

## **ABSTRACT**

*This research aims to analyze the Effect of Product Quality, Price and Brand Image in Consumer Purchase Intention, through Perceived Value in Instant Seasoning Products at PT Sumber Sari Mas. The sampling method used was convenience sampling. Amount 180 people were involved as respondents in this study through filling out questionnaires. The analytical method used in this study is the Structural Equation Model (SEM) with version 8.80 of the Linear Structural Relationship (LISREL) software. The results showed that product quality has a positive and significant effect in perceived value, price has a positive and significant effect in perceived value, brand image has a positive and significant effect in purchase intention, and perceived value has a positive and significant effect in purchase intention, but brand image has no effect in perceptions of value, also product quality have no effect in purchase intention in Instant Seasoning Products owned by PT Sumber Sari Mas.*

*Keywords: Product Quality, Price, Brand Image, Perceived Value, Purchase Intention*

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Produk, Harga dan Citra Merek terhadap Minat Beli Konsumen melalui Persepsi Nilai pada Produk Bumbu Instan di PT Sumber Sari Mas. Metode sampling yang digunakan adalah *convenience sampling*. 180 orang dilibatkan sebagai responden dalam penelitian ini melalui pengisian kuesioner. Metode analisis yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan *software Linear Structural Relationship (LISREL)* versi 8.80. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap persepsi nilai, harga berpengaruh positif dan signifikan terhadap persepsi nilai, citra merek berpengaruh positif dan signifikan terhadap minat beli, dan persepsi nilai berpengaruh positif dan signifikan terhadap minat beli, namun citra merek tidak berpengaruh terhadap persepsi nilai, dan kualitas produk tidak berpengaruh terhadap minat beli pada produk Bumbu Instan milik PT Sumber Sari Mas.

Kata kunci: Kualitas Produk, Harga, Citra merek, Persepsi Nilai, Minat Beli