

ABSTRACT

This research was conducted to determine the effect of product quality and brand image on buying interest in Botol Sosro among Telkom University students. The purpose of this study was to find out and analyze how the influence of product quality and brand image on the intention to buy Teh Botol Sosro among Telkom University students and how the influence of product quality and brand image partially and simultaneously on the intention to buy Teh Botol Sosro.

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 of 400 respondents, namely Telkom University students. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, product quality and brand image have a significant effect on purchase intention of Teh Botol Sosro. This is evidenced by the calculated F value $> F$ table ($120.520 > 3.018$) and a significance value of $0.000 < 0.05$. And the results of partial hypothesis testing show that product quality and brand image have a significant effect on purchase intention of Teh Botol Sosro. Based on the coefficient of determination, it was found that product quality and brand image had an effect on purchase intention of 71.3% and the remaining 28.7% were influenced by other variables not examined in this study.

Keywords: *Product Quality, Brand Image and Purchase Intention*