

## ABSTRACT

This study was conducted to determine "The Influence of Customer Experience and Brand Image on Purchase Decision of Lazada consumers". The purpose of this study was to determine the Customer Experience and Brand Image, partially affect the Purchase Decision of Lazada consumers and to know how the Customer Experience and Brand Image simultaneously influence the Purchase Decision of Lazada consumers.

This study uses quantitative research methods with descriptive causal research on Lazada consumers. The research data were obtained by distributing questionnaires to 100 respondents. The sampling technique in this study is non-probability sampling. The data used in this study are primary data obtained from questionnaires, while secondary data are obtained from previous research data, books, journals, and the internet. The data analysis technique used is descriptive and multiple linear regression.

Based on the results of descriptive analysis on Customer Experience, Brand Image and Purchase Decision as a whole are in good category. The results of the multiple linear regression analysis technique show that the Customer Experience and Brand Image have a significant effect on purchasing Purchase Decisions. This is evidenced by the value of  $t$  arithmetic greater than  $t$  table. The quality of the Customer Experience, and the Brand Image simultaneously affects Purchase Decision. This is evidenced by the sig value.  $0.000 < 0.55$ , which means that there is a significant influence between the independent variables simultaneously on the dependent variable.

The conclusion of this study is that each variable can affect Purchase Decision on Lazad consumers. And the Quality of Customer Experience, and Brand Image simultaneously affect the Purchase Decision of Lazada consumers. The four independent variables, namely Customer Experience, and Brand Image have a correlation so that they can affect Purchase Decision on Lazada consumers.

Keywords: Customer Experience, Brand Image, and Purchase Decision