

ABSTRACT

BAMBANG INDRA W. *Effect of Product Quality, Price and Brand Image on the Intensity of Buying a Xiaomi smartphone (supervised by Tantri Yanuar R Syah).*

The development of modern technology businesses is growing with the many competition on smartphones that have sprung up. There are great opportunities for increasingly stringent business growth. Demand that companies act quickly and accurately in the face of competition and establish strategies by paying attention to Product Quality, Price and Brand Image on Purchase Intensity.

This study aims to determine the effect of product quality, price and brand image on the intensity of purchases at Puri Agung Cengkareng, West Jakarta. The population in this study are people who use and who want to buy, whose numbers are unknown. The sample in this study 150 respondents using purposive sampling technique.

This study uses the method of Structural Equation Modeling (SEM), the results of this study indicate that product quality has no effect on brand image, prices affect product quality, prices affect brand image and brand image affect the purchase intensity.

Keywords: Product Quality, Price, Brand Image, Purchase Intensity.