The Effect of Service Quality and Brand Image on Lazada Repurchase Decision (A Case Study of International Students in Bandung)

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Abstract

Lazada is an e-commerce platform that provides online shopping(Fachmi et al., 2019) services that aim to make it easier for customers to find the desired item(Pratama et al., 2019). Service quality is one of the keys to the success of a company in achieving customer loyalty to re-order again(Science, 2021). Therefore, this study aims to determine the effect of service quality and brand image on repurchase decision of Lazada e-commerce users as international students I this case who live in Bandung. by using a purposive sampling technique aimed at 100 respondents who have shopped through the Lazada application. The data analysis technique used is descriptive and causal analysis, classical assumptions, simple linear regression, and hypothesis testing. The results show that: service quality has a significant effect on repurchase decision , brand image has a significant effect on repurchase decision, In addition, both, service quality and brand image has a significant effect on repurchase decision. Lazada must improve the customers service by doing training for their employees to meet the customers' expectations, and, Lazada must increase the advantages of the products provided on the platform, by finding trusted brand partners who have the best products quality.

Keywords
Service Quality, Brand Image, Repurchase Decision, Lazada Indonesia

1. Introduction

The advancement of information technology has an impact on the marketing world's development, one of which is the more popular internet market.(Akhir, 2021). As one of the e-commerce markets, Lazada Indonesia, has stated, by offering consumers with a world-class online purchase experience, they may locate and discover anything they want to buy online (Kotler, Armstrong, and Operonic, 2018). The popularity of social media advertising has exploded, and it has attracted a lot of attention (Almena, 2019). Even in recent years, several innovative marketing tactics have aimed to make it simpler to reach consumers directly, confidentially, and interactively, ranging from inventive websites and smartphone applications to blogs, online videos, and social media (Kotler et al. This is also the case in China, where the number of people who shop online has steadily climbed as the Internet and e-commerce technology have grown in popularity (Titanian and Liaogang, 2019). As a result, several online stores in Indonesia, such as Lazada, Tokopedia, Kalpak, and Shopee, have developed creative strategic approaches to each other to ensure secure transactions for consumers.

Over the past decade, information, technology, Marketing, and communication (ICT) have developed rapidly, improving every aspect of our lives. This has entered a new era of digitalization of economic, business, social, cultural, and educational elements that facilitate all the people to access the e-commerce website. One of the impacts of these developments is the birth of the Industrial Revolution 4.0.(Ningrum et al., 2021) After this rapid development, many start-up companies have appeared in the world of e-commerce today Lazada are classified as one of the strongest e-commerce companies.(Ikawati et al., 2021) Lazada is an e-Commerce platform. With a presence in six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam – they connect this vast and diverse region through their technology, logistics and payments capabilities. Lazada provides a wide variety of goods and products for men and women that can cater to the Indonesian lifestyle.(Olivia Citra Octaviani et al., 2021) .

Service quality has an impact on consumer repurchase decisions. This is because consumers believe that if the service quality is good and improving, they are more likely to repurchase the products again (Arslan and Zaman, 2015; Lahindah, Merisa, and Siahaan, 2018; Raje and Khanna, 2012). Various tactics have been implemented by online e-commerce platforms, such as ensuring transaction security, ensuring the quality of products provided, ensuring a speed of service, and so on, for it to become a driving factor for customers to make purchases at online stores. Quality, on the other hand, does not appear to have a major impact on consumer purchase behavior, according to other studies (Kusumah, 2019).

Consumer repurchasing decisions on shopping websites such Tokopedia, Lazada, and Shopee are influenced by several factors. The first aspect that influences customer purchasing decisions is service quality, since if a consumer receives exceptional service of products at an online store, they will choose to repurchase products from that store, as some research has shown that service quality has a significant effect on repurchase decision (Alnemah, 2019, based on the explained above I, am interesting to testing the effect of service quality and brand image of Lazada repurchase decision case of the international students in Bandung city.

This research are important because Since Indonesia is one of the best educational destinations(Sari et al., 2020), there are many international students studding in Indonesia universities ,and based on the data from the immigration office in Bandung the number of international students who study in Bandung has been increase significantly from 352 in 2020 to 368 2021, even there are Covid-19 pandemic. they have many needs that need to be fulfilled, including buying products. and buying daily live needs and for sure the international students, most of them they are facing , challenges to communicate with the local citizens in the traditional markets, because most of the citizens in Bandung they are not speaking foreigner languages, so that why based on our pre-research the data showed that most of the international students they are prepper to buy their products online and Lazada among one of the best platform for them(Musa et al., 2020).

 Still many international students have encountered difficulties while they purchase from the Indonesian e-commerce websites or after buying their products, they are surprised by the size of the products they receive and the Services that provided by Lazada Indonesia as the search problem, based on the international students complaints, regarding to their experiences in Lazada the author will discover, why the international students who study in Bandung they prefers Lazada Indonesia over other e-commerce sites, and the author will explore, the effect of service quality and brand image on Lazada repurchase decision, also, the author will find out whether the bad service from Lazada affected the service quality, brand image and whether it had a significant impact on the repurchase decision of the international students to not buy from the Lazada, and whether most of the international

students stopped repurchasing their products from Lazada or did the service quality and brand image have no influence on the repurchase decision of the international students (Putri and Zakaria, 2020).

Research Problem
1. How is the Service Quality of Lazada Indonesia?
2. How is the brand image of Lazada Indonesia?
3. How is the repurchase decision of Lazada Indonesia?
4. How does Service Quality and Brand Image affect the Repurchase Decision of international students in Lazada Indonesia?

1.1 Objectives of This Research
Based on the explanations above, the research objectives are as follows:
1. To analyse the effect of Service Quality on Lazada Indonesia?
2. To analyse the effects of Brand Image on Lazada Indonesia?
3. To analyse the effect of repurchase decision on Lazada Indonesia?
4. To analyse the effect of Service Quality and Brand Image of Repurchase Decision of the international students on Lazada Indonesia?

2. Literature Review
The researcher utilized service quality and brand image theory from Parasuraman (1998) and. Kertajaya (2007) to support this research because the theory of brand image is described about the identity of a product and service quality is explain about marketer serve the costumer to reach the target market and customers' expectations.

2.1 Service Quality
Objective of any business, either manufacturing or services, is to achieve economic survival by developing and providing offerings that fulfil customer needs which can be understood by analysing customers' quality evaluations and their decision making criteria in terms of repeat patronage and preference Leonard and Sasser (1982), Takeuchi and Quelch (1983) and Joseph and Walker (1988) opined that ever-increasing competition and escalating customer expectations pose considerable challenges to e-commerce website platforms. Albrecht and Zemke (1985) noted that customers have grown extremely serious about the quality of services they receive, (E-commerce et al., 2021). However, this study will adapt scales from the American school has used five dimensions to describe service quality:(Amanah et al., 2019) Tangibles , Reliability), Responsiveness , Assurance , Empathy, (Caruana, 2019).

2.2 Brand Image
According to Tjiptono (2009: 46), brand image describes consumers' association and confidence in specific brands(Ikawati et al., 2021). According to Kotler and Keller (2009), brand image is a process by which a person selects, organizes, and interprets information input to create a meaningful image. Kertajaya (2007) expressed his opinion that what is meant by brand image is the excitement of all associations related to a brand that is already in the minds of consumers. (Pratama et al., 2019)Brand image is a perception from consumers about all information about the brand, which can influence consumer purchasing decisions. Consumer views of a brand determine whether they can repurchase. dimensions to describe the brand image:(Ningrum et al., 2021), Standard or quality, Reliable or trustworthy, Usefulness or benefits. (Jauhari et al., 2019).

2.3 Repurchase Decision
Consumers market when they look for products, connect with businesses for information, and make repeat purchases (Kotler et al., 2018). Consumer repurchasing decisions refer to the process of making decisions and physical acts that consumers engage in when collecting, obtaining, utilizing, or disposing of products and services (Khuong and Duyen, 2016). One thing to keep in mind is that repurchase decisions do not end with the purchase of goods or services; they also include post-purchase behaviours such as customer behaviour (Khuong and Duyen, 2016). The subjective likelihood that experienced customers will continue to purchase items/services/products from a similar company is referred to as the repurchase decision. Trivedi and Yadav (2020). Repurchase decision is an activity in which service users or customers positively respond to their first purchase to experience future repeat purchases Lasmy and colleagues (2019).

2.4 Conceptual Framework

The research theory developed in this study is picking the topic from the e-commerce and marketing side, Based on the explanation above, the conceptual framework in this study can be described as follows:
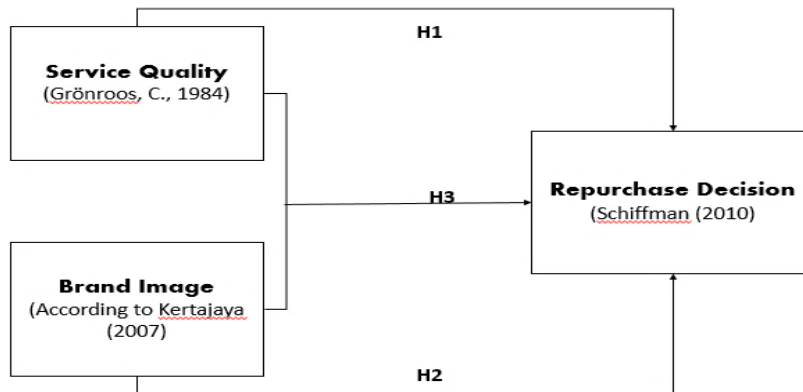

Figure 1 Conceptual Framework
Source: Processed by Author, 2021

In the theoretical framework figure 1 above, author uses the X variable, namely the service quality (X1) and the brand image (X2) which affects the Y variable, namely repurchase decision (Y).

hypotheses test

H_1 Service quality has a positive influence on repurchase decision.

H_2 Brand image has a positive influence on repurchase decision.

H_3 Service Quality brand image has a positive influence on repurchase decision.

3. Methods

This research was utilized quantitative method with a causal descriptive approach. The research location is in Lazada Indonesia at Bandung. In this study, the variable measurement scale used to determine the score or value of each question is the Likert scale. In this research author chose to use probability sampling technique, where the sample is of international students in Bandung who have made purchases from Lazada They are 368 international students, according to Bandung immigration statistics, therefore in this research the service quality and brand image are independent variables which are the variables of cause and repurchase decision as the dependent variable which is the effect variable, the completion of this research has the following stages:(Riki Wijayajaya and Tri Astuti, 2018). Validity and Reliability test, Determine the description of 100 respondents, MSI is used to test the multiple linear regression analysis, partial t-test, simultaneous f-test, and coefficient of determination.

4. Data Collection

The study was conducted on the Lazada Indonesia online buying and selling platform, with research participants being international students who study at Bandung and utilize the Lazada online buying platform in Indonesia and have completed transactions on Lazada. Collecting data in this study using a questionnaire distributed via Google Forms to 100 respondents. The questionnaire is considered valid if statements on the questionnaire by the respondents were answered entirely and, on each statement, there is only one answer. Once all data and information are successfully collected, data processing will be carried out using the program SPSS 25 (Statistical Package for Social Sciences). Secondary data collection techniques used are through literature studies, literature studies, national and international journals, articles, previous research, and other documents related to the service quality،brand image and repurchase decision (Sugiyono, 2018).

5. Results and Discussion
5.1 Numerical Results

Table 1 Descriptive Analysis

Sub-Variable	Total Score	%	Category
Service Quality (X1)	2341	67%	Medium
Brand image (X2)	1.769	71%	High
Repurchase decision (Y)	1768	70%	High

Source: SPSS 25 Output, 2021

5.1.1 Respondent's Responses Regarding service quality

According to the table 1 above illustrates the respondents' perceptions about the Service Quality of the Lazada platform. Based on the results presented in the table above, it is known that the total score for the Service Quality is 2.341 or 67%, which is in the medium category this shows that the Lazada online buying and selling platform has not implemented the four dimensions variable very well. So Lazada It should improve the services provided to the international students and customers Lazada must Improve the Ability to perform the promised service dependably and accurately; willingness to help customers and provide prompt service It must be noted, customer expectations must be comparable and even exceed the services provided to increase repurchase Decision.

5.1.2 Respondent's Responses Regarding brand image

The respondents' perceptions about the Brand Image of the Lazada platform. Based on the results presented in the table above, it is known that the total score for the Brand Image is 1.769 or 71%, which is in the High category this shows that the Lazada online buying and selling platform has implemented the four dimensions variable well, namely by continuously improving promoting products and facilitating the process of searching for products well, which imprinted in the minds of customers an acceptable image of Lazada.

5.1. 3 Respondent's Responses Regarding repurchase decision

This shows that the Lazada Indonesia platform has implemented the four dimensions variable well, namely by continuously improving ‹fast service ‹promoting products and facilitating the process of searching for products well, which imprinted in the minds of customers an acceptable image of Lazada. But Lazada failed to improve the service quality, which is the good service quality mean a key factor in the success of companies. Improving the quality-of-service increases customer loyalty, therefore, Lazada must pay attention to improving the quality of service, which makes customers always think about repurchasing from the Lazada platform.

5.1.4 Validity Test

According to (Wulandari, 2013), the validity test is used to test data to determine whether a questionnaire is valid or invalid. A questionnaire can be declared valid if the researcher's statement on the questionnaire can reveal the questionnaire's measurement results.

Table 2. Service Quality Validity Test Results (X1)

Variable (X1)	Pearson Correlation (Calculate R)	Significance 5% (30 Data)	Conclusion
Reliability	0.751	0.361	Valid
	0.769	0.361	Valid
	0.790	0.361	Valid
Responsiveness	0.740	0.361	Valid
	0.870	0.361	Valid
Empathy	0.813	0.361	Valid
Tangible	0.819	0.361	Valid

Source: SPSS data processing, 2021)

In the Table 2 above, the results for service quality indicator on the research variable show that service quality have a calculated R Count greater than the r table. From these results, it can state that variable are valid.

Table 3. Brand Image Validity Test Results (X2)

Variable (X2)	Pearson Correlation (Calculate R)	Significance 5% (30 Data)	Conclusion
Standard or quality	0.836	0.361	Valid
	0.882	0.361	Valid
Reliable or trustworthy	0.682	0.361	Valid
Usefulness or benefits	0.860	0.361	Valid
User image	0.806	0.361	Valid

Source: SPSS data processing, 2021)

In the Table 3 above, the results for brand image indicator on the research variable show that brand image have a calculated R Count greater than the r table. From these results, it can state that variable are valid.

Table 4. Repurchase Decision Validity Test Results (Y)

Variable (Y)	Pearson Correlation (Calculate R)	Significance 5% (30 Data)	Conclusion
Transactional Intention	0.921	0.361	Valid
Referential Intention	0.910	0.361	Valid
	0.920	0.361	Valid
Preferential Intention	0.836	0.361	Valid
Explorative Intention	0.877	0.361	Valid

(Source: SPSS data processing, 2021)

In the Table 4 above, the results for repurchase decision indicator on the research variable show that repurchase decision have a calculated R Count greater than the r table. From these results, it can state that variable are valid.

5.1.5 Reliability Test

According to (Fikri, 2018), the reliability test is used to measure data from a questionnaire. This is because the questionnaire can be considered reliable if the responses are stable and consistent.
Based on the results obtained, the overall statement of each item from the variable Service Quality (X1), brand image (X2), and repurchase Decision (Y) can be declared reliable (consistent), because the value obtained from Cronbach's alpha> 0.06. The following are the results that have been managed:(Olivia Citra Octaviani et al.2021).

Table 5. Variable Reliability Test (X1) Service Quality

Cronbach Alpha	No of Items	Conclusion
0.902	7	Reliable

(Source: SPSS data processing, 2021)

Based on the results of table 5 above, it is known that the Composite Reality and Cronbach Alpha values for each research variable are greater than > 0.7 and > 0.6. Thus, these results can indicate that each research variable has met

the requirements of the Composite Reality and Cronbach Alpha values. the Cronbach alpha coefficient value of the service quality variable (X1) with five indicators 0.902, So, it can be concluded that the data is reliable and feasible to be used.

Table 6. Variable Reliability Test (X2) Brand Image

Cronbach Alpha	No of Items	Conclusion
0.871	5	Reliable

(Source: SPSS data processing, 2021)

According to the results of table 6 above, it is known that the Composite Reality and Cronbach Alpha values for each research variable are greater than > 0.7 and > 0.6. Thus, these results can indicate that each research variable has met the requirements of the Composite Reality and Cronbach Alpha values. the Cronbach alpha coefficient value of the brand image (X2) is 0.871, So, it can be concluded that the data is reliable and feasible to be used.

Table 7. Variable Reliability Test (Y) Repurchase Decision

Cronbach Alpha	No of Items	Conclusion
0.935	5	Reliable

(Source: SPSS data processing, 2021)

In the table 7 above, it is known that the Composite Reality and Cronbach Alpha values for each research variable are greater than > 0.7 and > 0.6. Thus, these results can indicate that each research variable has met the requirements of the Composite Reality and Cronbach Alpha values. The Cronbach alpha coefficient of repurchase decision (Y) with five indicators is 0.935, So, it can be concluded that the data is reliable and feasible to be used.

Table 8. Normality Test

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.37921709
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.056
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

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Source: SPSS 25 Output, 2021

In the table 8 above and to determine whether or not the independent variable and dependent variable in the regression model have a normal distribution.

According to the research findings, the relationship between the independent variables, namely service quality (X1), brand image (X2), and the dependent variable repurchase Decision (Y), are both normally distributed, because the amount obtained from Asymp. Sig. (2-tailed) 0.200> 0.05.

Table 9. Coefficientsa

Coefficientsᵃ		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	0.852	1.173
Service Quality	0.852	1.173
a. Dependent Variable: Repurchase Decision		

Source: SPSS 25 Output, 2021

Heteroscedastic Test The heteroscedasticity test aims to find out in the regression model whether there are similarities or differences in the shape of the residuals from observation to other observations. Based on the table 9 above the results obtained from the study, the dots pattern extends randomly and there is no pattern or shape at the number 0 on the Y-axes. Then the result is that there is no heteroscedasticity. The following are the results that have been managed:

Table 10 Multiple linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.399	1.467		3.681	0.000
Service Quality	0.152	0.064	0.214	2.385	0.019
Brand Image	0.464	0.090	0.464	5.183	0.000
a. Dependent Variable: Repurchase Decision					

Source: SPSS 25 Output, 2021

Analysis of Multiple Linear Regression The analysis was carried out to determine the presence or absence of a relationship between the independent variables, namely service quality (X1) and brand image (X2), and the dependent variable, namely repurchase Decision (Y).
Based on the results in the table 10 above, the following form of linear regression is obtained:

$$y = -2.324 + 0.185x1 + 0.319x2$$

a. The above equation results can be translated as a constant of 5.399 which means that the consistency value of the repurchase decision variable is 5.399.
b. The regression value for Service Quality is 0.152, or in a positive direction; this indicates that if Service Quality (X1) increased by one unit,1%, it would also increase the repurchase decision of Lazada by 0.152.
c. The regression value for Brand Image is 0.464, or in a positive direction; this can indicate that if Brand Image y (X2) increased by one unit, it would also increase the repurchase decision of Lazada by 0.464.

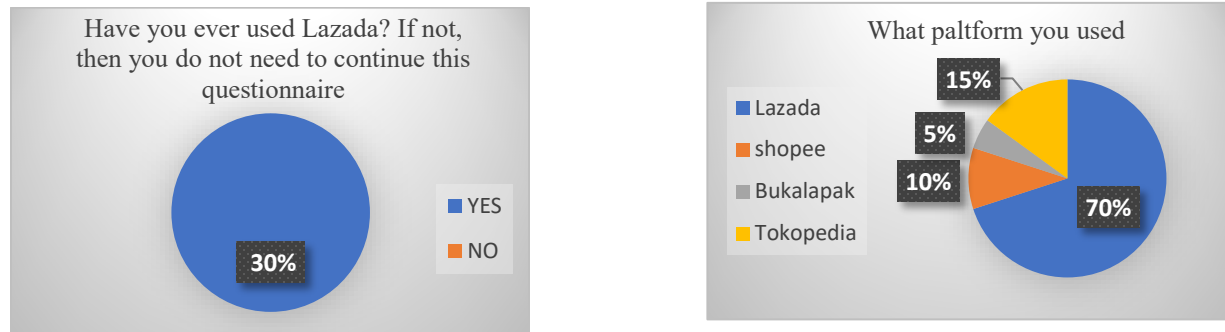## 5.2 Graphical Results

Pre-Questionnaire

Figure 2. Screening Question for Lazada
Source: Author's Result (2021)

Based on the graphics above, to find out if the international students using Lazada Indonesia or not, the author have done Pre-Questionnaire which was conducted on April 10, 2021, which was distributed to 30 respondents, namely the international students who live in Bandung and have done purchase from Lazada Indonesia and what platform they use, the results showed that the majority of the respondents has make purchases from Lazada Indonesia, and also the results showed that 70% of the respondents prefer Lazada over other e-commerce sites, 15% use Tokopedia, 10% use Shopee and 5% of them use bukalapak, It can be concluded from these results that most international students prefer Lazada over other e-commerce sites to purchase their requirements.

Table 11. Model Summaryb

Model	R	R Square	Adjusted to R Square	Std. Error of the Estimate
1	.581a	0.337	0.323	3.41388

Source: SPSS 25 Output, 2021
a. Predictors: (Constant) Brand Image Service Quality
b. Dependent Variable: Repurchase Decision

In the table 11 and Based on the SPSS output above, obtained the R value of 0.581. Then, the R value will be used to calculate the coefficient of determination.

$$intKD = (R)^2 x 100\%$$
$$KD = (0.581)^2 x 100\%$$
$$KD = 0.337561 x 100\%$$
$$KD = 33.7\%$$

From the calculation above, it can be concluded that Service Quality and Brand Image affect 33.7% of Repurchase decisions. The remaining value of 66.3% is contributed by other variables besides Service Quality and Brand Image.

5.3 Proposed Improvements

The validity test yielded a significant value 0.05, indicating that all the questionnaire's question items can measure what should be measured or can be considered valid. The value of Cronbach alpha was obtained where the findings revealed a value more than 0.60, indicating that the questionnaire was consistent, according to the results of the reliability test. Normality test with normal distribution results, because the value of Asymp, Sig. (2-tailed) which is 0.200c, d, where the value is above 0.05. By setting the VIF method in the multicollinearity test, which uses VIF as the boundary point to find out whether there is a correlation between the independent variables, of the two variables, the VIF value is less than 10, namely service quality:1.173, brand image: 1.173, The heteroscedasticity test in the image does not show a certain pattern, the image shows the prediction with the number 0 and the Y axes does not form a pattern and the dots are scattered in other words that there is no heteroscedasticity. The linearity test of the results shows that the value of all variables has a value of 0.001 where the value is less than 0.05, then the result is declared linear. The multiple linear regression analysis test has results that can improve the repurchase decision by looking at the results at constant a, the service quality variable

has a result that affects the repurchase decision amounted to 0.152, the brand image variable influences the repurchase decision amounted to 0.464, where the overall value of the independent variables can increase or there is a relationship in the repurchase decision. The t test for the service quality variable obtained the t value of 2.385 with a value of 0.019 <0.05, meaning that the service quality variable has a significant influence on repurchasing decisions on Lazada Indonesia, and can also affect the increase in opportunities for repurchasing decision, the t test for the brand image variable obtained the t value of 5.183 with a sig value of 0.000 <0.05, meaning that the brand image variable has a significant influence on repurchasing decisions on Lazada Indonesia. if Lazada service and image is good and meet the customers expectation then there will also be many consumers who will entrust their needs to Lazada and that will change their thinking and they will re-order again. F test with the acquisition of an F count of 24.668 with a sig value of 0,000 <0.05 where overall the independent variables have a significant influence on repurchasing decision on Lazada Indonesia in Bandung. This is a real form in a company, to be better in providing service quality, and a good brand image to achieve something as much as possible.

Regirding to this discussion I recommend, for Lazada Indonesia platform to pay more attention to all the stores, before entering Lazada store and they should meet all stores the standard of customer expectations, like the good quality of the products, faster service, and it is not good for a giant e-commerce company like Lazada to interest, only about the prices, in its Marketing strategy, source how-lazada-outranked-the-rest.pdf (thinkwithgoogle.com) so the quality of the product has a great impact on the image of the brand and in the same Time has an effect on customers making the decision to repurchase.

5.4 Validation
Partial T-Test

Table 12. Coefficientsa

Coefficientsa						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	5.399	1.467		3.681	.000
	Service Quality	.152	.064	.214	2.385	.019
	Brand Image	.464	.090	.464	5.183	.000
Dependent Variable: repurchase decision						

Source: SPSS 25 Output, 2021

According to the table 12 above T-Test is used to know how independent variable gives the influence significantly or not on a dependent variable. The results of T-Test are presented in Table 4.2, and the hypotheses obtained are as follows:

a. The t-count value of Service Quality (X1) obtained is 2.385 or greater than the t- table (1.66071), and the sig value is < 0.05. Thus, H1 accepted. Therefore, it can be concluded that Service Quality partially has a significant effect on Repurchase Decision of Lazada Indonesia at Bandung.

b. The t-count value of Brand Image (X2) obtained is 5.18 or greater than the t-table (1.66071), and the sig value is < 0.05. Thus, H1 accepted. Therefore, it can be concluded that Brand Image partially has a significant effect on Repurchase Decision of Lazada Indonesia at Bandung.

Simultaneous F-Test

F-Test is used to determine how the models of regression obtained are match or the independent variables simultaneously have effects on the dependent variable. The results processed by SPSS 25 are presented in the following table below:

Table 13. F-Test ANOVAa

F-Test ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	574.983	2	287.492	24.668	.000b
	Residual	1130.492	97	11.655		
	Total	1705.475	99			
a. Dependent Variable: Repurchase Decision						
b. Predictors: (Constant), Brand Image, Service Quality						

Source: SPSS 25 Output, 2021

In the Table 13 and the SPSS result above obtained the f-count value of 24.668 or > f-table (2.696) and the sig. value is < 0.05. Thus, H1 is accepted. Therefore, it can be concluded that Service Quality and Brand Image simultaneously have significant effects on the repurchase Decision of the international students (Lazada).

6. Conclusion

Accordance with the results of the hypothesis and discussions that have been stated previously regarding the "the effect of service quality and brand image of Lazada repurchase decision (study in international students, several conclusions can be drawn which are expected to provide answers to the problems formulated in this study, as follows:

a. The variable Service Quality (X1) has a significant effect on the repurchasing Decision with a sig value of 0..019 <0.05. (Y). This means that in this context, the hypothesis is accepted; the higher the perception of consumers via the Service Quality variable (x1), the higher the repurchasing decisions of consumers on Lazada Indonesia and Based on the respondent's response, the percentage score for the Service Quality of Lazada Repurchase Decision is 67%, in the medium category.

b. 2. The variable brand image (X2) has a significant effect on the repurchasing Decision with a sig value of 0..000 <0.05. (Y). This means that in this context, the hypothesis is accepted; the higher the perception of consumers via the brand image variable (X2), the higher the repurchasing decisions of consumers on Lazada Indonesia and Based on the respondent's response, the percentage score for the Brand Image of Lazada Repurchase Decision is 71%, in the High category.

c. Service quality (X1) and brand image (X2) have a significant effect on repurchasing decision with a sig value of 0.000 <0.05. (Y). This means that in this context, the hypothesis is accepted because the higher the perception of consumers through the variables service quality (x1), brand image (X2), the higher the repurchasing decision of consumers on Lazada Indonesia.

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