

ABSTRACT

Siti Kholidah, The Influence of Product Quality and Brand Image on Interest in Buying Ms.Glow Products for Students of the Faculty of Economics and Business, University of Trunojoyo Madura. Under the guidance of Hadi Purnomo, S.E., M.M.

This study aims to determine the effect of product quality, Brand Image on the intention to buy Ms.Glow products in students of the Faculty of Economics and Business, University of Trunojoyo Madura. This research was conducted using a type of quantitative research using primary and secondary data. The sampling technique used in this study was purposive sampling, namely the sampling technique by considering certain criteria with a total sample of 97 respondents.

The results of this study indicate that the product quality variable has a partial and significant effect on the intention to buy Ms. Glow products for students of the Faculty of Economics and Business. The Brand Image variable has a partial and significant effect on the intention to buy Ms.Glow products for students of the Faculty of Economics and Business. The product quality variable, Brand Image, has a simultaneous and significant effect on Purchase Interest in Ms.Glow products for students of the Faculty of Economics and Business.

Keywords: Product Quality, *Brand Image*, Purchase Intention

ABSTRACT

Siti Kholidah, Pengaruh Kualitas Produk Dan Brand Image Terhadap Minat Beli Produk Ms.Glow Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Di bawah bimbingan Hadi Purnomo, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *Brand Image* terhadap minat beli produk Ms.Glow pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Penelitian ini dilakukan menggunakan jenis penelitian kuantitatif dengan menggunakan data primer dan sekunder. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling* yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu dengan jumlah sampel sebanyak 97 responden.

Hasil penelitian ini menunjukkan bahwa variabel kualitas produk berpengaruh parsial dan signifikan terhadap minat beli produk Ms.Glow pada mahasiswa Fakultas Ekonomi dan Bisnis. Variabel *Brand Image* berpengaruh parsial dan signifikan terhadap minat beli produk Ms.Glow pada mahasiswa Fakultas Ekonomi dan Bisnis. Variabel kualitas produk, *Brand Image* berpengaruh simultan dan signifikan terhadap Minat Beli pada produk Ms.Glow pada mahasiswa Fakultas Ekonomi dan Bisnis.

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