

ABSTRACT

This study aims to determine the effect of brand image and price on purchase intention, simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results of the study show that there is a positive and significant influence between brand image and price on purchase intention. The magnitude of the influence of digital marketing, price and product quality on buying interest is simultaneously 78.8% and the remaining 21.2% is influenced by other variables not examined. Partially, the magnitude of the influence of digital marketing on purchase intention is 72.48%, and the effect of price on purchase intention is 6.3%, so it can be concluded that brand image has the greatest influence on purchase intention.

Keywords: Brand Image, Price and Purchase Intention

