

ABSTRACT

The Influence of Product Quality and Brand Image on Purchase Intention of This Is April

This research is conducted to find out the effect of product quality and brand image on purchase intention of This Is April. In order to collect research data, 113 questionnaires are distributed to respondents that majority the age is 18 to 23 years old. Sampling is done with purposive sampling method. The number of questionnaires that are feasible to be analyzed is 100 questionnaires. The analysis that is used is multiple linear regression and uses analysis tools of SPSS.

The independent variables in this research are product quality and brand image. The dependent variable in this research is purchase intention. The multiple regression test that is conducted produces calculation that states that product quality (Sig value = 0,000) influences significant on purchase intention. Likewise, brand image (Sig value = 0.001) influences significant on purchase intention.

Keywords: *product quality, brand image, purchase intention*

