

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh variabel citra merek, kualitas produk, dan persepsi harga terhadap minat beli *hand sanitizer* Dettol di Giant BSB. Responden dalam penelitian ini yaitu konsumen di Giant BSB. Sampel pada penelitian ini 100 responden, menggunakan teknik *purposive sampling*. Data diolah menggunakan SPSS versi 20. Alat analisis yang digunakan yaitu uji validitas, uji reliabilitas, regresi linear berganda, uji F, uji koefisien determinasi ( $R^2$ ), dan uji t. Hasil penelitian menunjukkan bahwa citra merek, kualitas produk, dan persepsi harga berpengaruh positif dan signifikan terhadap minat beli. Keterbatasan dalam penelitian ini pada metode pengumpulan data di masa pandemi, sehingga terdapat beberapa responden yang menolak mengisi kuesioner. Bagi peneliti yang akan datang metode pengambilan data dapat dilakukan diberbagai supermarket sehingga dapat memberikan informasi yang lengkap.

**Kata Kunci : Citra Merek, Kualitas Produk, Persepsi Harga, dan Minat Beli.**

## **ABSTRACT**

*This study aims to determine the effect of brand image, product quality, and perceived price on hand sanitizer Dettol buying interest. Respondents in this study are costumers at Giant BSB. The sample in this study was 100 respondents, using the purposive sampling technique. The data processed using SPSS version 20. The analytical tools used were validity test, reliability test, multiple linear regression, f test, determination coefficient test, and t test. The results showed that brand image, product quality, perceived price had a positive and significant effect on buying interest. The limitations in this study are the data collection method during the pandemic, so that there were some respondents who refused to fill out the questionnaire. For future research, data collection methods can be used in various supermarkets so that they can provide complete information.*

**Keywords:** *Brand Image, Product Quality, Perceived Price , and Buying Interest.*