

ABSTRACT

The increasing economic growth in the era of globalization has had a major impact on the industrial sector in Indonesia. MS Glow is a beauty brand that has been around since 2013. Judging from the search interest graph on google trends, MS Glow has decreased search interest in 2022 and judging from the search interest by city in west Java, the city of Karawang ranks the highest. What are the influences that make people in the city of karawang still interested in MS Glow products. Therefore, a pre-survey was conducted to 30 respondents with interview techniques, the results of the pre-survey of 100 respondents answered that the Brand image variable had a result of 9 respondents with a value of 30%, the Product Quality Variable had a result of 11 respondents with a value of 37% and the Purchase Interest Variable had a value of 37%. the results of 10 respondents with a value of 33%. The analysis technique uses multiple linear regression analysis.

In this study the method used is a quantitative method by involving 100 respondents as the object of research. The sampling technique in this study is non-probability sampling. The variables studied were Brand Image (X1), Product Quality (X2) as the Independent variable and Purchase Interest (Y) as the Dependent variable. Based on the results of the study, it can be concluded that there is an influence on the variables of Brand Image and Product Quality on Purchase Interest simultaneously and partially. it can be seen that the results of the descriptive analysis of the total score on the Brand Image variable are 2688 or 89.6%, the total score for the Product Quality variable is 3076 or 87.8% and the average percentage for the Purchase Interest variable is 89.4% and this value is between the interpretation of values > 84% - 100% with a very good category. It can be seen that the t-count value of Brand Image is 5.164 and Product Quality is 3.953, while the t-table value is 0.616, it is known that Brand Image and Product Quality have a partial effect on buying interest in MS Glow in the city of Karawang, it is known that the f value is calculated: 51,387, F value table: 3.09 . because the calculated F value is 51,387 > from F table 3.09, it can be concluded that Brand Image and Product Quality have a simultaneous effect on Purchase Interest of MS Glow Products in Karawang City.

Keywords; Brand Image. Product Quality, Purchase Interest and MS Glow.