

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image*, Kualitas Produk, dan Persepsi Harga terhadap Minat Beli pada produk Make Over. Variabel independent terdiri atas *Brand Image*, Kualitas Produk dan Persepsi Harga, variabel dependen adalah Minat Beli. Penelitian ini dilakukan pada konsumen yang pernah membeli dan menggunakan produk kosmetik Make Over. Penelitian ini menggunakan metode kuantitatif dan menggunakan metode analisis regresi linier berganda. Metode pengambilan sampel yang digunakan yaitu purposive sampling dengan kriteria berjenis kelamin wanita, berusia 17 tahun keatas, dan berdomisili di wilayah Kota Tangerang. Teknik pengambilan data menggunakan kuesioner yang dibagikan ke 100 responden wanita melalui google formulir. Hasil penelitian menunjukkan *brand image* tidak berpengaruh terhadap minat beli, kualitas produk berpengaruh terhadap minat beli, dan persepsi harga berpengaruh terhadap minat beli. Diharapkan perusahaan untuk bisa mempertahankan kualitas produk dan persepsi harga yang di tawarkan kepada konsumen.

Kata kunci: *Brand Image*, Kualitas Produk, Persepsi Harga, Minat Beli

ABSTRACT

This study aims to determine the effect of Brand Image, Product Quality, and Price Perception on Buying Interest in Make Over products. The independent variable consists of Brand Image, Product Quality and Price Perception, the dependent variable is Purchase Interest. This research was conducted on consumers who have purchased and used Make Over cosmetic products. This study uses quantitative methods and multiple linear regression analysis methods. The sampling method used was purposive sampling with criteria for female sex, aged 17 years and over, and domiciled in the Tangerang City area. The data collection technique used a questionnaire which was distributed to 100 female respondents via google forms. The results showed that brand image had no effect on buying interest, product quality had an effect on buying interest, and price perception had an effect on buying interest. It is expected that the company will be able to maintain product quality and price perceptions offered to consumers.

Keywords: Brand Image, Product Quality, Price Perception, Buying Interest