

## **ABSTRACT**

*In the business world, the development of the internet can be used as a place for marketing media for electronic-based merchandise or e-commerce. Off all the e-commerce categories, the fashion category is at the top showing superiority among all existing categories. One of the e-commerce fashions is the Berrybenka application, where there are still shortcomings in several aspects, resulting in a decrease in interest in searching for Berrybenka from year to year. This study aims to determine and analyze the effect of e-service quality and brand image on consumer buying interest in the Berrybenka application.*

*The quantitative research method used in this research is descriptive research, non-probability sampling technique as the research sample with 100 respondents. The data were analyzed through descriptive analysis techniques and multiple linear regression analysis using IBM SPSS Statistics 25.*

*Based on the descriptive analysis, the overall e-service quality variable is 77.40% in the good category. The brand image variable of 78.38% is in the good category and 73.02% of buying interest is in the good category. As for the results of multiple linear regression analysis on the influence of e-service quality and brand image on buying interest simultaneously is 66.6% and partly 33.4% influenced by the variables of Social Media Marketing, Perceived Quality, Review Content, Price, Perceived Trust, E-WOM, Perceived Value, Celebrity Endorser and Customer Satisfaction which were not examined in this study.*

***Keyword : E-Service Quality, Brand Image, Purchase Intention***