

**THE EFFECT OF PRICE, PROMOTIONS, AND BRAND IMAGE
ON PURCHASE INTENTION FOR THE CONSINA BRAND AMONG
RESIDENTS OF JEMBER REGENCY**

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ABSTRACT

This study aims to analyze the effects of price, promotion, and brand image on purchase intention for the Consina brand in Jember Regency. This study employs a quantitative approach with a sample of 40 respondents selected using purposive sampling. Data analysis was conducted using multiple linear regression with the aid of SPSS software. The results show that, when analyzed individually, price does not have a significant effect on purchase intention, with a significance value of 0.089. Meanwhile, promotions and brand image were found to have positive and significant effects on purchase intention, with significance values of 0.005 and 0.012, respectively. Simultaneously, price, promotions, and brand image had a significant effect on purchase intention with a significance value of 0.000 and explained 68.6% of the variation in purchase intention, while the remaining 31.4% was influenced by other factors outside the scope of this study. The brand image variable was the most dominant factor influencing consumer purchase intention toward Consina products in Jember Regency.

Keywords: Brand Image, Consina, Price, Promotions, Purchase Intent.