

ABSTRACT

In the business world, the development of the internet can be used as a place for marketing media for electronic-based merchandise or e-commerce. Off all the e-commerce categories, the fashion category is at the top showing superiority among all existing categories. One of the e-commerce fashions is the Berrybenka application, where there are still shortcomings in several aspects, resulting in a decrease in interest in searching for Berrybenka from year to year. This study aims to determine and analyze the effect of e-service quality and brand image on consumer buying interest in the Berrybenka application.

The quantitative research method used in this research is descriptive research, non-probability sampling technique as the research sample with 100 respondents. The data were analyzed through descriptive analysis techniques and multiple linear regression analysis using IBM SPSS Statistics 25.

Based on the descriptive analysis, the overall e-service quality variable is 77.40% in the good category. The brand image variable of 78.38% is in the good category and 73.02% of buying interest is in the good category. As for the results of multiple linear regression analysis on the influence of e-service quality and brand image on buying interest simultaneously is 66.6% and partly 33.4% influenced by the variables of Social Media Marketing, Perceived Quality, Review Content, Price, Perceived Trust, E-WOM, Perceived Value, Celebrity Endorser and Customer Satisfaction which were not examined in this study.

Keyword : E-Service Quality, Brand Image, Purchase Intention