

***THE EFFECT OF PRICING, PRODUCT QUALITY, AND BRAND IMAGE ON EIGER
BRAND PURCHASE DECISIONS IN JEMBER STATE
POLYTECHNIC STUDENTS***

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ABSTRACT

This study employs a quantitative approach with a survey technique as the data collection method. Data is obtained through the distribution of questionnaires to respondents and supported by observations, interviews, and documentation. In data analysis, this study applies multiple linear regression methods with the assistance of SPSS Statistic 25 software. The results reveal that the variables of price (X1), product quality (X2), and brand image (X3) each have a significant influence on purchasing decisions (Y). The price variable (X1) has a negative and significant impact on purchasing decisions (Y), while the product quality (X2) and brand image (X3) variables have a significant influence on purchasing decisions (Y). Among these three variables, product quality (X2) is the most dominant factor influencing purchasing decisions (Y) for Eiger products among students at the State Polytechnic of Jember.

Keywords: Price, Product Quality, Brand Image, and Purchase Decision.