

## ABSTRAK

Widya Malinda Sari, 2025. Pengaruh *Brand Image*, Kualitas Produk, dan *Content Marketing* Terhadap Niat Beli Produk Olivia Bakery Madiun (Studi Empiris Konsumen Olivia Bakery Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Hari Purwawnto, S.E., M.M. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Niat Beli merupakan salah satu indikator penting dalam perilaku konsumen yang dapat menggambarkan seberapa besar minat konsumen terhadap suatu produk. Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Image*, Kualitas Produk, dan *Content Marketing* terhadap Niat Beli konsumen pada produk Olivia Bakery di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner dan pengambilan sampel sebanyak 384 responden konsumen Olivia Bakery. Data dianalisis dengan bantuan software IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh negatif dan signifikan terhadap Niat Beli, Kualitas Produk berpengaruh positif dan signifikan terhadap Niat Beli, serta *Content Marketing* juga berpengaruh positif dan signifikan terhadap Niat Beli. *Brand Image*, Kualitas Produk dan *Content Marketing* berpengaruh secara simultan terhadap Niat Beli pada produk Olivia Bakery di Kota Madiun.

**Kata Kunci :** *Brand Image*, Kualitas Produk, *Content Marketing*, Niat Beli.

## ABSTRACT

Widya Malinda Sari, 2025. *The Influence of Brand Image, Product Quality, and Content Marketing on Purchase Intention of Olivia Bakery Madiun Products (Empirical Study of Olivia Bakery Madiun Consumers)*. Thesis. Management Study Program, Faculty of Economics and Business, UNIVERSITY PGRI MADIUN. Mentor (I) Dr. Hari Purwawnto, S.E., M.M. Mentor (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

*Purchase intention is an important indicator of consumer behavior that can describe the level of consumer interest in a product. This study aims to analyze the influence of brand image, product quality, and content marketing towards consumer purchase intention of Olivia Bakery products in Madiun City. This study used a quantitative approach with a survey method using a questionnaire and a sample of 384 Olivia Bakery consumer respondents. Data were analyzed using IBM SPSS version 25 software. The results show that brand image has a negative and significant effect towards purchase intention, product quality has a positive and significant effect towards purchase intention, and content marketing also has a positive and significant effect towards purchase intention. Brand image, product quality, and content marketing simultaneously influenced purchase intention of Olivia Bakery products in Madiun City.*

**Keywords :** *Brand Image, Product Quality, Content Marketing, Purchase Intention.*