

ABSTRACT

Lazada is one of the e-commerce sites that provide online shopping services, aiming to make it easier for customers to find the goods they need. Service quality is one of the keys to a company's success in achieving customer loyalty to re-order again. Therefore, this study aims to determine the effect of service quality and brand image of Lazada's repurchase decision, users in Bandung. The quantitative descriptive and causal analysis is used in this study based on the service quality and brand image on Repurchase Decision. This study amounted to 100 respondents who purchased from Lazada platform. While the sampling technique used is probability sampling, the population is international students for who have done purchased from Lazada Bandung. Based on the hypothesis test conducted, Service Quality and Brand Image variables it partially influences on Repurchase Decision. Service Quality has a value of 2.385 (t_o) > 1.66071 (t_α) partly has a positive and significant effect on repurchase decisions, and brand image has a value of 5.18 (t_o) > 1.66071 (t_α) partially has a positive and significant impact on repurchase decision. This study concludes that the service quality and brand image variables influence the Repurchase decision variable by 33.7%, and the remaining 66.2% is influenced by other variables not examined in this study. As a partial influence on the Service quality and brand Image variable, the attractiveness variable has a positive and significant effect on repurchase decisions.

Keywords: *Service Quality, Brand Image, Repurchase Decision, and Lazada Indonesia.*