

**PENGARUH *PRODUCT QUALITY* DAN *PRODUCT INNOVATION*
TERHADAP *PURCHASE INTENTION* MELALUI *BRAND IMAGE*
SEBAGAI VARIABEL MEDIASI PADA PRODUK *HEALTHY FOOD*
DI INDONESIA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *product quality* dan *product innovation* terhadap *purchase intention* melalui *brand image* sebagai variabel mediasi pada produk *healthy food* di Indonesia. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 100. Jenis data dalam penelitian ini menggunakan data kuantitatif dengan sumber data berupa data primer menggunakan kuesioner online yang telah diuji validitas dan reliabilitasnya. Alat uji penelitian ini menggunakan *Structural Equation Modelling-Partial Least Square (SEM-PLS) for windows* versi 4.0. Hasil penelitian menunjukkan *product quality* dan *product innovation* berpengaruh terhadap *brand image* dan *purchase intention*. Selain itu *brand image* juga berperan sebagai mediator dalam hubungan *product quality* dan *product innovation* terhadap *purchase intention*.

Kata Kunci: *Product Quality, Product Innovation, Brand Image, Purchase Intention*



***THE EFFECT OF PRODUCT QUALITY AND PRODUCT INNOVATION ON
PURCHASE INTENTION THROUGH BRAND IMAGE AS A MEDIATION
VARIABLE ON HEALTHY FOOD PRODUCT IN INDONESIA***

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Abstract

This study aims to analyze the effect of product quality and product innovation on purchase intention, mediated by brand image, in the context of healthy food products in Indonesia. The sampling technique employed in this study is purposive sampling, with a total of 100 respondents. The type of data used is quantitative, with primary data collected through an online questionnaire that has been validated and tested for reliability. The research tool employed is Structural Equation Modeling-Partial Least Squares (SEM-PLS) for Windows version 4.0. The results of the study indicate that product quality and product innovation have a significant effect on brand image and purchase intention. Moreover, brand image also acts as a mediator in the relationship between product quality, product innovation, and purchase intention..

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