

## **ABSTRACT**

This study aims to see the views seen by respondents who use or view the Qr code. AuthenticGuards, and any evaluations that affect the product attributes of the Qr code on purchase intention by AuthenticGuards Bandung.

The research method used in collecting data from respondents is to use a questionnaire to users or those who know the Qr code product which is then processed using the regression test.

The results of this study indicate that the product attributes of the Qr code have a stimulant effect on Purchase Intention by 65.5% while the remaining 3.4.4% is influenced by other factors that are not examined by the author. The benefits of this research are expected that AuthenticGuards companies can find out the contribution of Product Attributes to Purchase Interest.

Keywords : **Atribut Produk, Minat Beli, Qr code.**