

ABSTRACT

This study analyzes the quality of the products and brand image of the interest in buying the product MB Tech Camaro car seat in Stores Jaya Abadi. The aim of this research was to examine the effect of analyzing the quality of the products and brand image to the buying interest. The population in this study are all consumers who have or have ever bought and used the product MB Tech Camaro car seat. The population is spread out to all consumers in the store Jaya Abadi. The sampling technique used in this study is a non probability sampling. Hypothesis testing using multiple regression analysis with SPSS ver. 18.0. The test results indicate that the first hypothesis (H1) which states that the quality of the product (X1) influence on buying interest (Y), has been proven true. The second hypothesis (H2) which states that the image of the brand (X2) has no effect on buying interest (Y).

Keywords: product quality, brand image, and buying interest