

**PENGARUH *BRAND IMAGE* DAN *BRAND AWARENESS*  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK GAIN  
STORE DI *E-COMMERCE* SHOPEE**

**ABSTRAK**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Brand Image* dan *Brand Awareness* terhadap Keputusan Pembelian produk Gain Store di *e-commerce* Shopee, serta memberikan wawasan strategis bagi UMKM dalam memanfaatkan kedua elemen tersebut untuk meningkatkan daya saing di pasar digital. Latar belakang penelitian didasarkan pada kesenjangan penelitian mengenai pengaruh *brand image* dan *brand awareness* terhadap keputusan pembelian dalam konteks UMKM yang beroperasi di platform *e-commerce*, khususnya di Indonesia. Metode penelitian menggunakan pendekatan kuantitatif deskriptif dengan populasi pengikut Gain Store Official di Shopee dan sampel 263 responden yang dipilih menggunakan *probability sampling* dengan teknik *random sampling*. Instrumen penelitian berupa kuesioner dengan kriteria responden yang mengikuti akun Shopee Gain Store, berusia minimal 17 tahun, dan menggunakan aplikasi Shopee. Analisis data dilakukan menggunakan SPSS versi 27 dengan uji regresi berganda untuk menguji pengaruh parsial dan simultan variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh signifikan terhadap keputusan pembelian dengan kontribusi 64,7% ( $t = 6,500$ ;  $p < 0,05$ ), *Brand Awareness* berpengaruh signifikan dengan kontribusi 65,9% ( $t = 7,279$ ;  $p < 0,05$ ). Secara simultan, kedua variabel memberikan kontribusi sebesar 70,6% terhadap keputusan pembelian ( $F = 312,827$ ;  $p < 0,05$ ), sedangkan 29,4% dipengaruhi faktor lain. Temuan menunjukkan komitmen terhadap kualitas memiliki skor tertinggi pada *Brand Image* (3,78), pembelian berulang karena kesadaran merek tertinggi pada *Brand Awareness* (3,74), namun kemudahan menemukan produk memiliki skor terendah pada keputusan pembelian (3,53). Implikasi penelitian menegaskan pentingnya strategi pemasaran digital yang terarah untuk meningkatkan citra dan kesadaran merek guna mendorong keputusan pembelian konsumen, khususnya dalam meningkatkan visibilitas produk di *marketplace*.

**Kata kunci:** Brand Image, Brand Awareness, dan Keputusan Pembelian

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**ABSTRACT**

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This study aims to examine and analyze the influence of Brand Image and Brand Awareness on Purchase Decision of Gain Store products in Shopee e-commerce, as well as provide strategic insights for MSMEs in utilizing both elements to enhance competitiveness in the digital market. The research background is based on the research gap regarding the influence of brand image and brand awareness on purchase decisions in the context of MSMEs operating on e-commerce platforms, particularly in Indonesia. The research method uses a descriptive quantitative approach with a population of Gain Store Official followers on Shopee and a sample of 263 respondents selected using probability sampling with random sampling technique. The research instrument is a questionnaire with respondent criteria of following the Shopee Gain Store account, being at least 17 years old, and using the Shopee application. Data analysis was conducted using SPSS version 27 with multiple regression analysis to test the partial and simultaneous influence of independent variables on the dependent variable. The results show that Brand Image significantly influences purchase decisions with a contribution of 64.7% ( $t = 6.500$ ;  $p < 0.05$ ), Brand Awareness significantly influences with a contribution of 65.9% ( $t = 7.279$ ;  $p < 0.05$ ). Simultaneously, both variables contribute 70.6% to purchase decisions ( $F = 312.827$ ;  $p < 0.05$ ), while 29.4% is influenced by other factors. Findings indicate that commitment to quality has the highest score on Brand Image (3.78), repeat purchases due to brand awareness is highest on Brand Awareness (3.74), however ease of finding products has the lowest score on purchase decisions (3.53). The research implications emphasize the importance of targeted digital marketing strategies to enhance brand image and brand awareness to encourage consumer purchase decisions, particularly in improving product visibility in marketplaces.

**Keywords: Brand Image, Brand Awareness, and Purchase Decision**