

ABSTRACT

This research was conducted to analyze the effect of product quality and brand image on product attractiveness and the effect of product attractiveness and price perception on purchase intention. The variables used in this study are product quality and price perception as an independent variable; brand image and product attractiveness as an intervening variable; and purchase intention as the dependent variable.

The data was collected using accidental sampling over Semarang residents with interest to buy iPhone as population, with a total sample of 112 respondents. Structural Equation Model (SEM) was used to analyze data by running software program AMOS 22.

The results of this research shows that the product quality has positive significant effect to brand image and product attractiveness; brand image has positive effect to product attractiveness; product attractiveness has positive effect to purchase intention; and price perception has positive effect to purchase intention.

Keywords: Product Quality, Brand Image, Product Attractiveness, Price Perception, Purchase Intention.