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The changing trend of people's shopping behavior is currently leading to e-commerce. These changes are accompanied by the development of an increasingly modern era and very strong business competition. So it becomes a lifestyle for some people. Courier services are one of the business opportunities that can provide many advantages with the current changes in online shopping. J&T Express as one of the players in the field of local courier services that is growing rapidly and well.

The purpose of this study was to determine the effect of brand image on purchasing decisions through service quality at J&T Express Bandung. This study uses a quantitative approach to the type of descriptive analysis research. The sampling technique used is non probability sampling and purposive sampling with data as many as 385 respondents who are J&T Express users in the city of Bandung. Data analysis using Smart-PLS 3.2.9 software.

Based on the results of the research there is a significant positive relationship between Brand Image and Purchase Decision, Brand Image and Service Quality, Service Quality and Purchase Decision, as well as an indirect relationship between Brand Image and Purchase Decision through Service Quality. So that, the role of Service Quality as a mediating variable can strengthen the influence of Brand Image on purchasing decisions.

Keyword : Brand Image, Service Quality, Purchase Decision