

The Influence of Product Quality, Price, and Brand Equity on the Decision to Purchase OPPO Brand Smartphones During the Covid - 19 Pandemic (Case Study of Students of Muhammadiyah Riau University)

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ABSTRACT

This research aims to determine and analyze the influence of product quality, price and brand equity on purchasing decisions for OPPO brand smartphones during the Covid-19 pandemic (Student Case Study/I Muhammadiyah University of Riau). This research is a quantitative research using a survey method by distributing questionnaires to OPPO brand smartphone users in the Muhammadiyah University of Riau area, with a total of 100 respondents. The data analysis method in this research uses multiple linear analysis with the help of SPSS 16.0 software. The results of the research partially show that the product quality variable has a positive and significant effect on purchasing decisions, the price variable also has a positive and significant effect on purchasing decisions, while the brand equity variable has no significant effect on purchasing decisions.

Keywords: Product Quality, Price, Brand Equity, Purchasing Decisions.

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INTRODUCTION

In today's modern world, the need for communication is very important for every level of society. The need for technology has had a huge impact on increasing consumer demand for various types of communication devices (smartphones). This has resulted in increasing competition in the world of technology industry, namely telecommunications in the form of smartphones. Smartphones are communication tools that have more capabilities than just communicating (telephone and SMS). In other words, according to Christin (2019), a smartphone is a small computer that has the ability to communicate like cellphones in general. There are many companies that produce smartphones from both international and local companies.

One of them is OPPO Electronic Crop, Ltd. This company started producing smartphones which are aimed at meeting consumer needs for communication tools and information seeking tools that can be used in any situation and at any time, so that they can provide satisfaction for their users and can have an influence on family, friends and other groups to be able to try or buy the products

During the pandemic, the need for smartphones saw a soaring increase in sales, the all-digital need meant that people had to have them for teaching and learning activities as well as doing business. The pandemic also had an impact on employees, employees, traders, teachers, honorary workers, university students and students, causing community activities to be hampered, such as working, shopping and going to school, all of which were done by staying at home (work from home). The ongoing pandemic has also forced students to study using technological media such as computers, laptops, iPads or smartphones. Thus, the need for technology in the current pandemic era is that all activities use technology such as smartphones.

Table 1. Top Brand Index of Smartphone sales for 2020 – 2022

Brand	TBI 2020	TOP	TBI 2021	TOP	TBI 2022	TOP
Samsung	46.5%	TOP	38.0%	TOP	41.3%	TOP
OPPO	17.7%	TOP	20.9%	TOP	18.7%	TOP
Xiaomi	10.1%	TOP	10.6%		11.0%	TOP
iPhone	9.1%		15.9%	TOP	13.2%	
Vivo	7.9%		10.6%		7.7%	

Source : <https://www.topbrand-award.com/>

In table 1. above, it can be seen that sales of OPPO brand smartphones in 2020 - 2022 are still in second place and have become the Top Brand in the past three years. To be precise, in 2020 it was 17.7%, in 2021 it was 20.9%, and in the third year in the middle of the year it was 18.7%. Of course, this is an interesting thing to know, because OPPO brand smartphones were able to beat iPhone sales in those two years. This increase is of course based on consumer purchasing decisions regarding product quality, product price, and brand equity on the OPPO smartphone .

Previous research suggests that there are many factors that influence purchasing decisions. In this research, 3 factors were used, namely product quality, price and brand equity . The first factor used in this research is product quality. Oktavenia and Ardani (2018) stated that the higher the quality of the product offered to the public, the higher their decision to buy the product. The same opinion was expressed in research (Ariella, 2018) which stated that the more the quality of the product increases, the more consumer purchasing decisions will be able to improve. Different research results were stated in research by Tasia et al

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(2022) who argued that there is an influence of product quality on purchasing decisions. These discussions show the results that product quality is one of the factors for consumers to make a purchase.

The second factor is price, according to Sudaryono (2016) Price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place. Apart from that, price is an important variable in marketing where price can influence consumers in making decisions to buy a product for various reasons. By offering competitive prices while still providing good quality smartphones, it will create a positive price perception in the minds of consumers. When consumers feel that the costs sacrificed are commensurate with the quality of the smartphone they obtain, this will not only create customer satisfaction but also create customer loyalty (Dewi and Suprapti, 2018). Then in research, Setianingsih et al (2023) argue that price has an influence on purchasing decisions because price is a component that directly influences a person's decision-making process for a purchase. and the same research was stated in (Faroh, 2017) who argued that the price factor is very important in encouraging someone to make a purchase. The price factor is a factor that is first paid attention to, then adjusted to the consumer's ability to buy. The results of this research are different from research conducted by (Husen, 2021) which states that price variables have no effect on purchasing decisions.

The third factor is brand equity, according to Aaker in (Putri et al., 2021) Brand Equity is a collection of brand assets and liabilities that are closely related to a brand, its name and symbol, which can increase or decrease the value of a good or service to the company (producer) or to its customers (consumers). Of course, this is also related to consumer purchasing decisions. The stronger the value of a brand, the stronger the consumer's self-confidence in making purchasing decisions. And according to Sonia et al (2023) in their research, they state that brand equity is considered to have an important effect on consumer decision making, by influencing which brands can enter consideration in making consumer decisions. In research that has been conducted (Pradipta et al., 2016), the same opinion is held that brands are consumers' first consideration in making purchasing decisions, while also showing the importance of brand equity for consumers to reduce the risk of unwanted purchases. The results of different research have been carried out by (Yansah et al., 2018) which states that brand equity has no influence on purchasing decisions, this shows that the added value of a brand is not able to encourage consumer purchasing decisions.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION**The Influence of Product Quality on Purchasing Decisions**

Product quality is a very important factor for the continuity and development of a company. Consumers can decide to buy which product they want, so companies need to communicate product quality well to them. Therefore, the higher the quality of the product produced by a company, the higher the purchasing decision for that product.

Many previous studies have conducted studies on the influence of product quality on purchasing decisions. As done by (Mahbubiy, 2016) states that if the quality of the product offered is good, can meet the needs and desires of consumers, the product will influence their purchasing decisions. So, product quality plays an important role in determining consumer decisions regarding purchasing a product which is the difference between OPPO brand smartphones and other smartphones.

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H₁: Product quality has an influence on purchasing decisions for OPPO brand smartphones .

The Influence of Price on Purchasing Decisions

Price is the only marketing mix tool that a company uses to achieve its marketing targets. Pricing decisions must be coordinated with product design, distribution and promotion to form a consistent and effective marketing program. When buying a product, consumers not only consider the quality, but also think about whether the price obtained for the product is appropriate or not. The results of research conducted by Alfizar Muzaki (2017), price is a variable that can be controlled and determines whether or not a product is accepted by consumers. Prices solely depend on company policy but taking several things into consideration. Cheap or expensive a product is very relative in nature. To say this, it is necessary to first compare it with similar products set by competitors, so that the price set by the company is not too high or vice versa. So the price offered can arouse consumers' desire to make a purchase.

H₂: Price has an influence on purchasing decisions for OPPO brand smartphones

The Influence of Brand Equity on Purchasing Decisions

A brand is a logo or brand name that can build a consumer's perception of a product or can also be used as an identity or identifier for a product issued by the company. Brand equity itself plays a supporting role for consumers in making purchases with various existing considerations. In the opinion of several experts, having strong brand equity is very valuable for a company. The stronger the brand equity, the greater the attraction to invite consumers to buy or consume the products and services provided by the company. The results of this research are in line with (Ikhsana et al ., 2019) which reveals that brand equity can influence consumers on purchasing decisions. This means that the brand equity that is created is quite strong, the stronger the brand equity, the stronger the attractiveness of a product in the eyes of consumers to consume or use the product, which in turn leads consumers to continue making repeat purchases so that the company reaps profits from time to time.

H₃: Brand equity has an influence on purchasing decisions for OPPO brand smartphones .

METHOD**Types of research**

This type of research is quantitative research using a survey method, meaning that information data collection techniques are carried out using a series of questions asked to respondents. According to Sugiyono (2013) quantitative research methods can be defined as research methods based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. The research was carried out on students at Muhammadiyah University of Riau, during November-December 2022.

Population and Sample

According to Lubis (2021) Population is the totality of objects that have certain characteristics and characteristics that are determined by a researcher as a data source and then draw conclusions based on the data collected. Population is also called universe, which means the whole, can be living or non-living objects. And the population in this study were all Muhammadiyah Riau University students who were active in lectures. According to

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Sugiyono (2013), the sample is part of the number and characteristics of the population. Meanwhile, the sample in this study was obtained after using a purposive sampling technique and applying the Slovin formula, so a sample size of 100 respondents was obtained.

Data Types and Sources

The type of data used in this research is primary data. The data source was obtained from direct research results and respondents' responses through the contents of a questionnaire in the form of structured questions, then the results of the respondents' answers to the questionnaire were processed into a data source in this research.

Data analysis technique

Data testing in this research includes descriptive statistical analysis, validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear analysis, partial test, and coefficient of determination test (R^2).

RESULT AND DISCUSSION

The results of descriptive statistical analysis in this research are as follows:

Descriptive statistics

Table 2. Descriptive Statistics

	N	Range	Min	Max	Mean	Std. Deviation	Variance
X1	100	20	30	50	41.30	6.121	37,465
X2	100	22	18	40	30.90	6,908	47,727
X3	100	27	13	40	29.60	7,462	55,677
Y	100	23	17	60	51.03	7,119	50,676
Valid N (listwise)	100						

Source : SPSS Processed Data (2022)

Descriptive statistics are statistics that are used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions and generalizations (Sugiyono, 2013). In this research the dependent variable used is purchasing decisions with the independent variables product quality, price and brand equity.

Validity test

Validity test results can be done by comparing the calculated r and r table values. If the calculated r value $>$ table r value then the statement item is declared valid, and conversely if the calculated r value $<$ table r value then the statement item is declared invalid. The r table value is known by calculation ($n-2 = 100 - 3 = 97$) with $\alpha = 0.05$, the r table is 0.1975. Based on the results of the validity test in SPSS, the results show that r calculated statement items are $>$ than r table, so it can be concluded that all statement items are declared valid.

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Reliability Test

The reliability test in this study used Cronbach alpha . It is said to be reliable if Cronbach alpha > 0.60.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Information
Product quality	,886	Reliable
Price	,943	Reliable
Brand Equity	,918	Reliable
Buying decision	,927	Reliable

Source : SPSS Processed Data (2022)

It was concluded that the reliability testing of the variables product quality, price, brand equity and purchasing decisions was reliable because the Cronbach's alpha value was greater than 0.60. So it can be concluded that all variables are reliable.

Normality test

Table 4. Normality Test Results

		Unstandardized Residuals
	N	100
Normal Parameters a	Mean	.0000000
	Std. Deviation	5.44043686
Most Extreme Differences	Absolute	,052
	Positive	,052
	Negative	-.049
Kolmogorov-Smirnov Z		,515
Asymp. Sig. (2-tailed)		,953

Source : SPSS Processed Data (2022)

The normality test with One Sample Kolmogorov Smirnov resulted in a Kolmogorov Smirnov z value of 0.515 with asym. Sig. 0.953 is greater than 0.05. So it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22,474	3,813		5,895	,000		
	Product quality	,534	,131	,459	4,088	,000	,482	2,075
	Price	,358	,147	,347	2,430	,017	,298	3,356
	Brand Equity	-.154	,116	-.161	-1,331	,186	,414	2,418

Source : SPSS Processed Data (2022)

The multicollinearity test results for the tolerance value were not smaller than 0.10. Meanwhile, none of the VIF values are greater than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

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Heteroscedasticity Test

Table 6. Glesjer Heteroscedasticity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,327	1,972		3,208	,002
	Product quality	,151	,068	,295	2,235	,028
	Price	-.129	,076	-.286	-1,698	,093
	Brand Equity	-.140	,060	-.333	-2,337	,022

Source : SPSS Processed Data (2022)

The results of the heteroscedasticity test have a significance value for the independent variable that has a value greater than 0.05. So it can be concluded that heteroscedasticity does not occur in the regression model in this study.

Multiple Linear Analysis Test

Table 7. Multiple Linear Analysis Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	22,474	3,813	
	Product quality	,534	,131	,459
	Price	,358	,147	,347
	Brand Equity	-.154	,116	-.161

Source : SPSS Processed Data (2022)

Based on table 6 above, the multiple linear regression equation can be formulated as follows:

$$Y = 22,474 + 0.534X_1 + 0.358 X_2 - 0.154 X_3 + e$$

From this equation it can be concluded that:

- Based on the multiple linear regression equation above, it is known that the constant value is 22,474, meaning that the independent variables product quality, price and brand equity are considered constant, so it can be predicted that the decision to purchase OPPO brand smartphones for students at Muhammadiyah University of Riau will be 22,474 units. This shows that the variable quality of the products provided contributes positively to the decision to purchase OPPO Brand Smartphones for Muhammadiyah University Riau Students.
- The product quality regression coefficient value is 0.534, meaning that the product quality variable (X_1) increases by 1% assuming the price variable (X_2) and the constant (a) are zero. So purchasing decisions for OPPO Brand Smartphones among Muhammadiyah Riau University Students increased by 0.534. This shows that the variable quality of the products provided contributes positively to the decision to purchase OPPO Brand Smartphones for Muhammadiyah University Riau Students.
- The price regression coefficient value is 0.358, meaning that the price variable (X_2) increases by 1% assuming the brand equity variable (X_3) and the constant (a) are zero. So purchasing decisions for OPPO Brand Smartphones among Muhammadiyah

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University Riau Students increased by 0.358. This shows that the variable quality of the products provided contributes positively to the decision to purchase OPPO Brand Smartphones for Muhammadiyah University Riau Students.

- d. brand equity regression coefficient value is -0.154, meaning that the brand equity variable (X 3) increases by 1% assuming the brand equity variable (X 3) and constant (a) are zero. So the purchasing decision for OPPO Brand Smartphones among Muhammadiyah University Riau Students decreased by -0.154. This shows that the brand equity variable provided contributes negatively to the decision to purchase OPPO brand smartphones among Muhammadiyah University Riau students.

Partial t Test

Table 8. Partial t Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,474	3,813		5,895	,000
	Product quality	,534	,131	,459	4,088	,000
	Price	,358	,147	,347	2,430	.017
	Brand Equity	-.154	,116	-.161	-1,331	,186

Source : SPSS Processed Data (2022)

Based on table 4.18 above, it can be seen as follows:

1. The influence of product quality on purchasing decisions for OPPO brand smartphones among students at Muhammadiyah University of Riau shows t count 4.088 > t table 1.984 with a significant value of 0.000 < 0.05. So the results are significant and mean that H 0 is rejected and H 1 is accepted. So the hypothesis which states that there is an influence of product quality on purchasing decisions is partially accepted
2. The influence of price on purchasing decisions for OPPO brand smartphones among students at Muhammadiyah University of Riau shows t count 2.430 > t table 1.984 with a significant value of 0.017 < 0.05. So the results are significant and mean that H 0 is rejected and H 1 is accepted. So it can be concluded that it is true that price has a positive effect on purchasing decisions, partially accepted.
3. The influence of brand equity on purchasing decisions for OPPO brand smartphones among students at Muhammadiyah University of Riau shows t count -1.331 < t table 1.984 with a significant value of 0.186 > 0.05. Then the result and means H 0 is accepted and H 1 is rejected. So it can be concluded that brand equity does not have a significant effect on purchasing decisions.

Coefficient of Determination Test

Table 9. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,645 a	,416	,398	5,525

Source : SPSS Processed Data (2022)

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It is known that the R Square value is 0.398. This means that the ability of the independent or independent variable to explain the dependent variable is 39.8%.

RESULT AND DISCUSSION

Based on the results of the data analysis that has been carried out, it is known that product quality has a positive and significant influence on the decision to purchase OPPO brand smartphones among Muhammadiyah University of Riau students. The influence is shown by the significant value of t count $4.088 > t$ table 1.984 with the resulting significant value of $0.000 < 0.05$. So the results are significant and mean that H_0 is rejected and H_1 is accepted. The results of this research are also in line with research conducted by (Astuti and Abdullah, 2017) which states that product quality, the higher the level of quality of a product, the higher the level of purchases made by consumers, a product is anything that can be offered to the market to get attention. , purchased, used, or consumed that can satisfy a want or need.

It is known that price has a positive and significant influence on the decision to purchase OPPO brand smartphones among Muhammadiyah University of Riau students. The effect is shown by the calculated t value of $2.430 > t$ table 1.984 with a significant value of $0.017 < 0.05$. So the results are significant and mean that H_0 is rejected and H_1 is accepted. The results of this research are in line with research conducted by (Bahtiar and Rahardja, 2017) which states that if the price set is deemed to be in accordance with the benefits, it will be easier for consumers to make purchasing decisions.

It is known that brand equity does not have a positive and significant effect on the decision to purchase OPPO brand smartphones among Muhammadiyah University of Riau students. No effect is shown from the calculated t value $-1.331 < t$ table 1.984 with a significant value of $0.186 > 0.05$. Then the result and means H_0 is accepted and H_1 is rejected. This is in line with research conducted by (Ali et al ., 2019) which states that brand equity has no influence on purchasing decisions, because every consumer has certain reasons for deciding to buy a product, sometimes consumers buy products because of quality and desire alone .

CONCLUSION

Product quality has a positive and significant influence on the decision to purchase OPPO brand smartphones among Muhammadiyah University of Riau students. This means that the better the quality of a product, the greater the purchasing decision for that product. Price has a positive and significant effect on the decision to purchase OPPO brand smartphones among Muhammadiyah University of Riau students. This means that if the price obtained is in accordance with the benefits and needs, purchasing decisions will increase. Brand equity does not have a positive and significant effect on the decision to purchase OPPO brand smartphones among Muhammadiyah University of Riau students. This means that the added value of a brand cannot yet encourage consumers' product purchasing decisions. For this reason, when deciding to buy a product, sometimes consumers buy a product only because of the quality, price, and just their desires.

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