

ABSTRACT

The development of dental and oral care products in Indonesia is currently growing rapidly due to the high level of public awareness for dental and oral health care, which encourages manufacturers to launch their superior products. Producers are expected to be able to increase sales through buying interest in their products, there are several ways that producers can do to attract the attention of their consumers. Companies must have creativity and innovation so that these products can be easily remembered in the minds of consumers by paying attention to the quality of their products. This study aims to determine the effect of brand image and product quality on the intention to buy Pepsodent products in the city of Bandung.

The research method used is quantitative with descriptive research type and causality. The sampling technique used in this research is the Non-Probability Sampling method with purposive sampling. The population in this study were 100 Bandung City residents who used Pepsodent products. The data analysis technique used is descriptive analysis and multiple linear analysis.

The results showed that the brand image of Pepsodent products was in the very good category, the quality of the Pepsodent products was very good, and the intention to buy Pepsodent products was in the very good category. The simultaneous research results show that brand image has a positive and significant influence on purchase intention, with a value of ($t_{count} 4.287$) > ($t_{table} 1.985$) and a significant number of $0.000 < 0.05$. Partially it is known that product quality has a positive and significant influence on purchase intention, obtained by a value of ($t_{count} 2.927$) > ($t_{table} 1.985$) and a significant number of $0.004 < 0.05$. Based on the results and processing of the data obtained, it is known that the calculated f value is 112,349, the F table value: 3.09, because the value ($F_{count} 112,349 > F_{table} 3.09$) and a significant value of 0.000 is less than 0.05, so it can be concluded that Brand Image and Product Quality simultaneously influence the Buying Interest of Pepsodent Products in the City of Bandung.

Keywords: Brand Image, Product Quality, Buying Interest.