

**THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND
PROMOTION ON PURCHASE DECISIONS FOR BROWNIES TAPE IN
PURNAMA JATI
JEMBER REGENCY**

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ABSTRACT

This study aims to analyze the influence of product quality, brand image, and promotion on consumer purchasing decisions for Brownies Tape Purnama Jati products in Jember Regency. This study was motivated by the fluctuation in sales of Brownies Tape Purnama Jati products amidst increasingly competitive tape-based culinary businesses. Product quality, brand image, and promotion are seen as important factors that can influence consumer purchasing decisions. The results of the study indicate that product quality, brand image, and promotion influence consumer purchasing decisions for Brownies Tape Purnama Jati products in Jember Regency. Simultaneously, the three independent variables have a significant effect on purchasing decisions.

Keywords: *Product Quality, Brand Image, Promotion, Purchasing Decisions, Brownies Tape.*