

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND  
PROMOTION ON PURCHASE INTENTION FOR THE 3SECOND  
BRAND AMONG UNIVERSITY STUDENTS IN JEMBER**  
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**ABSTRACT**

*This study aims to analyze the influence of product quality, price, and promotion on the purchase intention of the 3Second brand among university students in Jember Regency. The research employed a quantitative approach using a survey method. The population consisted of university students in Jember who were familiar with and had purchased 3Second products. The sampling technique applied was non-probability sampling with a purposive sampling method, involving 100 respondents. Data were collected through questionnaires using a Likert scale. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, the coefficient of determination (Adjusted  $R^2$ ), F-test, and t-test. The results indicate that product quality, price, and promotion have a positive and significant effect on purchase intention, both partially and simultaneously. These variables are able to explain the variation in consumers' purchase intention toward 3Second products among university students in Jember. The findings are expected to provide useful insights for the company in developing more effective marketing strategies to increase consumers' purchase intention, particularly within the student market segment.*

*Keyword: 3second, Product Quality, Price, Promotion, Purchase Intention*