

PENGARUH CITRA MEREK, PERSEPSI HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI HONDA MOBILIO DI JAKARTA

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This research aims to find out whether there is an effect of brand image, perceive price and product quality on purchase intention. Conjuctionally, descriptive method with primary data obtained based on online questionnaire was applied. In detail, the population in this study were potential customers and existing customers of Honda Mobilio in Jakarta and the samples were taken from 180 respondents. The sampling technique used was nonprobability sample with convenience sampling method.

In short, the conclusion of this research is that 1) brand image has a positive effect on purchase intention, 2) perceive price has a positive effect on purchase intention, 3) product quality has a positive effect on purchase intention.

Keywords: Brand Image, Perceive Price, Product Quality, Purchase Intention.