

ABSTRACT

The Influence of Service Quality, Brand Image on Purchasing Decisions Through Interest in Purchasing PT Expedition Services. Indonesian post. (Generation Z Case Study)

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His research is quantitative research. This research aims to find out the influence of service quality and brand image on purchasing decisions through interest in purchasing PT expedition services. Pos Indonesia with case studies of Generation Z consumers. This research is quantitative research. Data collection was carried out using a questionnaire method which contained several statements related to the research variables. The samples used were 113 samples. Data analysis in this research used the Smartpls 3 program. To test the hypothesis, the SEM approach was used, which was carried out in two stages, namely the outer model and the inner model. Where in testing the outer model to test the variable indicators for validity and reliability. Meanwhile, testing the inner model is to find out whether there is an influence on the research variables in accordance with the research hypotheses. The results of this research show that service quality and brand image have a significant effect on purchasing decisions, purchase interest mediates the indirect influence between service quality and brand image on purchasing decisions.

Keywords : Service Quality, Brand Image, Purchase Interest, Purchase Decision, Expeditions, Pos Indones