

ABSTRACT

This study aims to determine how much influence Brand Image and Product Quality have on Repurchase Intention of Indomie products in Bandung City. This research emerged because it was triggered by negative news about Indomie in August 2023 and several negative assessments were also found about quality of Indomie.

This research uses quantitative research methods with descriptive-causality research types. Sampling in this study used the Nonprobability Sampling and Purposive Sampling methods with a total sample of 100 respondents, namely Indomie consumers with student status in Bandung City. The data analysis technique used are descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, it shows that Brand Image, Product Quality, and Repurchase Intention are in the good category. Based on the results of t-test, it shows that Brand Image and Product Quality partially influence Repurchase Intention for Indomie products in Bandung City. Based on the results of f-test, it shows that Brand Image and Product Quality simultaneously have a positive and significant effect on Repurchase Intention for Indomie products in Bandung City by 71.1% and the remaining 28.9% were influenced by other variables not examined in this study.

Keywords: *Brand Image, Product Quality, Repurchase Intention.*