

ABSTRACT

IKEA is a company that prioritizes brand image excellence and product quality in running its company. The various programs that have been carried out by IKEA show that the company is serious about continuing to build a good brand image and always improving product quality in order to gain customer trust. Now, IKEA Indonesia continues to expand by opening its newest branch, namely in West Java, which is located in Kota Baru Parahyangan, this indicates that the public's interest and enthusiasm for what IKEA wants to offer is increasing in its business activities with an approach through building a good brand image. and superior product quality in shaping consumer perceptions of the company's image as the largest supplier made by IKEA.

This study aims to determine the effect of brand image and product quality on the purchase intention of IKEA Kota Baru Parahyangan. The method used in this research is quantitative with descriptive and causality research types as well as multiple linear regression analysis methods. The sampling technique used is a non-probability sampling technique with a total sample of 114 consumers who will make purchases at IKEA Kota Baru Parahyangan.

Based on the results of the descriptive analysis on brand image, product quality, purchasing decisions are already in the good category and the results of the study can be concluded that Brand Image and Product Quality have a significant positive effect on purchasing decisions at IKEA Kota Baru Parahyangan consumers.

Keywords : Brand Image, Product Quality, Buying Decision