ini adalah konsumen *e-commerce* Shopee di wilayah DKI Jakarta. Penelitian ini dilakukan terhadap 160 orang responden yang diambil dengan teknik metode *convenience sampling* dengan menggunakan pendekatan deskriptif kuantitatif. Pengolahan data dilakukan dengan analisis *Partial Least Square (SmartPLS)* versi 3.0. Keputusan Pembelian (Y) konsumen *e-commerce* Shopee pada saat pandemi Covid-19 dapat dijelaskan oleh Citra Merek (X1), Persepsi Harga (X2), dan Gaya Hidup (X3) sebesar 71,1%, sedangkan sisanya 28,9% dijelaskan oleh faktor lain di luar penelitian. Hasil penelitian ini menunjukkan bahwa secara uji-t (*Bootstrapping*) Citra Merek, Persepsi Harga, dan Gaya Hidup berpengaruh positif dan signifikan terhadap Keputusan Pembelian konsumen *e-commerce* Shopee pada saat pandemi Covid-19.

Kata Kunci: Citra Merek, Persepsi Harga, Gaya Hidup, dan Keputusan Pembelian Konsumen



ABSTRACT

This study aims to determine the effect of brand image, price perception, and lifestyle on purchasing decisions of Shopee e-commerce consumers during the Covid-19 pandemic. The object of this research is Shopee e-commerce consumers in the DKI Jakarta area. This research was conducted on 160 respondents who were taken by the convenience sampling method using a quantitative descriptive approach. Data processing was carried out using Partial Least Square (SmartPLS) analysis version 3.0. Purchase Decision (Y) for Shopee e-commerce consumers during the Covid-19 pandemic can be explained by Brand Image (X1), Price Perception (X2), and Lifestyle (X3) of 71.1%, while the remaining 28.9% is explained by other factors outside the research. The results of this study indicate that by t-test (Boostrapping) Brand Image, Price Perception, and Lifestyle have a positive and significant effect on the Purchase Decision of Shopee e-commerce consumers during the Covid-19 pandemic.

Keywords: *Brand Image, Perceived Price, Lifestyle, and Consumer Purchasing Decisions*

