

The Influence of Brand Image, Product Quality and Price on the Decision to Purchase a Nokia Android Smartphone in Pekanbaru

Ade Sri Rezki^{1*}, Ikhbal Akhmad¹, Fitri Ayu Nov irda¹, Wan Laura Hardilawati¹, Hicmaed Tachta Hinggo S¹

¹ Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Riau
Jl KH Ahmad Dahlan No. 88 Sukajadi , Riau, Indonesia

* Email : adesirezki.asr@gmail.com

ABSTRACT

This research aims to find out and analyze whether brand image, product quality and price have a positive and significant impact on purchasing decisions. This research uses a quantitative study using a survey method through questionnaires distributed to consumers who have used or are currently using Nokia Android smartphones in Pekanbaru City with a total of 100 respondents. This research is explanatory in nature which explains the relationship between variables through hypothesis testing. Data analysis was carried out based on a questionnaire that was distributed online. Data analysis was carried out using multiple linear regression analysis. The research results show that there is a positive and significant influence between the product quality and price variables on purchasing decisions, while the brand image variable has no effect on purchasing decisions. The results of this research can help clarify why previous research examining the influence of brand image, product quality and price on purchasing decisions tends to be consistent.

Keywords : Brand Image, Product Quality, Price, Purchase Decision, Pekanbaru.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

INTRODUCTION

The development of communication and information technology in the current era of globalization is increasingly advanced, one of which is smartphones . Smartphones are always experiencing change and innovation with various advanced technologies and features. The progress of smartphones has increased the growth of smartphone users among the public. The growth of smartphone penetration in the world has increased by 66% or around two-thirds of the world's people have smartphones in 2018 (Wicaksana et al . 2019).

Facing an era of increasingly tight competition, with the development of smartphones in Indonesia from various brands each has its own advantages which can trigger the emergence of company competitors who are competing to create advantages by setting prices and building brands that consumers can trust in their respective products, so that companies can influences consumers in making purchasing decisions and becomes income for the company (Onsu et al . 2015).

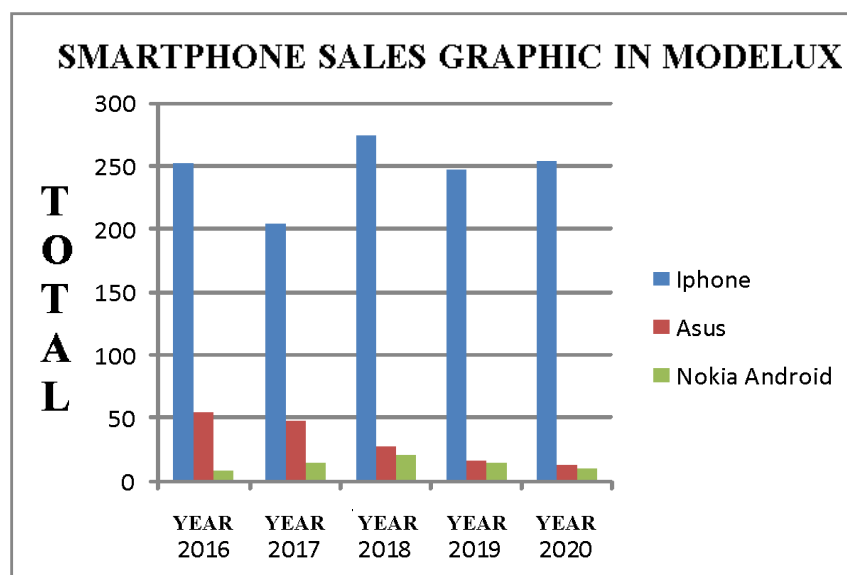


Figure 1. Smartphone Sales Graphic in Modelux 2016-2020

Based on the Figure above, it can be seen that sales of Nokia Android are lower compared to other smartphones , this makes researchers want to examine the influence of brand image, product quality and price on purchasing decisions.

The aim of this research is to determine the influence of brand image, product quality and price on purchasing decisions. As the results of previous research conducted by Setianingsih et al (2023) stated that the brand image variable had a positive and significant effect on purchasing decisions. Research by Septiawan et al (2023) states that price partially has a positive but not significant effect on purchasing decisions. And research from Tasia et al (2022) states that product quality has a positive and significant effect on purchasing decisions.

Proceeding Medan International Conference Economics and Business

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LITERATURE REVIEW AND HYPOTESIS FORMULATION

Marketing management is the analysis of planning, implementation and control of programs designed to create, establish and maintain profitable exchanges with target buyers with the aim of achieving organizational goals (Sumarni and Soeprihanto 2005). Marketing management is a combination of art and science regarding selecting target markets and building profitable relationships with them (Kotler et al . 2013).

Consumer decisions are motives or impulses that arise towards something where buyers make purchases due to their needs and desires (Private 2008). According to Schiffman and Kanuk (2010), a purchasing decision is the selection of two or more alternative purchasing decision options, meaning that for someone to make a decision, several alternative choices must be available.

Brand Image is a number of images, impressions and beliefs that a person has about an object. Brand image is related to attitudes in the form of beliefs and preferences towards a brand which causes consumers to carry out evaluations in the consumer decision process (Kotler et al. 2013).

According to Kotler et al . (2013), product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. According to (Tjiptono, 2008), product quality is the expected level of quality and controlling diversity in achieving that quality to meet consumer needs.

Price is the attribute of a product that is most often used by some consumers to evaluate a product. Price is the main factor that is always considered in a decision to select and purchase a product (Sangadji et al . 2013).

H₁: Brand image influences the decision to purchase a Nokia Android smartphone at Modelux.

H₂: Product quality influences the decision to purchase a Nokia Android smartphone at Modelux.

H₃: Price influences the decision to purchase a Nokia Android smartphone at Modelux.

METHOD

The type of research used is quantitative research, which aims to obtain data in the form of information, both verbally and in writing about how brand image, price and product quality can encourage consumers to buy Nokia Android. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Kasiram, 2008).

In this research, researchers used non-probability sampling , namely by purposive sampling . The positive sampling method is a technique for collecting data sources by determining samples with certain considerations (based on criteria) .

The population in this study are consumers or customers who have used or purchased a Nokia Android smartphone in Pekanbaru, the number of which is unknown and can be said to be in the infinite category. The sample is part of the number and characteristics of the population. If the population is large, and the researcher cannot possibly study everything in the population, for example due to limited funds, energy and time, then the researcher can use a sample taken from that population. What is learned from the sample, the conclusions can be applied to the population. For this reason, samples taken from the population must be truly representative

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

(Sugiyono, 2012). Because in this study the population size is unknown, therefore a formula is used to determine the number of samples to be studied, the formula is as follows:

$$n = \frac{z^2}{4(Mos)^2} n = \frac{z^2}{4(Mos)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2} n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04 n = 96,04$$

rounded up to 100 samples.

RESULT AND DISCUSSION

Table 1. T Test Results

T Test (Partial Test)				
Variable	t count	t table	Sig	Information
Brand Image (X1)	1,765	1,985	.08069	No effect
Product Quality (X2)	3,784	1,985	.00027	Significant influence
Price (X3)	4,535	1,985	.00002	Significant influence

Based on the results of the regression analysis above, it can be interpreted as follows:

a) The Influence of Brand Image on Purchasing Decisions

The first hypothesis is that the brand image variable has no effect on purchasing decisions. Based on the test results, it shows that the significant value for brand image (X1) is 0.08069 > 0.05, which means that this variable has no effect on purchasing decisions (Y) and T count (1.765) < T table (1.985) which means there is no significant influence between the independent variable and the dependent variable.

b) The Influence of Product Quality on Purchasing Decisions

The second hypothesis is that the product quality variable has a significant effect on purchasing decisions. Based on the test results, it shows that the significant value for product quality (X2) is 0.00027 < 0.05, which means that this variable has an influence on purchasing decisions (Y) and T count (3,784) > T table (1,985) which means there is a significant influence between independent variable with dependent variable.

c) The Influence of Price on Purchasing Decisions

The third hypothesis is that the price variable has a significant effect on purchasing decisions. Based on the test results, it shows that the significant value for price (X3) is 0.00002 < 0.05, which means that this variable influences purchasing decisions (Y) and T count (4.535) > T

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table (1.985) which means there is a significant influence between the independent variable and the dependent variable.

RESEARCH LIMITATIONS

This research has been attempted optimally, but there are still limitations in this research. This research only took 100 samples from users who have used or are currently using Nokia Android smartphones in Pekanbaru. And also the distribution of questionnaires was carried out online due to limited manpower, time and costs. This research would be better carried out completely offline so that the research results can be generalized to a wider scope, but it is limited due to situations and conditions that do not allow it.

CONCLUSION

The brand image variable does not have a significant effect on the decision to purchase a Nokia Android smartphone in Pekanbaru because the Nokia brand itself is not able to give consumers confidence in its advantages, and also the Nokia Android brand is not able to beat the image of other smartphones such as iPhone, Samsung, Oppo and so on. The product quality variable has a significant influence on purchasing decisions for Nokia Android smartphones in Pekanbaru. Because the quality of Nokia smartphones has been proven not to break easily if dropped, and also has a longer battery life compared to other smartphones, this can influence consumer purchasing decisions. The price variable has a significant influence on purchasing decisions for Nokia Android smartphones in Pekanbaru. Because the prices of Nokia products are easily accessible or cheaper compared to other smartphones, this can influence consumer purchasing decisions.

SUGGESTION

Based on the research results, discussion and conclusions obtained, the suggestions that can be given are as follows:

1. For Companies

Based on the research results, it is known that the respondents' product quality and price are in the good category. Therefore, the Nokia Android company must maintain or improve quality as much as possible at a price that is easily accessible to consumers or customers, but the company must be able to provide confidence and trust to consumers that the Nokia Android brand is a brand with good quality, an easy brand. remembered and expressed, a brand that can stick in the hearts of consumers and a brand that can create pride for its users, so it is hoped that purchasing decisions will increase through the brand image of Nokia Android smartphones . Because it can be seen from the brand image variable which has no influence on purchasing decisions.

2. For Further Researchers

For future researchers who wish to research or continue this research, it is recommended to continue or develop this research by looking for other factors that can influence purchasing decisions other than brand image, product quality and price, for example: advertising, promotions and so on. Future researchers can also use other methods in researching purchasing decisions, for example through surveys and direct interviews with respondents, so that the information obtained can be more varied.

Proceeding Medan International Conference Economics and Business

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