

ABSTRACT

The pandemic period makes people prefer to shop through supermarkets or online applications, in order to maintain their health and hygiene. Therefore, it can be seen that the COVID-19 pandemic has changed or become a considerable influence on the public's purchasing decision process. decision to buy or use the product or service.

The method used is the quantitative method with descriptive and causal research types for research sampling using the Non Probability Sampling method and the type of Purposive Sampling with a sample of 100 respondents. The data analysis technique uses descriptive analysis and multiple linear regression analysis

The conclusion in this study is the variable with each item owned and the results of brand image presentation are 61.4%, service quality is 65.6% and purchasing decisions are 66.9%. Brand image, service quality and purchasing decisions are both in the fairly good category. Simultaneously shows that brand image and service quality simultaneously have a significant effect on purchasing decisions.

Keywords: Brand Image, Service Quality, Purchase Decision