

ABSTRACT

Current technological developments produce many innovations in today's life, one form of innovation is the internet. The presence of the internet creates new opportunities in business, one of the companies that respond to these opportunities is the Lazada company, which was founded in 2012, but the Lazada company has experienced a decline in ability, one of which is in visiting Lazada Indonesia, based on Q4 2020 data of 36,260,600 visitors but the number continues decreased until q2 2021 only reached 27,670,000 visitors (iprice.co.id 2021) and in the App store ranking Lazada was only in the third position while the Lazada Playstore in 2020 dropped in rank from the previous year to rank third (Iprice.co .id 2021). Meanwhile, for Lazada's position from six major cities in Indonesia, Lazada is only able to be top of mind in Medan cities only (Kompas.com 2018). The purposes of this study are 1) To find out Lazada's advertisements in Medan, 2) To find out Lazada's image brand in Medan, and 3) to determine the effect of Lazada's an advertising and brand image on Lazada consumers' purchasing decisions in Medan City.

The method used in this study is a quantitative method with descriptive analysis techniques and multiple linear regression. In this study using advertising and brand image variables as the independent variables and purchasing decisions the dependent variable, the population in this study were Lazada consumers in the city of Medan using the Bernauli formula, the questionnaire was distributed to 100 respondents as the research sample.

The results of this study are the percentage of advertising 71.85%, brand image 74.16% and purchasing decisions 74.27% all variables are in the high category, and advertising and brand image have a partial effect on purchasing decisions and have a simultaneous effect of 0.674 or 67.4 % and 32.6% influenced by other variables such as brand ambassador.

Keyword : *Advertising, Brand image, Purchase decisions*