

ABSTRACT

The background of this research is the problems faced by the e-commerce platform Bukalapak related to brand image and consumer buying interest. Therefore, this research was conducted with the aim of analyzing and testing the influence between the variables studied in this study, including brand image and consumer buying interest on the Bukalapak e-commerce platform.

This study uses quantitative methods with the analytical techniques used are descriptive analysis and simple linear regression. The sampling technique used is probability sampling and simple random sampling with a total of 100 respondents who have used the Bukalapak e-commerce platform.

The results of the research conducted by the researcher show that the brand image variable is included in the fairly good category and the buying interest variable is included in the fairly good category as well. This study shows that there is a positive and significant influence on brand image on buying interest either partially or simultaneously. This shows that the better the brand image, the more consumers buy interest on the Bukalapak e-commerce platform.

Keywords: Brand Image, Buying Interest