

ABSTRACT

Competition in the global era requires companies to always innovate and increase their competitiveness by building a good brand image and product quality. A positive brand image and good product quality can attract consumers interest in buying products. This research aims to analyze the influence of brand image, product quality and price on consumer purchase intention for Roughneck 1991 products.

The research method used in this research is quantitative methods and descriptive analysis. The sample was obtained using non-probability sampling technique, involving 380 respondents using Structural Equation Modelling (SEM) and Partial Least Square (PLS) analysis techniques using SmartPLS 3 Software.

The result of the research carried out obtained 380 respondents who fell into the sample criteria. The research results show that price has a positive and significant effect on purchase intention, and product quality has a positive and significant effect on price. Meanwhile, brand image has no effect on price, brand image has no effect on purchase intention and product quality has no effect on purchase intention. Suggestions for future researchers are better to use other variables.

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