

Shaping Smartphone Purchase Decisions with Brand Image Analysis, Product Quality, and Compelling Prices

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ABSTRACT

This study aims to determine the influence of brand image, product quality and price on smartphone purchase decisions and also to find out and analyze the most dominant factors affecting Smartphone Purchase Satisfaction. In this study using a population of 9989 consumers according to PT. Bangga Teknologi Indonesia by using the Slovin formula obtained a sample of 100 respondents, the data analysis technique used is a quantitative associative method with a verifiative approach. The series of tests carried out are validity and reliability tests, classical assumption tests, simple linear regression analysis for simultaneous testing. The results prove that brand image has a positive and significant effect on smartphone purchase decisions that based on multiple generation tests of brand image, product quality and price simultaneously have a significant effect on purchasing decisions.

Keywords: Brand Image, Product Quality, Price, Purchasing Decision, Service Quality

INTRODUCTION

Technological developments in the era of globalization make people able to communicate quickly and without restrictions. One communication technology that is popular and has a very rapid progress is the smartphone. According to Smartphone is a cellular phone using services such as memory, screen, microprocessor and built-in modem so that the features on this smartphone feel more complete compared to other cellular phone features. Smartphone users in Indonesia are currently experiencing a very rapid increase, this is shown by the number of smartphone users who continue to increase. Nowadays smartphones are no longer considered a luxury, but have become a basic necessity of almost all individuals.

Smartphones are currently supporting the needs of people in Indonesia such as meeting business needs, because the smartphone has helpful features such as cameras, e-mail, social media, and the internet. Smartphones are smartphone devices that have standard cellular phone features and are equipped with various advanced features such

as web browsers, e-mail, cameras, audio and video recorders, audio and video players, data storage, playing games and many other features.

There are several smartphone brands competing in the smartphone market in Indonesia, including: Samsung, LG, Huawei, Apple, Xiao mi, Realme, Asus, Oppo, Vivo, Advan, Infinix and others. Each brand continues to innovate to bring out its superior products. Seeing the environment of business competition that is so tight, technological advances, and changes in consumer needs and demands are so high, the increasing number of manufacturers who are able to meet consumer demand for smartphones causes these companies to think of strategies that are able to make their products superior to their competitors so that they will increase purchasing decisions on the products offered.

According to (Hakim & Saragih, 2019) Purchasing decisions are a series of processes that consumers go through in deciding on purchase actions. In the decision to buy goods, consumers often involve two parties in the process of exchange or purchase. Generally, there are five kinds of roles that a person can perform. There are times when all five of these roles are held by one person. However, often the role is performed by several people. Understanding each of these roles is very useful in order to satisfy consumer needs and consumer desires. The five roles include, initiator, influencer, decision maker, buyer, user.

Consumers will evaluate and seek information in advance of the various products offered before making a purchase decision for a product. In the selection of this product, prospective Advan smartphone consumers still have many obstacles and minimal information about Advan smartphone products that will be marketed, both from the official website of Advandigital.com and various media as consumer consideration for purchasing smartphones.

Assess a product in order to find out that the product really has good quality and is able to meet its needs and existing functions are able to function properly or not. This makes producers have to be even more active in approaching consumers to find out what consumers want and various kinds of consumer behavior (Hidayah, 2022). Therefore, consumer choice in using smartphones is currently very high, this is evidenced by the increase in sales of Android-based smartphone products.

Advan smartphones promote their products by conducting marketing activities through advertisements on electronic and print media such as television, newspapers, posters and social media such as blogs and Instagram. Advan also promotes by collaborating with famous artists and making him a brand ambassador with the aim of making Advan brand smartphones better known by the public. This makes Advan have its own brand image in the field of smartphones and makes Advan dare to compete with other companies.

According to (Amalia, 2019) defining brand image is a set of perceptions and trust that customers have in a brand which is reflected through associations that exist in customer memory. The way consumers think about a brand is abstract in their thinking, even when consumers think about it, consumers are not dealing directly with the product. Building a positive brand image can be achieved by strong marketing of the product so that it has uniqueness and advantages that distinguish it from other products. The success of a brand in creating a brand image that can be accepted by the market can be measured by looking at the acquisition of the Top Brand Index (Alfiah, et, al., 2022).

Top Brand Index is an award given to the best Indonesian brands based on the results of research on Indonesian consumers. The selection of the best brand is based on consumer choice. The assessment of survey results is based on three criteria, namely top of mind awareness, which is a measurement based on the brand first mentioned by respondents when the product category is mentioned, last used, which is based on the brand that was last used or consumed by respondents in one period, and future intention, which is based on the brand that wants to be used or consumed in the future (Salsabila & Maskur, 2022).

According to (Anggraini, et, al., 2020) product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. Product quality has seven dimensions of product quality, namely performance, additional characteristics or features, conformity with specifications, reliability, durability, aesthetics, perceived quality. Based on this, a quality product must include the seven dimensions of product quality above that make consumers believe in the quality of the product provided.

According to (Purwanto & Risaputro, 2021) states that consumer evaluation of product quality will be able to help consumers to consider which products consumers

will buy. The better the quality of the product or service, the more interested consumers will be in the product.

Many consumers complain because Advan's smartphone camera is often blurry and when it will be used to take pictures, the waiting time is very long or when you want to use the camera sometimes errors. This is very disturbing for consumers who want to use Advan smartphones to take pictures. There is another thing that Advan smartphone users feel is very disturbing, namely when operating an application suddenly the application is forced to stop being used. So there are still many consumers who think Advan smartphones are still untested for reliability. In addition, the product design of the Advan smartphone is still felt by consumers is still not good.

THEORETICAL BASIS

Brand Image

(Maupa, 2019) argues that brand image refers to the memory scheme of a brand, which contains consumer interpretations of attributes, advantages, uses, situations, users, and characteristics of marketers and/or characteristics of the maker of the product/brand. Brand image involves consumer interpretation and perception of various aspects related to the brand, such as product attributes, advantages or advantages possessed, the use of the product in various situations, the people or customers who use the brand, and the characteristics and reputation of the marketer or creator of the product.

Brand image is not just about the logo or physical appearance of the brand itself, but also includes the overall experience and perception formed by consumers about the brand. Brand image can be influenced by various factors, such as advertising, direct experience with the product, recommendations from friends or family, and people's general views of the brand (Octhaviani & Sibarani, 2021).

It is important for companies to understand and manage brand image well, as a positive brand image can increase consumer loyalty, create brand preferences, and help brands differentiate themselves from competitors in the market. By understanding how consumers shape brand image, companies can design more effective marketing strategies and build stronger relationships with consumers.

Product Quality

According to (Susanto & Cahyono, 2021) argues Product quality is the ability of a product to display its functions including the usability time of the product, reliability, ease of use and repair, and other values. Product quality is not only concerned with the extent to which the product can function properly and according to specifications, but also involves elements such as long-lasting usage time, product reliability in providing consistent performance, ease of use, and ease of repair in case of problems.

Product quality can be seen from two points of view, namely the internal point of view and the external point of view. An internal point of view involves evaluating product quality from a marketing and production perspective, such as measuring product conformity to a company's internal specifications or standards. While the external point of view is to look at product quality from a consumer perspective, namely the extent to which this product meets or exceeds buyer expectations and expectations (Ashari, et, al., 2020).

It is important for companies to ensure that their products are of good quality from an external point of view, as good product quality can increase consumer satisfaction, create loyalty, and build a positive reputation for the brand or company. Companies must also strive to continuously improve and improve the quality of their products in order to remain competitive and meet evolving consumer needs.

Price

According to (Pratiwi, et, al., 2020), price is something that is handed over in exchange to get a good or service. Price is the value or amount that must be paid by consumers to obtain a good or service. In the context of economic exchange, price is the compensation given by consumers to sellers in exchange for goods or services received.

Price not only includes the monetary value to be paid, but also reflects the value or benefit perceived by consumers as something comparable to the value of the product or service received. In this case, price is not only about the money to be spent, but also involves considerations about the value, quality, and expected satisfaction of the product or service (Indra, et, al., 2020). In service marketing, price is also seen as the cost that must be borne by consumers to get the service. This cost covers the financial aspect, but also includes the time and effort spent by the consumer to acquire the service.

Price has an important role in marketing strategy and can affect consumer preferences, demand, and company profits. Pricing should consider a variety of factors, such as production costs, market demand, competitors' prices, brand positioning, and consumers' perceived value of the product or service.

Purchasing Decision

According to (Sianturi, et, al., 2021) purchasing decisions are complex processes that involve various stages and considerations from consumers before they finally decide to buy and consume a product. The first stage in purchasing decisions begins with the consumer's awareness of a need or want. At this stage, Consumers realize that there is a need that needs to be met or there is a certain desire to be achieved. For example, maybe they feel they need a new cell phone or want to have a personal vehicle. Once awareness of a need or desire arises, consumers will then seek information about various products or services that can meet their needs or wants. This stage involves searching for information from various sources, such as advertisements, friend recommendations, customer reviews, and product ratings.

After obtaining enough information, consumers will consider various product options available. They will compare the features, price, quality, brand, and benefits of each product before finally deciding which product best suits their needs and wants. The last stage is when the consumer makes a decision to buy the product he has chosen. This decision can be influenced by a variety of factors, such as price, promotions, special offers, brand preferences, and previous experience with the brand or product.

After making a purchase, consumers will then consume or use the product according to their original purpose. In addition, purchasing decisions can also influence future purchase decisions, because the experience and satisfaction of products that have been purchased can affect consumer loyalty to the brand or product (Setyani & Gunadi, 2020).

METHOD

This research was conducted using a quantitative approach, which means that this research focuses on collecting and analyzing data based on numbers and statistics. The method used to collect data in this study is through two ways, namely by using

questionnaire and documentation methods. The population in this study is people in the South Tangerang region who use Advan brand smartphones as many as Nine thousand Nine hundred and eighty-nine (9,989) consumers according to PT. Proud of Indonesian Technology. The sampling technique used is random sampling, to take the number of samples used the Slovin formula. The sample in this study was 100 respondents. The research was conducted on the people of South Tangerang city who bought Advan brand smartphones at Advan South Tangerang smartphone outlets.

This study used three data analysis techniques to process the data. First, multiple linear regression analysis tests are used, which help determine the relationship between two or more variables in the study. Second, a coefficient of determination test is used, which is useful for measuring how well independent variables can explain the variation of the dependent variable. Lastly, hypothesis tests are used, which help to test the correctness of hypotheses or research statements. By using these three techniques, this research can produce more accurate and relevant data analysis.

RESULT

The Influence of Brand Image on Advan Smartphone Purchase Decisions

Based on the results of the study, it was found that brand image has a positive and significant effect on Advan's smartphone purchase decisions. This is evidenced by the calculated t value (2.444) which is greater than the table t value (1.984), so that the alternative hypothesis (H_a) accepted means that brand image has a positive and significant influence on Advan's smartphone purchase decision based on the results of statistical analysis.

In addition, the value of the coefficient of determination (R square) of 0.574 shows that the influence of brand image partially on Advan's smartphone purchase decision is 57.4%. This means about 57.4% of the variation or change in Advan's smartphone purchase decision can be explained by the influence of brand image. However, the remaining 42.6% were influenced by other factors not included in the study. Those other factors may include price, product quality, promotions, and other consumer preferences that also influence purchasing decisions.

In conclusion, this study provides evidence that brand image plays an important role in influencing Advan's smartphone purchase decisions. However, keep in mind that

there are still other factors that also have a contribution in influencing consumer purchasing decisions. These results can help companies in designing more effective marketing strategies and better understanding of the factors influencing consumer purchasing preferences.

The Effect of Product Quality on Advan Smartphone Purchase Decisions

Based on the results of research that has been done, it was found that product quality has a positive and significant influence on Advan's smartphone purchase decisions. This result can be explained from the calculated t value (3.569) which is greater than the table t value (1.984), so this alternative hypothesis (H_a) is acceptable to mean that there is sufficient statistical evidence to state that product quality has a positive and significant influence on Advan's smartphone purchase decision.

In addition, the value of the coefficient of determination (R square) of 0.515 shows that the influence of product quality partially on the purchase decision of Advan smartphones is 51.5%. This means about 51.5% of the variation or change in Advan's smartphone purchase decision can be explained by the influence of product quality. However, the remaining 48.5% was influenced by other factors not included in the study. These other factors may include brand image, price, promotion, and other consumer preferences that also play a role in influencing purchasing decisions.

Thus, the results of this study show that product quality has an important role in influencing Advan's smartphone purchase decisions. However, keep in mind that there are other factors that also contribute to shaping consumer purchasing preferences. These findings can help companies in designing more effective marketing strategies and better understanding the factors influencing consumer purchasing decisions.

The Effect of Price on Advan Smartphone Purchase Decisions

Based on the results of research that has been done, it was found that price has a negative and significant influence on the purchase decision of Advan smartphones. This result can be explained from the calculated t value (6.124) which is greater than the table t value (1.984), so this alternative hypothesis (H_a) is acceptable to mean that there is sufficient statistical evidence to state that price has a negative and significant influence on the purchase decision of the Advan smartphone.

In addition, the value of the coefficient of determination (R square) of 0.789 shows that the partial effect of price on Advan's smartphone purchase decision is 78.9%. This means about 78.9% of the variation or change in Advan's smartphone purchase decision can be explained by the influence of price. However, the remaining 21.1% was influenced by other factors not included in the study. These other factors may include product quality, brand image, promotion, and other consumer preferences that also play a role in influencing purchasing decisions.

Thus, the results of this study show that price has an important role in influencing the purchase decision of Advan smartphones with a negative influence. However, keep in mind that there are other factors that also contribute to shaping consumer purchasing preferences. These findings can help companies in designing more precise pricing strategies and better understanding the factors influencing consumer purchasing decisions.

The Influence of Brand Image, Product Quality, and Price on Advan Smartphone Purchase Decisions

Based on the results of this study, it was found that brand image (X1), product quality (X2), and price (X3) together have a significant influence on Advan's smartphone purchase decisions. This result is supported by the calculated F value (12.625) which is greater than the table F value (3.09), so that this accepted alternative hypothesis (Ha) means stating that brand image, product quality and price have a positive and significant effect on the satisfaction of Advan smartphone purchases.

Furthermore, the value of the coefficient of determination (R square) of 0.262 shows that the influence of brand image, product quality, and price simultaneously on Advan's smartphone purchase decision is 26.2%. This means about 26.2% of the variation or change in Advan's smartphone purchase decisions can be explained by the combined influence of brand image, product quality, and price. However, the remaining 73.8% was influenced by other factors not included in the study. These other factors may include consumers' personal preferences, promotions, product distribution, and other economic factors that also play a role in influencing purchasing decisions.

Thus, the results of this study show that brand image, product quality, and price together have an important role in influencing Advan's smartphone purchase decision. However, keep in mind that there are other factors that also contribute to shaping

consumer purchasing preferences. These findings can help companies in designing more effective marketing strategies and better understanding the factors influencing consumer purchasing decisions.

CONCLUSION

These conclusions provide important information for a company or brand to understand how factors such as brand image, product quality, and price can influence consumer buying behavior. With this understanding, companies can design more effective marketing strategies and optimize consumer purchase decision making.

These results suggest that brand image, which reflects the perception and reputation formed by consumers towards a brand, has an influence on purchasing decisions. A positive brand image can increase consumer interest and trust in the products or services offered by the brand, thus influencing purchasing decisions. Product quality also has a significant influence on purchasing decisions. Good product quality can increase consumer satisfaction, build loyalty, and create a positive effect on future purchasing decisions.

Price also plays an important role in influencing purchasing decisions. Reasonable prices and in accordance with the value of the product or service can affect the attractiveness of consumers to buy. However, keep in mind that 26.2% is the percentage of influence together of these three factors on the purchase decision. That is, there are still other factors that can also influence purchasing decisions and are not explained in this analysis.

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