

ABSTRACT

Nowadays, public awareness about the usefulness of cosmetics and beauty products is increasing, especially for local products. The innovation of local products regarding the benefits of the ingredients in their products raises the enthusiasm of local consumers. This has led to competition between cosmetic and beauty brands so that companies are required to increase buying interest in their products, which can be done through a brand citra that is easily recognizable and superior quality in the product. This study aims to determine the effect of brand citra and product quality on the purchase intention of brand Somethinc in Bandung City.

In this study, quantitative methods and descriptive analysis methods were used to determine the causal relationship between the variables studied. The sampling technique used is non-probability sampling with a sample size of 96 respondents who are Somethinc brand consumers living in Bandung City. Statistical data processing was carried out using SPSS 29 for windows.

The results of this study indicate that brand citra, product quality, and purchase intention according to the perceptions of Somethinc brand consumers fall into the "Good" category. Brand citra partially has a positive and significant effect on buying interest, product quality partially has a positive and significant effect on buying interest, and citra merek and product quality simultaneously have a positive and significant effect on buying interest in the Somethinc brand in Bandung City.

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