

ABSTRAK

EFEKTIVITAS *E-BRAND IMAGE*, *E-TRUST* DAN *E-SERVICE* TERHADAP KEPUTUSAN PEMBELIAN ONLINE DI SHOPEE (STUDI KASUS PADA PENGGUNA APLIKASI SHOPEE DI PERUMAHAN GRIYA INDAH IV)

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Penelitian ini bertujuan untuk menganalisis Efektivitas *E-Brand Image*, *E-Trust* dan *E-Service* terhadap Keputusan Pembelian Online di Shopee. Studi kasus ini dilakukan pada pengguna aplikasi Shopee di Perumahan Griya Indah IV. Peneliti menggunakan jenis penelitian Metode Kuantitatif dengan menggunakan data dari kuesioner yang telah disebar oleh peneliti pada konsumen yang menggunakan aplikasi Shopee, pengolahan data kuesioner menggunakan sistem IBM SPSS 27 dan menggunakan metode Analisis Regresi Linear Berganda sebagai alat analisis data.

Hasil dari penelitian ini menunjukkan bahwa secara parsial variabel *E-Brand Image*, *E-Trust* dan *E-Service* berpengaruh signifikan terhadap Keputusan Pembelian Online pada aplikasi Shopee di Perumahan Griya Indah IV. Sama juga dengan hal parsial, bahwa secara bersama-sama (Simultan) variabel *E-Brand Image*, *E-Trust* dan *E-Service* berpengaruh signifikan terhadap Keputusan Pembelian Online pada aplikasi Shopee di Perumahan Griya Indah IV.

Kata Kunci: *E-Brand Image*, *E-Trust*, *E-Service*, *Keputusan Pembelian Online*

ABSTRACT
EFFECTIVENESS OF E-BRAND IMAGE, E-TRUST AND E-SERVICE ON
ONLINE PURCHASE DECISIONS AT SHOPEE
(CASE STUDY ON USERS OF SHOPEE APPLICATION IN GRIYA INDAH IV
HOUSING HOUSING)

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This study aims to analyze the Effectiveness of E-Brand Image, E-Trust and E-Service on Online Purchasing Decisions on Shopee. This case study was conducted on Shopee application users in Griya Indah IV Housing. The researcher used the Quantitative Method research type using data from questionnaires that had been distributed by researchers to consumers who used the Shopee application, processing questionnaire data using the IBM SPSS 27 system and using the Multiple Linear Regression Analysis method as a data analysis tool. The results of this study indicate that partially the E-Brand Image, E-Trust and E-Service variables have a significant effect on Online Purchasing Decisions on the Shopee application in Griya Indah IV Housing. The same is true for partial, that simultaneously (Simultaneously) the E-Brand Image, E-Trust and E-Service variables have a significant effect on Online Purchasing Decisions on the Shopee application in Griya Indah IV Housing.

Keywords: E-Brand Image, E-Trust, E-Service, Online Purchasing Decisions

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