

ABSTRACT

The Effect of Product Quality and Sales Promotion on Purchase Intention Through Brand Image (Case Study: Frio Studio)

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This study aims to examine the effect of brand image as a mediator variable of product quality and sales promotion on purchase intention of Frio Studio products. This research uses quantitative methods with consumer research objects from Frio Studio located in the island of Java. Sampling was done by purposive sampling method with a total of 108 respondents. The collected data samples were then processed using the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) data analysis technique using SmartPLS version 4 software. The results of this study gave the result that brand image as a mediator variable for product quality (product quality) and sales promotion (sales promotion) on purchase intention (purchase intention). Meanwhile, product quality and sales promotion have no influence on brand image.

Keywords: *Product Quality, Sales Promotion, Purchase Intention*