

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah *Brand Image* dan *Product Quality* berpengaruh terhadap *Purchase Intention* yang dimediasi oleh Promosi. populasi dalam penelitian ini adalah seluruh konsumen Produk kosmetik Maybelline di Sidoarjo kota yang pernah melakukan pembelian serta menggunakan kosmetik Maybelline lebih dari 3 produk Maybelline.

Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif. dengan menggunakan teknik pengambilan sampel Purposive Sampling. Responden ditetapkan berjumlah 100 orang. Data dalam penelitian berasal dari data primer diperoleh melalui kuisioner yang disebar. Analisis data dengan path analysis yang dioperasikan melalui program PLS (*Partial Least Square*). Teknik analisis data yang digunakan yaitu inner model, outer model, pengujian hipotesis dan pengujian efek mediasi.

Hasil penelitian menunjukkan bahwa *Brand Image* tidak memiliki pengaruh terhadap Promosi, *Product Quality* memiliki pengaruh terhadap Promosi, *Brand Image* memiliki pengaruh terhadap *Purchase Intention*, *Product Quality* memiliki pengaruh terhadap *Purchase Intention*, Promosi tidak memiliki pengaruh terhadap *Purchase Intention*, Promosi tidak mampu memediasi hubungan antara *Brand Image* dan *Purchase Intention*, dan Promosi tidak mampu memediasi hubungan antara *Product Quality* dan *Purchase Intention*.

Kata kunci : *Brand Image, Product Quality, Promosi, Purchase Intention*

ABSTRACT

This research aimed to find out whether Brand Image and Product Quality affected the purchase intention which was mediated by promotion. Moreover, the population was all the customers of Maybelline cosmetic products in Sidoarjo; who had bought and used more than 3 products of Maybelline. The research was quantitative. Furthermore, there were 100 people as respondents. The data were primary, with questionnaires as the instrument in the data collection technique.

The questionnaires were distributed to the respondents. Moreover, the data analysis used path analysis with PLS (Partial Least Square). The data analysis technique used an inner model, outer model, hypothesis test, and mediate effect test.

The result concluded that Brand image did not affect promotion. However, product quality affected promotion. Additionally, brand image affected purchase intention. Likewise, product quality had affected purchase intention, In contrast, promotion did not affect the purchase intention. In addition, promotion was not able to mediate the relationship between brand image and purchase intention, Similarly, promotion was not able to mediate the relationship between product quality and purchase intention.

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

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