

***THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND
ELECTRONIC WORD OF MOUTH ON HP LAPTOP PURCHASE DECISIONS
AMONG STUDENTS AT JEMBER STATE POLYTECHNIC***

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ABSTRACT

This study aims to analyze the influence of brand image, product quality, and electronic word-of-mouth (e-WOM) on the purchasing decisions of HP laptops among students at Politeknik Negeri Jember. Data collection was conducted using a quantitative method through an online questionnaire distributed via Google Forms. The research involved 100 respondents selected using a non-probability sampling technique with a purposive sampling approach, targeting students who met the criteria of product usage and digital information search. The collected data were analyzed using multiple linear regression analysis with the aid of SPSS software. The findings of this study indicate that, individually, brand image does not have a significant effect on purchasing decisions. On the other hand, product quality is proven to have a positive and significant influence on purchasing decisions, and electronic word-of-mouth (e-WOM) does not have a significant influence on purchasing decisions. Nevertheless, purchasing decisions are significantly influenced by the combination of brand image, product quality, and electronic word-of-mouth (e-WOM) when evaluated simultaneously.

Keyword : *Brand Image, Electronic Word of Mouth, Product Quality, and Purchase Decision.*