

ABSTRACT

The aim of this research is to analyze the effect of Attractiveness Promotion, Willingness To Pay, and Service Quality against Purchasing Decisions Online to improve the Brand Image in PT. Gojek Indonesia in particular on service Go-Car.

Non probability sampling with Purpose Sampling method is used as methodology research for this research. Samples collected as many as 145 of respondents were selected using a consideration that is as service users Go-Car, a company based in the city of Semarang. This research uses the Partial Least Square analysis techniques, which are being estimated by the program Smart PLS 3.0.

The results showed that attractiveness of promotion, Willingness To Pay, Service Quality, and Brand Image as an intervening variable is positive and has significant effect either directly or indirectly against purchasing decisions online. Brand Image factor is the factor that most affect consumers in doing online purchasing decisions. So it came to the final conclusion that the higher the Brand Image then the higher purchase decisions online on the Go-Car service.

Keywords: Attractiveness of Promotion, Willingness To Pay, Service Quality, Brand Image, Purchase Decision Online