

ABSTRACT

Development technology in the modern era this keep going bring impact big for competition business especially in the fields increasingly technology advanced and sophisticated, smartphones moment this already Becomes need society, because in general people buy smartphones for help and make it easy activity everyday and work especially for students, teachers, students, lecturers or profession another intention buy consumers influenced by several factors , including quality product and image brand , p this can make producer compete along increasing user smartphones. However based on ratio performance best smartphones what AnTuTu Vivo is doing is in position to 8 and based on Top Brand Index in 2022 that Vivo is where 5th after Samsung, Oppo, Iphone , Xiaomi.

This Research aim for know influence quality product to intention buy consumer smartphone Vivo. And for know influence image brand to intention buy consumer Vivo smartphones.

Method used in study this is method quantitative. Data obtained from results deployment questionnaire to the 385 respondents who became sample study with use method non-probability sampling, then , the data is analyzed with use technique analysis descriptive and analysis multiple linear regression. The findings of this study demonstrate that Brand Image and Product Quality both have a strong positive impact on consumers' intention to buy. for Vivo smartphones. The findings found describe if the variable Product Quality (X1) and Brand Image (X2) have an influence on Purchase Intention (Y) by 20.16%

Keyword: Product Quality, Brand Image, Puchase Intention.