

***THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON  
CONSUMER PURCHASE DECISIONS OF XIAOMI SMARTPHONES  
AMONG STUDENTS OF POLITEKNIK NEGERI JEMBER***

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***ABSTRACT***

*This study aims to analyze the effect of product quality (X1), price (X2), and promotion (X3) on purchase decisions (Y) of Xiaomi smartphones among students of Politeknik Negeri Jember. This research employed a quantitative approach with a sample of 40 respondents selected using stratified sampling. Data were analyzed using multiple linear regression with the assistance of IBM SPSS statistic version 27. The results of the t-test indicate that product quality ( $t = 4.207$ ;  $sig < 0.001$ ), price ( $t = 2.746$ ;  $sig = 0.009$ ), and promotion ( $t = 3.038$ ;  $sig = 0.004$ ) have a positive and significant effect on purchase decisions. The F-test shows that all independent variables simultaneously have a significant effect on purchase decisions ( $F = 29.827$ ;  $sig < 0.001$ ). The Adjusted  $R^2$  value of 0.689 indicates that 68.9% of the variation in purchase decisions is explained by the research model. It can be concluded that product quality, price, and promotion significantly influence the purchase decisions of Xiaomi smartphones among students of Politeknik Negeri Jember.*

***Keywords:*** *Product Quality, Price, Promotion, Purchase Decision*