

ABSTRACT

In this rapidly developing digital era, digital technology plays an important role in everyday life, so that people's activities cannot be separated from online shopping activities. The high value of e-commerce transactions and the increase in the level of monthly e-commerce web visitors since the pandemic period indicate that purchasing decisions on e-commerce platforms are increasing. While other e-commerce companies have experienced an increase in purchasing decisions for their users, Tokopedia has experienced a decrease in purchasing decisions for their users. This is represented by unsatisfactory pre-survey results on several statements on the purchasing decision variable. The purpose of this study was to analyze the effect of brand image and price on purchasing decisions at Tokopedia e-commerce. The sampling technique used in this study was purposive sampling with an unknown population formula. The sample used in this study was 385 people.

This research uses quantitative methods and has gone through a series of tests that include validity, reliability, multiple linear regression, the classical assumption test, hypothesis testing, which is divided into the t test and the f test, and the coefficient of determination (R²), which reveals a positive and significant influence both partially and simultaneously among the three variables.

The results on the test for the coefficient of determination (R²) show that brand image and price influence purchasing decisions by 79.4%, while the other 20.6% are influenced by other factors. The practical implication is that Tokopedia continues to improve its brand image and price until it reaches the very good category, improving quality and affordability of prices.

Keywords: *Brand image, Price, Purchase Decision, E-Commerce Tokopedia.*