

## ABSTRAK

Penelitian ini membahas mengenai bagaimana *Kualitas layanan*, *Brand Image* dan promosi berpengaruh terhadap keputusan pembelian konsumen di aplikasi shopee pada warga di Jakarta Barat. Penelitian ini dilakukan karena pesatnya pembelian di shopee di Jakarta Barat. Penelitian ini bertujuan untuk menganalisis pengaruh *Kualitas layanan*, *Brand Image* dan promosi terhadap keputusan pembelian di aplikasi Shopee di Jakarta Barat. Sampel yang dipergunakan adalah sebanyak 160 konsumen. Metode penarikan sampel menggunakan *Simple random sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data pada penelitian ini adalah Structural Equation Model (SEM) dengan alat analisis Smart-PLS versi 3.2.9. Hasil penelitian ini membuktikan bahwa *Kualitas layanan* dan *Brand Image* tidak berpengaruh terhadap keputusan pembelian. Sedangkan promosi berpengaruh terhadap keputusan pembelian konsumen di aplikasi shopee di Jakarta Barat.

Kata Kunci: *Kualitas layanan*, *Brand Image* , promosi, keputusan pembelian



## **ABSTRACT**

*This study examines how Service Quality, Brand Image, and Promotion affect consumer purchasing decisions on the Shopee app among residents in West Jakarta. The research was conducted due to the rapid increase in purchases on Shopee in West Jakarta. The aim of this study is to analyze the impact of Service Quality, Brand Image, and Promotion on purchasing decisions on the Shopee app in West Jakarta. The sample used consists of 160 consumers. The sampling method employed is Simple Random Sampling. Data collection is conducted through surveys, with the research instrument being a questionnaire. The data analysis method used in this study is Structural Equation Modeling (SEM) with Smart-PLS version 3.2.9 as the analysis tool. The results show that Service Quality and Brand Image do not influence purchasing decisions. However, Promotion does influence consumer purchasing decisions on the Shopee app in West Jakarta.*

*Keywords: Service quality, Brand Image, promotion, purchase decision*

