

*The Influence of Brand Image, Advertising, and E-Service Quality On Shopee  
Food Purchase Decisions Jakarta  
(Study on Shopee Food User Students in Jakarta)*

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***ABSTRACT***

*This study aims to determine the effect of Brand Image, Advertising, and E-Service Quality on Shopee Food Purchasing Decisions (Study on Shopee food user students in Jakarta). The type of research used is quantitative research using 100 respondents processed using Smart PLS 4.0. The research results show that Brand Image has a positive and significant effect on shopee food purchasing decisions, this is evident through the tcount value of 2.279 and the significance value is 0.015. Advertising has a positive and significant impact on shopee food purchasing decisions, this is evidenced by the tcount value of 8.726 and the significance value is 0.000. E - Service Quality has a positive and significant impact on shopee food purchasing decisions, it is proven by the tcount value of 2.392 and the significance value is 0.021. Brand image, advertising, and E-Service Quality variables have a stimultan effect on Shopee Food purchasing decisions.*

***Keyword:*** *Brand Image, Advertising, E - Service Quality, Purchasing Decisions, Shopee Food*

**Pengaruh Brand Image, Iklan, Dan E-Service Quality Terhadap Keputusan  
Pembelian Shopee Food Jakarta  
(Studi Pada Mahasiswa Pengguna Shopee Food Di Jakarta )**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Image*, Iklan, dan *E – Service Quality* terhadap Keputusan Pembelian Shopee Food (Studi Pada Mahasiswa Pengguna Shopee food di Jakarta ). Jenis riset yang digunakan yaitu penelitian kuantitatif dengan menggunakan 100 responden yang di olah menggunakan Smart PLS 4.0. Hasil Riset memperlihatkan bahwa *Brand Image* berpengaruh secara positif dan signifikan pada keputusan pembelian shopee food, ini terbukti lewat nilai thitung yaitu 2,279 serta nilai signifikansi ialah 0,015. Iklan berdampak positif dan signifikan pada keputusan pembelian shopee food, itu terbukti dengan nilai thitung yaitu 8,726 serta nilai signifikansi ialah 0,000. *E – Service Quality* berdampak positif dan signifikan pada keputusan pembelian shopee food, itu terbukti dengan nilai t-hitung yaitu 2,392 serta nilai signifikansinya ialah 0,021. Variabel *Brand image*, Iklan, dan *E -Service Quality* berpengaruh secara simultan terhadap keputusan pembelian Shopee Food.

**Kata Kunci :** *Brand Image*, Iklan, *E – Service Quality*, Keputusan Pembelian, Shopee Food