

***THE INFLUENCE OF BRAND IMAGE, CONTENT  
MARKETING, AND LIFESTYLE ON E-COMMERCE  
PURCHASING DECISIONS ON SHOPEE IN  
THE DKI JAKARTA REGION***

***ABSTRACT***

*The purpose of this study is to analyze the influence of brand image, content marketing, and lifestyle on e-commerce purchasing decisions on Shopee in the DKI Jakarta area. The data analysis method used in this study is primary data with qualitative data types. Data analysis techniques use instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and the coefficient of determination (R<sup>2</sup>). The data used in this study was obtained from a Google Form questionnaire filled out by 150 respondents. The data was processed using SPSS software. The sampling method used in this study was non-probability sampling with purposive sampling technique. The results showed that brand image partially had a negative and significant effect on purchasing decisions, while content marketing and lifestyle had a positive and significant effect on purchasing decisions. Brand image was the most dominant variable in influencing e-commerce purchasing decisions on Shopee in the DKI Jakarta area.*

*Keywords: Brand Image, Content Marketing, Purchasing Decisions, Lifestyle  
(xiv + 86 + Appendices)  
References (2018 – 2025)*