

ABSTRACT

Changes in the lifestyle of society 4.0 are currently affecting all aspects of life, one of which is the way people look for news. Before the 4.0 era, people searched for news through television, newspapers and radio, television. Whereas currently people are looking for news via cell phones or the internet, these news are usually published by news portal sites. Today's society has many choices to choose which news portal website will be used as a reference for searching for news, this is usually influenced by several factors including brand image and website quality of the news portal. Public perception of a company will influence these visitors to choose which news portal to choose to get relevant news. One of the selected news video portals is Medcom.id. Medcom.id is a news video portal in Indonesia. In this study, Medcom.id faced several problems, including fluctuations and the failure to achieve an increase in the number of visitors, which must be in line with the increase in the number of internet users in Indonesia.

The purpose of this study was to determine the influence of respondents on brand image and website quality on behavioral intentions. The independent variables in this study are brand image and website quality while the dependent variable in this study is behavioral intention.

The method in this study uses quantitative methods. The data collection technique used was through questionnaires with a total of 397 visitors to Medcom.id. The data analysis technique used was quantitative descriptive analysis.

The result of this study is Brand image and website quality have a significant effect partially or jointly on the behavioural intention to Website Medcom.id. The results of the analysis show that the better the brand image and website quality, it will increase the behavioral intention to the Website Medcom.id. This indicates that brand image and website quality are two important things that affect a person's intention to make a repeat visit to Medcom.id website.

This research is expected to provide information and recommendations regarding behavioral intention problem solving by conducting empirical tests on the effect of brand image and website quality on behavioral intention from Medcom.id. So it is hoped that it will increase Medcom.id visitors.

Keywords: *Brand Image, Website Quality, Behavioral Intention*