

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan daring, citra merek dan promosi terhadap keputusan pembelian daring *shop* Tokopedia. Responden penelitian ini adalah pelanggan yang pernah membeli di *online shop* tokopedia minimal 1 kali. Penelitian ini dilakukan terhadap 185 responden dengan menggunakan pendekatan kuantitatif korelasional. Analisis data yang digunakan adalah *structural equation modeling*. Hasil penelitian ini menunjukkan bahwa kualitas pelayanan daring berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: kualitas pelayanan daring, citra merek, promosi, keputusan pembelian.



ABSTRACT

This research aims to find out the influence of service quality online, brand image and promotion on tokopedia online shop purchasing decisions. Respondents to this study were customers who had purchased at tokopedia online at least once. The study was conducted on 185 respondents using a correlational quantitative approach. The data analysis used is structural equation modeling. The results of this study show that the quality of service has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and promotion has a positive and significant effect on purchasing decisions.

Keywords: service quality online, brand image, promotion, purchasing decision.

