

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON PURCHASING INTEREST OF SPECS FUTSAL SHOES

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ABSTRACT

Brand image serves as a guide for consumers to evaluate products when they lack sufficient knowledge about a product. Product quality is the core of marketing activities because products are the output or result of one of the company's activities or operations that can be offered to the target market to meet consumer needs and desires. Purchase interest is a type of consumer behavior that occurs as a response indicating the consumer's desire to buy something. This thesis is titled "The Influence of Brand Image and Product Quality on Purchase Interest of Specs Futsal Shoes at Ratu Gaya Store, South Bengkulu." The purpose of this research is to determine the influence of brand image and product quality on the purchase interest of Specs futsal shoes. This research uses a qualitative research method, with a sample size of 98 people, and the sampling method used is incidental sampling. Based on the results of multiple linear regression, the regression equation obtained is $Y = 0.233 + 0.029X_1 + 0.652X_2$. The determination coefficient value shows $R^2 = 0.982$, and the research results and hypothesis indicate that brand image (X_1) has a significant effect on purchase interest, where t count is greater than t table ($0.504 > 0.167$) and ($\text{sig } a = 0.001$ is less than t table ($0.651 > 0.05$) and ($\text{sig } a = 0.001$ f table is ($12.149 > 0.167$) and ($\text{Sig } a = 0.001 < 0.050$).

Keywords: Brand Image, Product Quality, Purchase Interest

