

## ABSTRACT

The development of increasingly advanced technology requires many companies to improve its ability in the application of Quality Products. For that companies must understand what is contained therein ranging from performasi, Aesthetics, Reliability, Features, Durability, and Conformity to appear the decision of buying interest. This is realized by Pepsodent, by looking at the number of users mouthwash. The purpose of this study was to determine the effect of the application of Product Quality and its influence on buying interest Pepsodent Mouthwash. The method used in this research is descriptive method, data collection via questionnaires. Test data through the validity and reliabilitas. Dengan sampling mouthwash that users Pepsodent 2014. Based on the test results of descriptive application of Product Quality (X) has the average - average percentage of total 74.4 From the above data processing on Pepsodent Product Quality Mouthwash percentage of 74.4% was obtained. The figures are in the Good category. This shows that Pepsodent Mouthwash considered good by respondents. From the test results of descriptive application of Interests Buy (Y). The average percentage of variable interest is sebesar Bel 71.9375%, is at a high value on the continuum line. From the above data that more respondents chose to agree and interest to buy Pepsodent mouthwash products than other similar products so keen to use it.

**Keywords:** Marketing, product quality, and buying interest