

ABSTRACT

The lifestyle shift experienced by society in the current era of globalization can be seen from consumer behavior, namely from activities that are usually carried out in person to an era where various activities are carried out online. One example is online shopping, which can make it easier for consumers to get the goods they need quickly and practically because they are assisted by current technological developments, namely the presence of e-commerce. In Indonesia, many e-commerce platforms have appeared and enlivened the online market, one of which is Bukalapak. If you look at the year e-commerce was founded in Indonesia, Bukalapak is an e-commerce that has been present in Indonesia for quite a long time, but until now Bukalapak has experienced a decline in interest in visits from year to year so that currently Bukalapak is not included in the favorite e-commerce in Indonesia. The aim of this research is to determine and analyze the magnitude of the influence of e-service quality and Brand Image on the buying interest of the millennial generation in Indonesia.

This research uses quantitative methods with descriptive research type. To collect data, we used a non-probability sampling method, namely purposive sampling and collected it from the responses of 96 people using questionnaires sent via social media platforms including Instagram, Whatsapp and Facebook. With the help of SPSS 27, research was analyzed using descriptive analysis and multiple linear regression analysis on the processed data.

The results of descriptive analysis reveal that the variables studied, namely e-service quality, brand image, and purchase interest fall into the good category with respective percentages, namely e-service quality 72.49%, brand image 55%, and purchase interest 53%. The results of the hypothesis test show that the e-service quality and brand image variables have a significant influence on the buying interest of the millennial generation in Indonesia. As much as 83.2% of purchasing interest is influenced by e-service quality and brand image. The rest is influenced by other variables, namely Social Media Marketing, Perceived Trust, E-WOM, customer satisfaction of 16.8%.

Keywords: *E-Service Quality, Brand Image, Purchase Interest*