

***THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND
PROMOTION ON SMARTPHONE PURCHASE DECISIONS
IN JEMBER REGENCY (A Case Study of Oppo Reno)***

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ABSTRACT

This study was motivated by the increasing demand for smartphones due to technological advancements and consumers' need for innovative and creative communication methods. The objective of this study is to analyze brand image, product quality, and promotions in purchasing decisions as they relate to sales of the Oppo Reno smartphone in Jember Regency. This study employs a quantitative approach. The population in this study consists of all Oppo Reno smartphone users in Jember Regency, with a sample size of approximately 40 respondents. The data analysis technique used is multiple linear regression with the assistance of SPSS Statistics 25. The findings indicate that, simultaneously, the variables of brand image (X1), product quality (X2), and promotion (X3) have a significant influence on purchasing decisions. However, when analyzed individually, brand image (X1) and product quality (X2) do not have a significant influence on purchasing decisions. Conversely, promotion (X3) has a significant influence on purchasing decisions. Among the independent variables studied, promotion (X3) plays a crucial role in influencing the decision to purchase Oppo Reno smartphones in Jember.

Keywords: *brand image, product quality, promotion, purchasing decisions*