

ABSTRACT

Technology that is developing so rapidly plays an important role in the presence and development of the internet. The internet has made enormous changes in all fields, including the business world that has implemented digital business. One of the results of the development of digital business is e-commerce and making changes in conventional buying and selling activities into networks or commonly known as online. The convenience offered by online shopping services makes people who use the internet in Indonesia, a total of 96% of the total internet users in Indonesia, have used e-commerce.

The beauty industry has also begun to enter the online market so that more beauty e-commerce has emerged in Indonesia, one of which is Sociolla. Sociolla is an online shopping site that specializes in selling cosmetics and other beauty items. Sociolla was founded in 2015 with the main objective of its establishment, which is to provide a better online beauty shopping experience in Indonesia. Sociolla is included in the top 10 e-commerce ranking with the largest visitors in the third quarter of 2019 in Indonesia. However, from existing data it was also found that in 2020 Sociolla visitors were less than the previous year.

This study aims to determine the effect of brand image and information quality on consumer buying interest in Sociolla e-commerce. The population used in this study were women aged 18 to 30 years with a sample based on the Slovin formula, which amounted to 400. Then, an analysis of 400 respondents' data was carried out from questionnaires distributed through Google Form. The independent variables in this study are brand image (X1) and information quality (X2). The dependent variable in this study is buying interest (Y). The method used in this research is quantitative method with multiple linear regression analysis. Based on the research that has been done, it is found that the brand image variable and the information quality variable have a significant effect on the purchasing interest variable in Sociolla beauty e-commerce.

Keywords: *Brand Image, Information Quality, and Purchase Intention.*