

ABSTRACT

.Recently, the increasing public interest in the use of electronic money in transactions has also triggered the growth of various non-cash payment products. One of them is ShopeePay, which is ranked first during the period 2019 - 2020 compared to other e-money. ShopeePay, itself, even though it is ranked first as e-money used by consumers, cannot be separated from various problems that occur, such as system disturbances causing the top-up of e-money balances cannot be done, consumers have done top-up ShopeePay accounts but balance does not increase, and so on. In addition, ShopeePay consumers have a low level of awareness which results in ShopeePay not being the main choice for consumers who want to conduct e-money transactions, this makes usage decisions decrease. This study has a purpose, to determine and analyze the influence of brand awareness and brand image on the decision to use ShopeePay services. The research method used in this research is quantitative method with descriptive-causality research type. Sampling was carried out using probability sampling technique used was simple random sampling technique with 400 active student respondents at Telkom University. The data analysis technique used was descriptive analysis and multiple regression analysis. Based on the results of descriptive analysis, brand awareness, brand image and purchasing decisions are included in the good category. Based on the results of the study, it shows that brand awareness and brand image partially and simultaneously influence purchasing decisions by 51.7% and the rest is influenced by other factors not examined in this study.

Keywords:; Brand Awareness, Service Quality , Purchase Decision.