

# **PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP MINAT BELI PRODUK SIKAT GIGI PEPSODENT**

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## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh (1) kualitas produk terhadap minat beli produk sikat gigi Pepsodent, (2) citra merek terhadap minat beli produk sikat gigi Pepsodent, (3) kualitas produk dan citra merek terhadap minat beli sikat gigi Pepsodent. Desain penelitian yang diterapkan dalam studi ini adalah kuantitatif kausal. Pemilihan sampel dilakukan dengan metode *accidental sampling*, dengan total 120 responden. Alat pengumpul data yang digunakan adalah kuesioner, dan analisis data dilakukan melalui analisis regresi linier berganda. Adapun hasil penelitian ini adalah: (1) kualitas produk berpengaruh signifikan terhadap minat beli produk sikat gigi Pepsodent, (2) citra merek berpengaruh signifikan terhadap minat beli produk sikat gigi Pepsodent, (3) kualitas produk dan citra merek berpengaruh signifikan terhadap minat beli sikat gigi Pepsodent. Temuan ini menegaskan pentingnya meningkatkan kualitas produk dan citra merek pada suatu produk guna menarik minat konsumen dengan produk tersebut.

**Kata kunci:** citra merek, kualitas produk, minat beli

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## **ABSTRACT**

*This study aims to examine the influence of (1) product quality on the purchase intention of Pepsodent toothbrushes, (2) brand image on the purchase intention of Pepsodent toothbrushes, and (3) product quality and brand image on the purchase intention of Pepsodent toothbrushes. The research design applied in this study is quantitative causal. The sample selection was conducted using accidental sampling, with a total of 120 respondents. The data collection tool used was a questionnaire, and data analysis was performed through multiple linear regression analysis. The results of this study are as follows: (1) Product quality significantly influences the purchase intention of Pepsodent toothbrushes, (2) Brand image significantly influences the purchase intention of Pepsodent toothbrushes, (3) Product quality and brand image significantly influence the purchase intention of Pepsodent toothbrushes. These findings emphasize the importance of improving product quality and brand image to attract consumer interest in a product.*

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