

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON SAMSUNG SMARTPHONE PRODUCT PURCHASE DECISIONS (CASE STUDY ON EMPLOYEES OF PT ANGKASA PURA AVIASI KUALANAMU INTERNATIONAL AIRPORT)

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Abstract

Brand image, product quality and price get a positive impression from the majority of respondents and get a significance value of 0.000, 0.001 and 0.000 respectively. From the brand image variable, it can be seen that the majority of respondents agree that Samsung smartphones have a good reputation and are innovative, thereby increasing employee confidence. The product quality variable states that Samsung smartphones are considered to have good performance and are attractive and in accordance with what is needed by employees. The price variable states that Samsung smartphones have affordable prices and are in accordance with the quality of the products needed by employees. The purpose of this study is to find out and analyze whether brand image, product quality and price have an influence on purchasing decisions for Samsung smartphone products. The respondents used were employees from PT Angkasa Pura Aviasi Kualanamu International Airport. This study uses a quantitative approach and uses multiple linear regression analysis. The total population at PT Angkasa Putra Aviasi Kualanamu International Airport is 544 employees. Where the population in this research are employees at PT Angkasa Pura Aviasi Kualanamu International Airport who have used Samsung smartphones whose number is not identified so that the sample used in this study was 108 employees in the company. The results of this study indicate that brand image, product quality and price have a positive and significant influence on purchasing decisions for Samsung smartphone products.

Keywords: Brand Image, Product Quality, Price, Purchase Decision, Smartphone, Samsung

Abstrak

Citra merek, kualitas produk dan harga mendapatkan kesan positif dari mayoritas responden dan mendapatkan nilai signifikansi masing-masing sebesar 0,000, 0,001 dan 0,000. Dari variabel brand image terlihat bahwa mayoritas responden setuju bahwa smartphone Samsung memiliki reputasi yang baik dan inovatif sehingga meningkatkan kepercayaan karyawan. Variabel kualitas produk menyatakan bahwa smartphone Samsung dinilai memiliki performa yang baik dan menarik serta sesuai dengan yang dibutuhkan karyawan. Variabel harga menyatakan bahwa smartphone Samsung memiliki harga yang terjangkau dan sesuai dengan kualitas produk yang dibutuhkan karyawan. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis apakah brand image, kualitas produk dan harga berpengaruh terhadap keputusan pembelian produk smartphone Samsung. Responden yang digunakan adalah karyawan dari PT Angkasa Pura Aviasi Bandara Internasional Kualanamu. Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan analisis regresi linier berganda. Total populasi di Bandara Internasional PT

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Angkasa Putra Aviassi Kualanamu adalah 544 karyawan. Dimana populasi dalam penelitian ini adalah karyawan di Bandara Internasional PT Angkasa Pura Aviassi Kualanamu yang pernah menggunakan smartphone Samsung yang tidak diketahui jumlahnya sehingga sampel yang digunakan dalam penelitian ini adalah 108 karyawan di perusahaan tersebut. Hasil penelitian ini menunjukkan bahwa citra merek, kualitas produk dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk smartphone Samsung.

Kata Kunci : Citra Merek, Kualitas Produk, Harga, Keputusan Pembelian, Smartphone, Samsung

INTRODUCTION

Smartphones is a multifunctional communication tool that is used by many people from various backgrounds, be it from the upper, middle, to the lower economic class. Where its function is not just to call and send orders, but can also be used to access the internet, zoom meetings, online shopping, access mobile banking, social media and so on.¹ Marketing is one very important factor in the company, so it can be said that marketing is the heart of the company's life. Marketing activities can be seen as a cycle that aims to provide satisfaction to consumers' wants and needs for products and services.²

Decisions are actions of consumers to want to buy or not to a product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are well known to the public.³ Many factors influence purchasing decisions, one of which is brand image. Brand image is a set of consumer beliefs about a particular brand.⁴

Brand image is a description of consumer associations and beliefs about certain brands. The brand image itself has meaning to an image of a product in the minds of mass consumers.⁵ Everyone will have the same image of a brand. The image of a brand reflects the image of the consumer's perspective and the image of the promise made by the brand to its consumers. Brand image is composed of several personal characteristics of consumers regarding the advantages of

¹ Milly Lingkan Mokoagouw, "Pengaruh Gaya Hidup, Harga, Kualitas Produk Terhadap Keputusan Pembelian Handphone Samsung Di Samsung Mobile IT Center Manado," *Jurnal Berkala Ilmiah Efisiensi* 16, no. 1 (2016).

² Iwoeng Geovani et al., "Juridical Analysis of Victims Of The Economic Exploitation of Children Under The Age to Realize Legal Protection From Human Rights Aspects: Research Study at The Office of Social and Community Empowerment In Batam City," *International Journal of Educational Review, Law And Social Sciences (IJERLAS)* 1, no. 1 (2021), <https://doi.org/10.54443/ijerlas.v1i1.10>.

³ Gary Armstrong et al., *Principles of Marketing*, 7th Edition (Melbourne: Pearson Education, 2018).

⁴ Philip Kotler and Gary Amstrong, *Marketing An Introduction*, 14th Edition (Pearson Education: United Kingdom, 2020).

⁵ Fandy Tjiptono, *Strategi Pemasaran: Prinsip Dan Penerapan* (Yogyakarta: Penerbit Andi, 2019).

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the product they see. In addition to brand image, purchasing decisions are also influenced by product quality.⁶

Product quality is a product characteristic that depends on its ability to satisfy stated or implemented customer needs. Where the product quality includes durability, reliability, precision produced, ease of operation and repair, and other attributes that are valuable to the product as a whole.⁷ Meanwhile, product quality is the suitability of product quality with market or consumer needs.⁸

In addition to brand image and product quality, purchasing decisions are also influenced by price. Where is the price amount of money that billed for a product or service, the amount of value that consumers exchange for the benefits of having or using a product or service.⁹ The price depends solely on the company's policies, but also pays attention to various things. Cheap or high price of a product depends on the specifications and advantages of the product itself which is very relative in nature.¹⁰

Samsung is one of the largest smartphone manufacturers in Indonesia. The Samsung Group is one of the largest electronics companies in the world, founded by Lee Byung Chull and Kang Gar from South Korea. Samsung's debut on smartphones began in 2009 with the release of the Samsung Galaxy.¹¹ Until now, the Samsung company has produced several types of smartphone products with various specifications and service features and has become one of the smartphone brands that has a good ranking in terms of technology and smartphone sales in Indonesia. Meanwhile, the position of the Samsung smartphone itself is in 4th (fourth) from the list of Indonesian smartphone market share, where the first position is occupied by Oppo, followed by Xiaomi and Vivo. As shown in the table for smartphone sales market share in Indonesia in 2021 & 2020 as follows:

⁶ Falahuddin Falahuddin et al., "Increasing Business Supporting Capacity In Msmes Business Group Tempe Bungong Nanggroe Kerupuk In Syamtalira Aron District, Utara Aceh Regency," *IRPITAGE Journal* 2, no. 2 (2022), <https://doi.org/10.54443/irpitage.v2i2.313>.

⁷ Kotler and Armstrong, *Marketing An Introduction*.

⁸ Deming, *Manajemen Pemasaran Modern* (Yogyakarta: Liberty, 2012).

⁹ Armstrong et al., *Principles of Marketing*.

¹⁰ Imam Azzuri and Yahya, "Pengaruh Harga, Citra Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Samsung Galaxy (Studi Pada Mahasiswa Stiesia Surabaya)," *Jurnal Ilmu Dan Riset Manajemen (JIRM)* 10, no. 5 (2021).

¹¹ Bustani Bustani, Muammar Khaddafi, and Rico Nur Ilham, "Regional Financial Management System of Regency/City Regional Original Income in Aceh Province Period Year 2016-2020," *International Journal of Educational Review, Law And Social Sciences (IJERLAS)* 2, no. 3 (2022).

Table 1. Indonesia Smartphone Market in 2021

Indonesia Smartphone Market, 5 Perusahaan Teratas dalam Hal Pengiriman, Pangsa Pasar, dan Pertumbuhan, 2021 (pengiriman dalam jutaan)					
Vendor	Pengiriman 2021	Pangsa Pasar 2021	Pengiriman 2020	Pangsa Pasar 2020	Pertumbuhan YoY
1. OPPO	8.5	20.8%	8.2	22.3%	3.5%
2. Xiaomi	8.1	19.8%	6.0	16.3%	34.2%
3. vivo	7.4	18.1%	9.3	25.2%	-20.2%
4. Samsung	7.2	17.6%	6.0	16.4%	19.5%
5. realme	5.0	12.2%	5.2	14.0%	-3.3%
Lain-Lain	4.7	11.5%	2.1	5.8%	119.0%
Total	40.9	100.0%	36.9	100.0%	10.9%
Sumber: IDC Quarterly Mobile Phone Tracker, 2021Q4					
Catatan: * Angka-angka diatas adalah hasil pembulatan					

Source: IDC Indonesia (2021)

Smartphone manufacturers see the phenomenon in table 1 above with the increasing number of smartphone users in Indonesia, making them compete to meet the needs or desires of their consumers and also continue to try to dominate the existing market share.

Further survey results International Data Corporation (IDC) shows that sales of Samsung smartphones and its competitors compete with each other. It can be seen from the table below:

Table 2. Smartphone Sales Market Share in Indonesia in 2021

Comparison of Top 5 Indonesia Smartphone Companies 2021											
Quartal I			Quartal II			Quartal III			Quartal IV		
No	Company	Market Share (%)	No	Company	Market Share (%)	No	Company	Market Share (%)	No	Company	Market Share (%)
1.	Oppe	24	1.	Xiaomi	25	1.	Oppe	22	1.	Oppe	20,0
2.	Samsung	19	2.	Oppe	20	2.	Vivo	20	2.	Vivo	19,6
3.	Vivo	19	3.	Vivo	15	3.	Xiaomi	15	3.	Samsung	18,9
4.	Realme	12	4.	Samsung	15	4.	Samsung	15	4.	Xiaomi	15,2
5.	Xiaomi	18	5.	Realme	10	5.	Realme	10	5.	Realmi	12,8

Source: IDC Indonesia (QI, QII, QIII & IV 2021)

Based on the sales data described in table 2 above, it can be seen that the sales of several smartphones in Indonesia have fluctuated, such as Samsung sales in Q-1 2021 occupying a market share of 19% which is in second place, then in Q-2 and Q-3 both the same by 15% and respectively occupy third place, this shows that Samsung smartphones have decreased. However, in Q-4 Samsung smartphones started showing an increase to 18.9%.

One of the target markets in selling smartphones is workers, where at this time, especially during the Covid-19 pandemic, all work activities were very limited by not carrying out direct contact (offline).¹² The existence of smartphones will greatly assist in supporting work activities both in sending data, online meetings, and so on, so that smartphone users (workers) have the potential to be sales targets by smartphone manufacturers.¹³

Based on the phenomenon above and the differences in the results of research that has been done previously, the authors are interested in conducting more in-depth research so the authors set the title "The Influence of Brand Image, Product Quality and Price on Samsung Smartphone Purchase Decisions (Case Study on Employees of PT Angkasa Pura Aviassi Internasional Airport Kualanamu)".

RESEARCH METHOD

A. Types of research

This type of research uses associative research. The notion of associative is research in the form of a causal relationship, namely a relationship between two or more variables that is causal in nature.¹⁴ This research was made using a quantitative descriptive method. The quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples.

B. Research Place

This research was conducted at PT Angkasa Pura Aviassi Kualanamu International Airport in Deli Serdang.

¹² Em Yusuf Iis et al., "The Effect of Career Development and Work Environment on Employee Performance with Work Motivation as Intervening Variable at the Office of Agriculture and Livestock In Aceh," *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEAS)* 2, no. 2 (2022), <https://doi.org/10.54443/ijebas.v2i2.191>.

¹³ Likdanawati et al., "Effect of Organizational Commitment, Work Motivation and Leadership Style on Employee Performance of PT. Aceh Distribus Indo Raya," *International Journal of Social Science, Educational, Economics, Agriculture Research and Technology (IJSET)* 1, no. 8 (2022).

¹⁴ Sugiyono, *Metode Penelitian Administrasi* (Bandung: Alfabeta, 2015).

C. Population and Research Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to study and then conclusions are drawn.¹⁵ The population used in this study were PT Angkasa Pura Aviassi Kualanamu International Airport employees who use unidentified Samsung smartphones.

The sampling method used in this research is non-probability sampling using accidental sampling technique. Accidental sampling is sampling that is carried out by chance, that is, anyone who is accidentally met by the researcher and has the appropriate criteria will be used as a sample.¹⁶ Because the number of PT Angkasa Pura Aviassi Kualanamu International Airport employees who use Samsung smartphones is unknown.

D. Data analysis method

Data analysis is an activity to study the characteristics, relationships, patterns, or influences that are often found in a phenomenon or phenomenon that is happening, and will happen. Data analysis is an activity after all data has been collected. Activities in data analysis are grouping data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation and performing calculations to test the hypotheses that have been proposed.¹⁷

RESULTS AND DISCUSSION

A. Respondent Descriptive Analysis

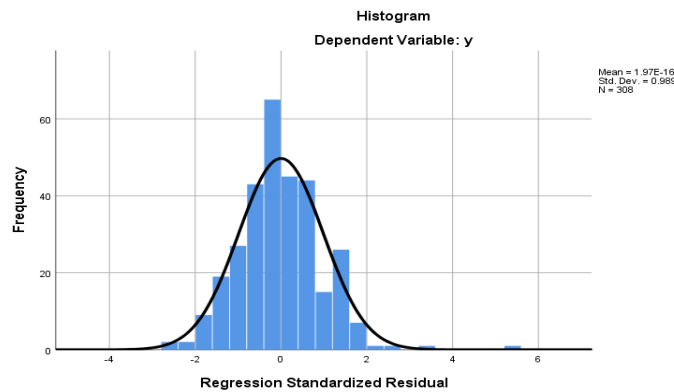
This study used a questionnaire (questionnaire) which was distributed as many as 108 copies of the questionnaire with the number of samples who became respondents in this study as many as 108 people. The questionnaire questions were all answered by respondents consisting of four variables, namely 3 (three) statements for the Brand Image variable (X1) , 7 (seven) statements for the Product Quality variable (X2), 4 (four) questions for the Price variable (X3) and 4 (four) statements for the purchase decision variable (Y). The descriptive characteristics of the respondents are divided into gender, age, type or type of Samsung smartphone they have owned, the period they bought the last Samsung smartphone, and the period they used the Samsung smartphone.

¹⁵ Sugiyono.

¹⁶ Sugiyono.

¹⁷ Paham Ginting and Syafrizal H. Situmorang, *Filsafat Dan Metode Riset* (Medan: USU Press, 2008).

B. Normality test



Picture 1.Normality Test Histogram Graph

Figure 1 shows that the graph is not skewed to the left or right and is shaped like a bell, so the conclusion of the histogram graph is that if the graph is not skewed to the left or right, that the data is normally distributed.

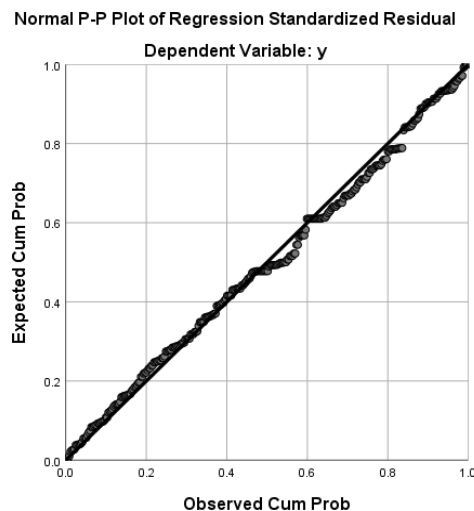


Figure 2.P-Plot Normality Test

Analysis of the P-Plot chart on the normality test, the data can be said to meet the requirements if it follows the diagonal line and is adjacent to the line. It can be seen in Figure 2 that the distribution of the data has followed the diagonal line and is located adjacent to the diagonal line, so it can be concluded from the analysis of the P-Plot graph that the data is normally distributed.

Table 3.Table of Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		108
Normal Parameters, b	Means	.0000000
	std. Deviation	.91927199
Most Extreme Differences	absolute	.080
	Positive	.035
	Negative	-.080
Test Statistics		.080
asyp. Sig. (2-tailed)		.087 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed using SPSS, 2022

For the normality test, it can be seen in Table 3 that this study used a sample (N) of 108. In the normality test, if the sig. < 0.05 then the data is not normally distributed and if the sig value > 0.05 then the data is normally distributed. The significant Asymp probability value in this study is 0.087, so it can be concluded that the data obtained is normally distributed.

C. Multicollinearity Test

Table 4.Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		tolerance	VIF
1	Brand Image (X1)	.134	7,485
	Product Quality (X2)	.104	9,623
	Price (X3)	.106	9,432
a. Dependent Variable: Y			

Source: Data processed using SPSS, 2022

We found the tolerance and VIF values for each independent variable as shown in the table above. Tolerance and VIF values were found for the brand image variable (X1) of 0.134 and

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7.485. For the product quality variable (X2), tolerance and VIF values were found to be 0.104 and 9.623. For the work price variable (X3) the tolerance and VIF values were found to be 0.106 and 9.432. These results indicate that there is no similarity between the independent variables because all tolerance and VIF values obtained by each variable have values > 0.1 and < 10 . So it can be stated that the data passed the multicollinearity test.

D. Heteroscedasticity Test

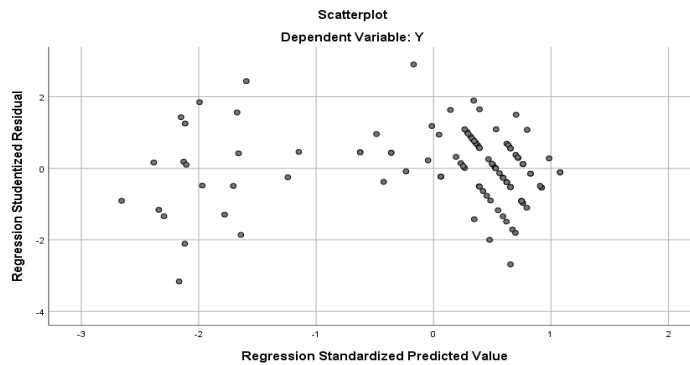


Figure 3.Scatter Plot Charts

In the scatter plot diagram it can be seen that the data is spread randomly. So that from the random distribution of the data it can be stated that the data passed the heteroscedasticity test seen from the scatter plot diagram.

Table 5.Glejser Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,397	.234		5,964	.000
	Brand Image (X1)	-.096	.051	-.481	-1,877	.063
	Product Quality (X2)	.023	.023	.296	1.018	.311
	Price (X3)	-.011	.042	-.078	-.271	.787

a. Dependent Variable: ABRES

Source: Data processed using SPSS, 2022

After carrying out the heteroscedasticity test using the scatter plot, it is necessary to perform the Glejser statistical test to ascertain whether the data passes the heteroscedasticity test.

Testing is done by looking at the significance value of each existing independent variable. If the significance value is > 0.05 , it is stated that the data passes the heteroscedasticity test. In the brand image variable (X1) a significance value of $0.063 > 0.05$ is obtained. In the product quality variable (X2), a significance value of $0.311 > 0.05$ was found. And the price variable (X3) found a significance value of $0.787 > 0.05$. From the data obtained, it can be concluded that all independent variables pass the heteroscedasticity test through the Glejser test.

E. Statistical Test T

Table 6. Table of T Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	.665	.382		1,741	.085
	Brand Image (X1)	.529	.083	.400	6,379	.000
	Product Quality (X2)	.123	.038	.234	3,288	.001
	Price (X3)	.359	.069	.365	5.197	.000
a. Dependent Variable: Purchase Decision (Y)						

Source: Data processed using SPSS, 2022

$$\text{Regression Equation : } Y = 0.665 + 0.529X1 + 0.123X2 + 0.359X3$$

From table 6 it can be seen that the significance value of the brand image variable (X1) is $0.000 < 0.05$, the significance value of the product quality variable (X2) is $0.001 < 0.05$, the significance value of the price variable (X3) is $0.000 > 0.05$. From these results, it is found the conclusion that the independent variables X1, X2 and X3 have a significant effect on the dependent variable.

F. F test

Table 7. Table of F Test Results

ANOVAa						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1567541	3	522,514	600,979	.000b
	residual	90,422	104	.869		
	Total	1657,963	107			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

Source: Data processed using SPSS, 2022

In Table 7 it can be seen that the significance value is $0.000 < 0.05$, therefore it can be concluded that all independent variables have a significant effect on the dependent variable.

G. Coefficient of Determination

The coefficient of determination is carried out to see how far the independent variable contributes to the dependent variable in multiple linear regression. The contribution value can be seen from the R Square value shown in the table. The results of testing the coefficient of determination can be seen in Table 8.

Table 8.R-Square table

Summary model b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.972a	.945	.944	.932
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				

Source: Data processed using SPSS, 2022

As seen in table 8, the R square value is 0.945. This shows that all independent variables contribute 94.5% to the dependent variable.

CONCLUSIONS

Based on testing and analysis of brand image, product quality and price on purchasing decisions for Samsung smartphone products, the conclusions obtained are:

1. Based on the results of tests that have been carried out using the SPSS program, it was found that the Brand Image variable can have a positive and significant influence on the Purchase Decision of Samsung smartphone products. This can have an influence on the consumer's decision to buy a Samsung smartphone because the impression it gives when using it is quite good.
2. Based on the results of tests that have been carried out using the SPSS program, it was found that the Product Quality variable can have a positive and significant influence on the

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Purchase Decision of Samsung smartphone products. This can have an influence on consumer decisions to buy Samsung smartphones because durable product quality will generate consumer interest.

3. Based on the results of tests that have been carried out using the SPSS program, it was found that the price variable can have a positive and significant influence on the purchasing decision of Samsung smartphone products. This can have an influence on consumer decisions to buy Samsung smartphones because affordable prices can make consumers interested.
4. From the results of tests that have been carried out using the SPSS program, it was found that the variables Brand Image, Product Quality and Price simultaneously have a positive and significant influence on the Purchase Decision of Samsung smartphone products.

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