ABSTRACT

This study aims to analyze the effect of Service Quality, Brand Image and the implications of Online Product Purchase Decisions at Zoya Hijab. Service quality, brand trust, social media, and brand image of a company are things that are considered by consumers in making purchases online at Zoya Hijab.

Respondents in this study were consumers who made transactions online at Zoya Hijab. Data was collected through a questionnaire method that was filled independently by 150 respondents who were selected by non-probability sampling , accidental sampling method where respondents had made purchases or transactions online at Zoya Hijab. The analytical method used is the analysis of Structural Equation Modeling (SEM) which is run by the AMOS program.

The results of hypothesis testing with SEM indicate that the effect of service quality on the brand image shows the coefficient value in a positive direction. The value of C.R = 7.051 with probability = 0,000 <0.05. The test results of the effect of Service Quality on Purchasing Decisions show coefficient values in a positive direction. The value of C.R = 2.245 with probability = 0.0250 <0.05. The test results of influence Brand trust on Brand Image shows coefficient values in a positive direction. Obtained value C.R = 3.170 with probability = 0.002 <0.05. The test results of the influence of Social Media on Purchasing Decisions show coefficient values in a positive direction. The value of C.R = 2.572 with probability = 0.010 <0.05. The test results of the influence of Brand Image on Purchasing Decisions show coefficient values in a positive direction. The significance test of the effect is obtained by the value C.R = 4.875 with probability = 0,000 <0.05.

The results of this study are that there is a significant effect on service quality variables on brand image. And there are also significant effects on service quality variables, brand trust, social media, and brand image of online purchasing decisions at Zoya Hijab.

Keywords: Service Quality, Brand Trust, Media Social, Brand Image, Purchase Decision