

ABSTRAC

This study examined the effect of product quality and brand image of behavioral intention. This research was conducted on consumers who consume products Antimo in Semarang.

The population in this study are the people who use Antimo in Semarang. samples in this study were 96 respondents. Which in this study used a sampling technique by purposive sampling or sampling based on certain criteria , namely Semarang people who have been taking medicine Antimo more than 2 times , domiciled in the city of Semarang and is in the Region Bus Pool and Terminal in Semarang.

Based on hypothesis testing has proven that there is a positive influence between the brand image of the behavioral intention. there are positive influence between the quality of product to behavioral intention.

Keywords : Brand Image , Quality Products, Behavioral Intention