

## ABSTRACT

Era of globalization has demanded a change in the old paradigm in all areas, one of which is the field of marketing. Competition in the development business in the era of globalization requires companies to be able to act and act quickly and appropriately in the face of competition in the moving business environment is very dynamic and full of uncertainty. Similarly, the market for toothpaste. In this business there are many direct competitors. Must therefore be dealt with wisely by observing the brand of toothpaste. For that research on the toothpaste brands worth it. Ciptadent toothpaste brand was chosen because although it is not a decline in ad TOM but a decline in the TOM Brand and Brand Share.

This study analyzes the factors that influence the brand image as an effort to influence attitudes toward the brand to increase interest in buying. Research problem based on 2 (two) things: First is the research gap of Knight and Kim (2007), with Sutantio (2004) and Aaker (1991). The second problem comes from the research problem that is found in the performance of personal products in 2008-2009 (Swa, August 2009).

From those problems, that underlie this research, namely to determine the factors that influence the brand image that will influence attitudes toward the brand and ultimately to the formation of buying interest. In this study developed a theoretical model of the proposed six hypotheses to be tested using Structural Equation Model (SEM) using AMOS software 16. Respondents used in this study was taken from respondents who bought interest toothpaste ciptadent respondents numbered 102. Results from SEM data processing for the full model meets the goodness of fit as follows, the value of chi-square = 121.214; probability = 0.260; GFI = 0.889; AGFI = 0.849; TLI = 0.988; CFI = 0.990; Cmin / DF = 1.082; RMSEA = 0.029. Thus it can be said that the model is feasible for use. The results of this study showed that brand image can be improved by increasing the perception of quality and quality of advertising messages. Furthermore, the brand image that will affect the higher attitudes toward the brand and further increase the interest purchased

**Keywords: perception of quality, the quality of advertising messages, brand image, attitude toward the brand, and interest in purchasing**