

***THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, PRICE, AND  
PROMOTION ON THE PURCHASE DECISION OF XIAOMI  
SMARTPHONES IN JABODETABEK***

**ABSTRACT**

*Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers in order to manage customer relationships in ways that benefit the organization and its stakeholders. The purpose of this research is to analyze the effect of brand image, product quality, price, and promotion on buying decisions of xiaomi smartphones in Jabodetabek.*

*The analytical method in this study used quantitative primary data, the test stages carried out were: validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, t test, f test, and coefficient of determination. The data used in this study used a questionnaire instrument, and the valid data that was collected was 100 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used is SPSS 25.*

*The results showed that the variables of Product Quality, Price, and Promotion had a partial effect on the Xiaomi Smartphone purchasing decision while the brand image variable had no effect on the Xiaomi Smartphone purchasing decision. The results of the simultaneous test show that the variables Brand Image, Product Quality, Price and promotions influence the decision to purchase Xiaomi Smartphone products..*

*Keywords: Brand image, Price, Purchase Decision, Product Quality, Promotion*  
(xii + 61 + Attachments)  
Bibliography (2009 – 2023)