

**Pengaruh Fitur, Citra Merek, dan Persepsi Harga
Terhadap Minat Beli *Smartphone* Xiaomi
di Kabupaten Jember**

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ABSTRACT

This study aims to examine and analyze the partial and simultaneous effects of features, brand image, and price perception on consumer purchase intention for Xiaomi smartphone products in Jember Regency. This research employs a quantitative approach with an explanatory research design. The population consists of residents in Jember Regency who are interested in purchasing Xiaomi smartphones, with a sample of 101 respondents selected using a non-probability sampling technique through the purposive sampling method. Primary data were collected via questionnaires and analyzed using multiple linear regression analysis. The results of the partial t-test indicate that features, brand image, and price perception each have a positive and significant effect on consumer purchase intention. Furthermore, the features variable proved to be the most dominant factor influencing purchase intention. The simultaneous F-test results demonstrate that all three independent variables significantly affect purchase intention, with a calculated F-value of 46.574 and a significance value of 0.000. The Adjusted R Square value of 0.578 indicates that 57.8% of the variance in purchase intention can be explained by the combination of features, brand image, and price perception, while the remaining 42.2% is influenced by other variables outside this research model.

Keywords: *Features, Brand Image, Price Perception, and Purchase Intention*