

**THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY, AND
PROMOTION ON PURCHASING DECISIONS
AT CFC JEMBER REGENCY**

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ABSTRACT

This study aims to examine the influence of brand image, service quality, and promotion on consumer purchasing decisions at CFC in Jember Regency. The method used is a quantitative approach, with data collected through questionnaires. Data analysis was conducted using multiple linear regression, t-test, F-test, and the coefficient of determination (R^2). The results indicate that, partially, brand image and service quality do not have a significant effect on purchasing decisions. Meanwhile, promotion has a positive and significant effect and is the most dominant variable. Simultaneously, brand image, service quality, and promotion significantly influence purchasing decisions. The Adjusted R Square value of 0.357 shows that 35.7% of purchasing decisions are influenced by these three variables. In conclusion, promotion is the main factor in enhancing purchasing decisions, and therefore the company needs to optimize effective promotional strategies.

Keywords: Brand image, Purchasing decision, Service quality, Promotion.