

***THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY,  
AND PRODUCT QUALITY ON PURCHASE INTENTION  
MAKO CAKE AND BAKERY***

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***Abstract***

*This research is a quantitative study that aims to determine, analyze, and prove the effect of brand image, service quality, and product quality on consumer buying interest in MAKO Cake and Bakery. The sample of this study were MAKO Cake and Bakery consumers domiciled in South Jakarta, totaling 100 respondents. The sample collection technique used a non-probability sampling method with purposive sampling technique. Data collection was carried out through distributing google form questionnaires and then processed using the PLS (Partial Least Square) analysis method with the help of SmartPLS 4.0 software. The results of this study indicate that the brand image variable has a significant effect on purchase intention, the service quality variable has a significant effect on purchase intention, and the product quality variable has a significant effect on purchase intention.*

***Keywords:*** Brand Image, Service Quality, Product Quality, Purchase Intention, MAKO Cake and Bakery

# **PENGARUH CITRA MEREK, KUALITAS PELAYANAN, DAN KUALITAS PRODUK TERHADAP MINAT BELI MAKO CAKE AND BAKERY**

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## **Abstrak**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh citra merek, kualitas pelayanan, dan kualitas produk terhadap minat beli konsumen pada MAKO Cake and Bakery. Sampel penelitian ini adalah konsumen MAKO Cake and Bakery berdomisili di Jakarta Selatan sebanyak 100 responden. Teknik pengumpulan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner *google form* lalu diolah menggunakan metode analisis PLS (*Partial Least Square*) dengan bantuan *software* SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa variabel citra merek berpengaruh signifikan terhadap minat beli, variabel kualitas pelayanan berpengaruh signifikan terhadap minat beli, dan variabel kualitas produk berpengaruh signifikan terhadap minat beli.

**Kata Kunci:** Citra Merek, Kualitas Pelayanan, Kualitas Produk, Minat Beli, MAKO Cake and Bakery