**ABSTRACT**

*Ronald Christianda Halim / 22150314/2019 / Effect of Product Quality and Brand Image on the Interest in Buying Samsung Smartphone Products in North Jakarta / Supervisor: Ir. Dergibson Siagian, M.M.*

*Today smartphones are a necessity for everyone. Smartphones are tools that can help everyday human activities. One company that manufactures smartphones is Samsung. Samsung is one of the companies that is well known and is the market leader for the smartphone market in the world. But the rapid growth and development of smartphones has led to Samsung being challenged by competitors who have begun to enter and disrupt the market that has been dominated by Samsung. Improving product quality and creating a good brand image in the eyes of consumers is one way that can be done to increase consumer buying interest to buy products or brands. Therefore, the authors are interested in conducting research on the Effect of Product Quality and Brand Image on the Interest in Buying Samsung Smartphone Products in North Jakarta.*

*The theory used to support this research is the definition of Product Quality, Brand Image and Buying Interest along with its measurements. Then supported by a theory regarding the relationship between Product Quality and Buying Interest, Brand Image with Buying Interest.*

*The object of this research is the Samsung Smartphone Product. The method of data collection in this study is to distribute questionnaires online through google form, with the sampling technique used is non-probability sampling with a judgment sampling approach. The data analysis technique used for model testing and data processing is a structural equation model (Structural Equation Modeling) using WarpPLS 5.0 and SPSS 20.0.*

*The output produced by WarpPLS 5.0 namely product quality has a positive and significant effect on buying interest and brand image has a positive and significant effect on buying interest. With these results, it can be stated that if the product quality and brand image are getting better, it can increase buying interest.*

*The conclusion of this study is the first hypothesis (Product quality has a positive effect on consumers 'buying interest in Samsung smartphone products) and the second hypothesis (Brand image has a positive effect on consumers' buying interest in Samsung smartphone products) has a positive and significant effect.*

*Keywords: Product Quality, Brand Image, Buying Interest*