

ABSTRACT

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 Gopay, which is ranked first during the period 2019 - 2020. Go-Pay itself, even though it is ranked first as e-money used by consumers, cannot be separated from various problems, such as system disturbances resulting in top-up of e-money balances cannot be done. , consumers have made a Go-Pay account top-up but the balance does not increase, and so on. In addition, Go-Pay consumers have a low level of awareness which causes Go-Pay not to be the main choice for consumers, 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 Go-Pay services.

The research method used is a quantitative method with the type of descriptive-causality research. Sampling was done by using probability sampling technique with simple random sampling technique with 400 active student respondents from 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 Image, Brand Awareness, Purchase Decision.