

ABSTRAKSI

UNIK TRI WAHYUNI. Pengaruh *Brand Image* dan Kualitas Produk Terhadap Intensi Membeli Es Krim Magnum Melalui Minat Beli Konsumen (dibimbing oleh Bapak Abdurrahman).

Penelitian ini bertujuan untuk mengetahui pengaruh antara *brand image* dan kualitas produk terhadap intensi membeli Es Krim Magnum melalui minat beli konsumen. *Brand image* dan kualitas produk yang menjadi variabel independen sedangkan minat beli dan intensi membeli menjadi variabel dependen. Sampel yang digunakan dalam penelitian ini berjumlah 140 responden yang pernah membeli dan mengkonsumsi Es Krim Magnum. Metode analisis yang digunakan adalah analisis jalur.

Hasil penelitian menunjukkan bahwa *brand image* dan kualitas produk berpengaruh terhadap minat beli, minat beli berpengaruh terhadap intensi membeli. *Brand image* berpengaruh secara langsung terhadap intensi membeli tanpa melalui minat beli sedangkan kualitas produk berpengaruh secara tidak langsung terhadap intensi membeli jadi harus termediasi melalui minat beli.

Kata Kunci : *Brand Image*, Kualitas Produk, Minat Beli, Intensi Membeli.

ABSTRACT

UNIK TRI WAHYUNI. The Influence of Brand Image and Product Quality On Purchase Intention Ice Cream Magnum Through Interests to Buy Consumer (under the supervision of Mr. Abdurrahman, MM).

This research is aimed at the identification of influence of brand image and product quality on purchase intention Ice Cream Magnum through interests to buy. Brand image and product quality are become independent variable while interests to buy and purchase intention become dependent variable. The samples used in this study amounted to 140 respondent. Method of analysis used is path analysis.

The results research show that the brand image and product quality influence on interests to buy, interests to buy influence on purchase intention. Brand image directly affects the purchase intention without going through interests to buy while product quality indirect effect on purchase intention so it should be mediated through interests to buy.

Keywords: Brand Image, Quality Product, Interests to Buy, Purchase Intention.