

**PENGARUH PROMOSI DAN BRAND IMAGE TERHADAP KEPUTUSAN
PEMBELI DI E – COMMERCE ZALORA**

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Abstrak

Brand image adalah persepsi dan kepercayaan pada memori konsumen terhadap merek yang mempengaruhi keputusan pembelian, merek yang paling dikenal dan paling sering dipilih selalu tersedia dan mudah ditemukan serta kualitasnya tidak perlu diragukan lagi. Hal ini menuntut perusahaan untuk menciptakan, mengembangkan dan mempertahankan brand image yang baik di mata konsumen agar mampu bersaing dengan perusahaan lain seperti halnya Zalora yang dikenal masyarakat Indonesia karena memiliki beberapa keunggulan dibanding toko online lainnya. di toko. Koefisien determinasi Adjusted R Square sebesar 0.082 Hal ini menunjukkan bahwa kemampuan variabel promosi (X1), dan brand image (X2), dan menjelaskan pengaruhnya terhadap keputusan pembelian (Y) sebesar 8.2% Sedangkan sisanya sebesar 91.8% merupakan pengaruh dari variabel bebas lain yang tidak diteliti dalam penelitian ini seperti variabel kualitas pelayanan, citra perusahaan, kelengkapan produk, kepuasan konsumen, loyalitas konsumen, harga, dan faktor lainnya.

Kata Kunci : Promosi, Brand Image, Kepuasan Pembeli.

THE INFLUENCE OF PROMOTION AND BRAND IMAGE ON DECISIONS BUYERS IN ZALORA E-COMMERCE

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Abstract

Brand image is the perception and belief in consumer memory of a brand that influences purchasing decisions, the best known and most frequently chosen brands are always available and easy to find and the quality is unquestionable. This requires companies to create, develop and maintain a good brand image in the eyes of consumers in order to be able to compete with other companies such as Zalora which is well known to the Indonesian people because it has several advantages compared to other online stores. in store. Adjusted R Square coefficient of determination is 0.082. This shows that the ability of the promotion variables (X1) and brand image (X2) and explains their influence on purchasing decisions (Y) is 8.2%, while the remaining 91.8% is the influence of other independent variables that do not investigated in this study such as service quality variables, corporate image, product completeness, customer satisfaction, customer loyalty, price, and other factors.

Keywords: Promotion, Brand Image, Buyer Satisfaction.