

ABSTRACT

This research discussed about purchase intention in calcium mil product that are good for increasing bone mass and reducing the potential for osteoporosis. PT Dexa Medica is one of the calcium milk producers established in 1969, available in several provinces, besides producing pharmaceutical products and other dairy products. This study aims to analyze the effect of perceived quality, product quality, and brand image on purchase intention of Produgen milk in Indonesia. The variables used in this study consisted of perceived quality, product quality, and brand image as independent variables, and purchase intention as the dependent variable.

The number of samples used in this study were 100 respondents who are domicilie in Indonesia who had seen, had a desire to buy, and / or hadbought Produgen milk. The sampling method in this study is a non probability sampling method witha purposive sampling technique. The method of data collectionis done using a questionnaire. This study uses Multiple Linear Regression Analysis Techniques using SPSS analysis tools.

The results of this study indicate that product quality and brand image had a positive and significant influence on purchase interest. Meanwhile, perceived quality has a positive and not significant effect on purchase intention.

Keywords : perceived quality, product quality, brand image, purchase intention.