

PENGARUH BRAND IMAGE, PRODUCT KNOWLEDGE, PRODUCT QUALITY
AND PRICE TERHADAP PURCHASE INTENTION PRODUK SAMSUNG
GALAXY S6 DI JAKARTA

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This study was conducted to investigate the influence of brand image, product knowledge, product quality, and price to willingness to purchase of Samsung galaxy S6 product, also to investigate the simultaneous influence of brand image, product knowledge, product quality, and price to willingness to purchase of Samsung galaxy S6 product. This is a descriptive research that using a questionnaire to collect the data. The non-probalistic sampling method is used in this research. The data analysis technique is a multiple regression analysis. The results showed that brand equity and customer satisfaction positively affect purchase intention, also have positively affect simultaneously.

Keyword: Brand Image, Product Knowledge, Product Quality, Price and Purchase Intention