

ABSTRACT

Bata Red Label shoes are created by a Bata company that has been established for 120 years created for the millennial generation. The increasing competitive eclimate in the world business today has resulted in a decrease in interest buying Bata Red Label. This study aims to determine the effect of brand image and perceived quality on purchase intetntion in Bata Red Label shoes in Bandung.

The variables used in this study are brand image (X1) with dimensions of product image, maker image, and user image. Quality Perception to Performance, Features, Conformance, Reliability, Durability, Serviceability, Fit and Fish dimensions, buying interest (Y) with Knowledge, Liking, Preference, Conviction, Purchase dimensions. Awareness.

This research uses descriptive analysis techniques that are causal and multiple regression. The sampling method uses quantitative methods. The population of this study is the community of Bandung. Non-probability sampling techniques with accidental sampling techniques, the samples taken are 100 respondents who know the Red Label Brick products in the city of Bandung.

Based on the results of research on brand image variables (X1), perceived quality (X2) and buying interest (Y) are in a good category with a percentage of 70.8% - 79.9%. The magnitude of the influence of brand image (X1) is 4.8% and the perceived quality is 48% on purchase intention.

Keywords: brand image, perceive quality, purchase intention