

# Purchase Decisions Smartphone Device and Factors Affecting on Depok City West Java

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## ABSTRACT



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Purchase decision is a process where when consumers choose a product, consumers often consider various things. Smartphones are products that are loaded with technology that is dynamic in its development and requires manufacturers to understand consumer behavior in making purchases. This study aims to analyze whether partially and simultaneously perception of price, brand image and product quality affect purchasing decisions with the product used is a Samsung smartphone. Type of research is quantitative, population is the people of the city of Depok, West Java, who have or are currently using a Samsung smartphone. Sampling using non-probability sampling with purposive sampling technique. Data collection using an online questionnaire instrument, and can be collected 207 respondents on October 2023. The data analysis phase is the validity, reliability, and classical assumption test. The data analysis technique used multiple linear regression, coefficient of determination and hypothesis testing with SPSS. The partial results showed that all variables had a significant positive effect on purchasing decisions, with the greatest influence on Brand Image and Product Quality. Simultaneously all variables are able to have a direct influence on purchasing decisions, the closeness of the influence of the independent variables on the dependent variable simultaneously can be said strong because reaches about 70 percent, while the rest can influenced by other factors outside the study.

.Keywords: Price Perception, Brand Image, Product Quality, Purchase Decisions

## 1. Introduction

One of the communication tool products that was produced was a cellular telephone (cellphone), through the development of increasingly sophisticated products in the current era, a new innovation called a smart phone was created. The existence of smart phones has an impact on increasing demand for various types of communication tools which result in more competition in the business world in the telecommunications sector. The telecommunications industry has brought up various devices that support the displacement of tablets, computers and mobile phones with the presence of a device that facilitates human work, namely smart phones. Smartphone devices are different from mobile phones which only function to make calls and send short messages.

Indonesia is a country that has the fourth largest population in the world after China, India and the United States where in 2020 the population of Indonesia reach 270.20 million people (BPS, 2020).The very large population of

Indonesia creates very high market opportunities where this can be utilized by many domestic and foreign industrial companies to compete in marketing their products. Smartphone users in Indonesia have experienced a very rapid increase, this is indicated by the increasing number of smartphone users. The 2015 e-Marketer report stated that smart phone users showed an increase in the number of users from 55 million people to 100 million people in 2015. Sourced from the Statistics Indonesia Telecommunication Report BPS (2020), the number of people who have cellular phones has also increased over the past 5 years from 58.30% in 2016 to 62.84% in 2020.

Canalys is an organization founded in 1998 and headquartered in Singapore. Canalys is world-renowned for its research in technology and smartphones, regularly publishes analysis results based on the research it has conducted. In one of the results of the analysis of the global smartphone market share in 2021, it was state

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that the Samsung brand during 2020 and 2021 to be precisely in the 3rd quarter, occupied the top position with a fairly stable percentage at 23% beating its competitors such as Apple, Xiaomi, Vivo and Oppo.

Still from the same source, Canalys shows the condition of the market share of the top 5 smartphones in Malaysia during 2019 and 2020, where the Samsung brand occupies the top position with a percentage of 27% in 2019. Despite a decline 2020, this brand is still leading with 23% beating Vivo, Oppo, Realme and Xiaomi. In the previous year, 2018 and 2017 in Indonesia itself the conditions were not much different, where the Samsung brand was still ranked first based on analysis from 2 sources, namely Canalys and IDC, which stated that Samsung managed to lead a market share smartphone product sales with 25.4% in 2018 and slightly different from 2017 namely 25.5%.

Overall, when viewed from the regional area, namely Southeast Asia, these data prove that this brand is able to dominate market share, especially in major countries in the region, namely Indonesia, Thailand, Malaysia, Vietnam and the Philippines. In 2018, Canalys released the results of its analysis based on sales results from smartphones, that the Samsung brand is the market share leader with varying gains in these countries starting from Thailand at 22.4%, in Vietnam at 39.9%, in Malaysia with 30.1%, in the Philippines by 20% and in Indonesia alone by 23.6%.

A purchase decision made by consumers is made on the basis of their needs and desires. Based on several previous research results, it can be stated that purchasing decisions can be influenced by product quality, price perception and brand image with mixed results. Basically, consumers in assessing the price of a product do not only depend on the nominal value of the price, but from their perception of the price from various points of view, price is an attribute attached to an item that allows the item to fulfill consumer desires.

This research aims to determine whether price perception, brand image and product quality partially influence purchasing decisions; and whether the perception of price, brand image and product quality simultaneously affect purchasing decisions. The purpose of this study was to determine the effect of price perception, brand image and product quality either partially or simultaneously on purchasing decisions. Limitation of the problem in this research is on the following matters, namely (i) product smart phone used is the Samsung brand with a price of 2 – 4 million IDR, and (ii) The respondents are people in the Depok area, West Java who have used a Samsung smartphone at a predetermined price in the 2020-2021.

## 2. Literature Review

Peter & Olson (2000) state that price perception is related to how price information is fully understood by consumers and provides deep meaning for them. When consumers evaluate and research the price of a product, it is greatly influenced by the behavior of the consumer. The assessment of whether a product's price is expensive, medium or cheap for a product is not the same between one consumer and another. This is because it is very closely related to the individual's perception which is motivated by the individual's environment. Research by Pratiwi & Tjahjaningsih (2020) shows that the price perception variable has a significant and positive influence on purchasing decisions, research conducted by Napik, Qomariah & Santosa (2017) also shows that the price perception variable has a significant and positive influence on purchasing decisions. Different results were found in the research of Sumiati & Mujanah (2018), Kurniawan, & Astuti (2012) and Mendur, Tawas & Arie (2021) which stated that price perception had no significant effect on purchasing decisions.

Brand image is a representation of the overall perception of the brand and the form of information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences of a brand. Consumers who have a positive image of a brand will be more likely to make purchases (Setiadi, 2003). It was further stated that the brand image is not contained in the features, technology or product types themselves. Image arises because of advertising, promotion or users through brand image. Consumers can recognize products, evaluate quality, reduce purchase risk, and gain certain experiences and get certain decisions from a brand. Masrin & Yanto (2019) shows that the brand image variable has a significant and positive influence on purchasing decisions, further research produced by Putri & Ismawati (2019) shows that the brand image variable also has a significant and positive influence on purchasing decisions. Different results were stated by Lubis & Hidayat (2019) and Maupa (2019) which stated that brand image had no effect on purchasing decisions.

Good product quality can meet the needs and desires of consumers and even exceed their expectations and can provide satisfaction for consumers. This consumer satisfaction is expected by every company, because the more satisfied consumers are with the products produced, the higher the consumer's confidence to use the company's products, so that it can have an impact on the higher level of buying decision. Satisfaction Consumer indicates that the company is able to produce good products, even better than competitors' products, which indirectly shows that the company has good productivity in producing products. Therefore, companies need to pay attention to the production process of each product to produce products with the best quality. Amilia

& Asmar (2017) and Frandika (2018) state that product quality has a positive and significant effect on purchasing decisions. Different results were revealed by Laila (2018) that product quality had no significant effect on purchasing decisions. The research model is presented in Figure 1.

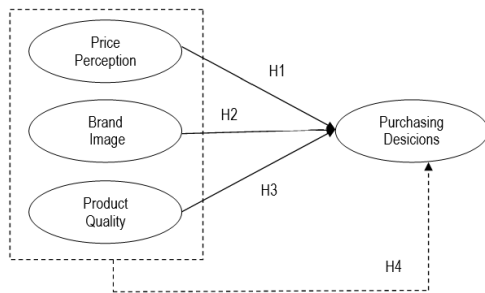


Figure 1. Research Model

The research hypotheses formulated based on theoretical analysis and empirical research results are as follows:

- H1 : Price Perception has an effect on Purchase Decisions  
 H2 : Brand Image has an effect Purchase Decisions  
 H3 : Product Quality has an effect Purchase Decisions  
 H4 : Price Perception, Brand Image and Product Quality simultaneously has an effect Purchase Decisions

### 3. Research Method

According to Diniar & Kiryanto (2015) the population is the entire object and phenomenon under study. Based on that definition, the population in this study is the people of Depok, West Java who have used a Samsung smartphone with a predetermined price range. The use of price ranges in this study aims to provide more focused product specifications, due to the variety of products produced by the Samsung brand in the smartphone industry in Indonesia.

In this study, the sample was determined using a non-probability sampling technique where sampling was carried out with certain considerations, namely the respondents in this study had used product smart phone Samsung with a price range of 2-4 million IDR with a range of years of use is 2020 to 2021. The total population in this study does not have total data as a basis for determining the number of samples, so the formula used to determine the number of samples is Lemeshow formula with normal distribution level at 5% significance level = 1.96 and margin of error of 10%. Based on the results formula calculations, it can be said that the minimum number of samples used in this study was 96 people. Sampling with an online questionnaire was carried out from October 1 to 15, 2023, by distributing it via googleform with the link address <https://forms.gle/PFPTHnJcEA3WG5jk7>. The restriction was only carried out on a time span of 15 days, and from that time span, 207 respondents were obtained and all of them were declared

valid as input data for data processing. The type of data used in this research is quantitative data resulting from distributed questionnaires and is primary data based on the data source. In addition, secondary data is also required which is generally in the form of evidence, notes or reports that have been compiled in archives, both published and unpublished. This study uses the independent variables, namely Price Perception (PP), Brand Image (BI) and Product Quality (PQ), while the dependent variable is Purchase Decision (PD)

#### 3.1. Data Quality Test

The first data quality test using uji validity, which aims to measure the question on the questionnaire whether it is able to reveal something to be measured. The second data quality test is the reliability test to test the consistency of respondents' answers to questions in the questionnaire. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time. The reliability measurement was carried out by using the Cronbach Alpha statistical test with a minimum limit of 0.60.

#### 3.2. Classic assumption test

Before testing the multiple linear regression analysis on the research hypothesis, it is necessary to first test the classical assumptions on the data to be processed. Classical assumption test consists of normality test, multicollinearity test, and heteroscedasticity. The normality test was conducted to test whether in a regression model, the confounding or residual variables had a normal distribution. The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance of the residual from one observation to another is different, it is called heteroscedasticity.

#### 3.3. Multiple Linear Regression Analysis

The analytical technique used to test the hypothesis formulated in this study is multiple linear analysis, namely the analysis to determine how the influence of price perception, brand image and product quality on purchasing decisions, with the following equation.

$$PD = \alpha + \beta_1 \cdot PP + \beta_2 \cdot BI + \beta_3 \cdot PQ + e \quad (1)$$

notes :

$\alpha$ : Constant,  $\beta_1$ : Regression coefficient of the  $i$ -th independent variable; PD: Purchase Decision; PP: Price Perception; BI: Brand Image; PC: Product Quality and  $e$ : error (error)

#### 3.4. Hypothesis test

The t-test was used to test how far the influence of the independent variables used in this study individually in explaining the dependent variable partially. The basis for decision making used in the t test is if the significance probability value is  $> 0.05$ , then  $H_0$  is rejected, and if the significance probability value is  $< 0.05$ , then  $H_a$  is accepted. Testing can also be done by comparing the value of t arithmetic with the t-table. If the value of  $t_{count} > t_{table}$ , then  $H_0$  is

accepted, and if the value of  $t_{count} < t_{table}$  value, then  $H_0$  is rejected. The F test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. To test this hypothesis, F statistic is used with decision criteria  $H_0$  is rejected and  $H_a$  is accepted if  $F_{count} > F_{table}$  or significant value  $> 0.5$ , or  $H_0$  is accepted and  $H_a$  is rejected if  $F_{count} < F_{table}$  or significant value  $< 0.5$ . The coefficient of determination ( $R^2$ ) is a test to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero or one. A close to 0 of  $R^2$  means that the ability of the independent variables to explain the variation of the dependent variable is very weak, on the other hand, if the value is close to 1, it means that the independent variables provide almost all the information needed to predict the dependent variables.

**4. Results and Discussion**

Based on the results of respondents' responses as many as 207 from Depok, West Java through the distribution of online questionnaires, the description of respondents based on characteristics will be explained regarding age, gender and occupation. Based on the age of the respondents, it can be said that there are 56 respondents aged 15-20 years (27%), 34 people aged 21-30 years (16%), 31-40 years old as many as 89 people (43%), and 41 years old -50 years as many as 28 people (14%). It can be concluded that the most respondents are in the age range of 31-40 years with a total of 89 respondents, while the age of the least respondents is 41-50 years of age, is only 28 people. From the gender of the respondents in the study were women with a total of 96 respondents (46%), while men 111 respondents (54%).

**4.1. Descriptive Analysis**

Based on descriptive statistic result , it can state that the average value of all research variables ranges between 4.09 (price perception) and 4.18 (brand image) with a standard deviation of 0.592 (price perception) and 0.649 (purchase decision). Judging from the value of the coefficient of diversity, the variable that has the highest coefficient of diversity is purchasing decisions (15.70%) while the lowest variable is price perception (14.47%). Based on that data it can be concluded that all research variables, both independent and dependent variables, have an average value of diversity that is not much different.

**4.2. Results of Respondents' Reaction to Price Perception Variables**

In this study, the perception of product prices was measured by 5 questions on the questionnaire which, if summarized, consisted of (1) having a price match with the quality of the product obtained/PP\_1, (2) Having the ability to

compete with other brands' prices/PP\_2, (3) Having a competitive price/PP\_3, (4) Has a price that is in accordance with the features provided / PP\_4 and (5) Has an affordable price / PP\_5. Based on descriptive statistics, the results of the answers and overall scores or scores of the respondents who gave answers to the questionnaires declare that the most respondents' answers were in agreeing and strongly agreeing answers (A and SA) as many as 487 and 349, while the smallest answers in strongly disagreeing answers (SD) which amounted 7 responses from a total of 1,035 responses originating from of 5 questions on price perception. These results provide empirical evidence that the average respondent gives a good appreciation of the Samsung smartphone products used from price perceptions. This means that respondents agree on the suitability of the price with the quality of the product obtained, the ability to compete with the prices of other brands, the price of the product is not easy to decline, the price is in accordance with the features provided and the product has an affordable price.

In Table 1 we can see the details of respondents' answers from Price Perception, where the first rank is in the price statement that is in accordance with the features provided/PP\_4 with a score of 880 or 20.79%. In the statement of product prices that are not easy to decrease / PP\_3 it turns out to be the fifth rank, namely with a score of 793 or 18.74%.

Table 1. Value of Price Perception Score

No	Information	Score	%tage	Rating
1	PP_1	871	20.58	3
2	PP_2	872	20.60	2
3	PP_3	793	18.74	5
4	PP_4	880	20.79	1
5	PP_5	816	19.28	4
Amount		4,232	100.00	

Source: Processed data (2023)

**4.2. Results of Respondents' Reaction to Brand Image Variables**

In this study, brand image was measured by 5 questions on the questionnaire which, if summarized, consisted of (1) Having a well-known brand among friends/BI\_1, (2) Having a positive brand image /BI\_2, (3) Having the ability to increase taste respondent's confidence/BI\_3, (4) Having after-sales service/BI\_4 and (5) Having good promotion standards/BI\_5. Based on descriptive statistics, the results of the answers and overall scores or scores of the respondents who gave answers to the questionnaires declare that the most respondents' answers were in the agree and strongly agree (A and SA) answers, are 444 and 415, while the smallest answers in strongly disagree (sd) were 9 responses of a total of 1,035 responses originating from 5 question on

brand image. These results provide empirical evidence that the average respondent gives a good appreciation of the Samsung smartphone products used from the brand image. This means that respondents agree with statements regarding Samsung smartphone products which are considered to have a known brand, a positive brand image, the ability to increase the confidence of smartphone users, have good after-sales service and have good promotional standards.

In Table 2, it can see the details of respondents' answers from brand image, where the first rank is in the statement about a positive brand image/BI\_2, with a score of 891 or 20.60%, then followed by a statement about after sale service/BI\_4 with a score of 889 or 20.55%. In the statement regarding the ability to increase the respondent's self-confidence/BI\_3 it turned out to be the fifth rank, with a score of 826 or 19.09%.

Table 2. Value of Brand Image Score

No	Information	Score	%tage	Rating
1	BI_1	841	19.44	4
2	BI_2	891	20.60	1
3	BI_3	826	19.09	5
4	BI_4	889	20.55	2
5	BI_5	879	20.32	3
Amount		4.326	100.00	

Source: Processed data (2023)

#### 4.3. Results of Respondents' Reaction to Product Quality Variables

In this study, product quality was measured by 5 questions on the questionnaire which, if summarized, consisted of (1) Has the latest technology/PQ\_1, (2) Has good anti-crash/PQ\_2, (3) Has standby time/endurance battery good ones/PQ\_3, (4) Have after-sale service/PQ\_4 and (5) Have good promotion standards/PQ\_5. Based on descriptive statistics, the answers and overall scores who gave answers to the questionnaires declare that the most respondents' answers were in agreeing and strongly agreeing answers (A and SA) as many as 434 and 409, while the smallest answers in strongly disagreeing answers (SD) which amounted 13 responses from a total of 1,035 responses originating from of 5 questions on product quality. These results provide empirical evidence that the average respondent gives a good appreciation of the Samsung smartphone products used in terms of product quality. This means that respondents agree with the statement regarding Samsung smartphone products which are considered to have the latest technology, good anti-crash, good standby time/battery endurance, after-sales service and good promotion standards.

In Table 3 we can see the details of respondents' answers from Product Quality,

where the first rank is in the statement of the use of the latest technology/PQ\_1, which is with a score of 897 or 20.84%, then followed by the statement about after-sales service/PQ\_4 with a score of 885 or 20.56%. In the statement regarding good anti-crash/ PQ\_2, it turns out to be in fifth place, with a score of 819 or 19.02%.

Table 3. Value of Product Quality Score

No	Information	Score	%tage	Rating
1	PQ_1	897	20.84	1
2	PQ_2	819	19.02	5
3	PQ_3	834	19.37	4
4	PQ_4	885	20.56	2
5	PQ_5	870	20.21	3
Amount		4.326	100.00	

Source: Processed data (2023)

#### 4.4. Results of Respondents' Reaction to Purchase Decision Variables

In this study, purchasing decisions were measured by 5 questions on the questionnaire which, if summarized, consisted of (1) Easy to find at smartphone sales outlets / PD\_1, (2) Having ease of payment at sales outlets / PD\_2, (3) Having confidence to buy a smartphone Samsung compared to other smartphones/PD\_3, (4) Has good production continuity/KPP\_4 and (5) Has various alternative models/PD\_5. Based on descriptive statistics, the answers and overall scores respondents who gave answers to the questionnaires declare that the most respondents' answers were in agree and strongly agree (A and SA) as many as 468 and 383, while the smallest answers in strongly disagree (SD) are 12 responses from total of 1,035 originating from of 5 questions on the purchase decision. These results provide empirical evidence that the average respondent gives a good appreciation of the Samsung smartphone product used from the purchase decision. This means that respondents agree with statements regarding Samsung smartphone products which are considered easy to find at smartphone sales outlets, have ease of payment at sales outlets, respondents have confidence to buy Samsung smartphones compared to another smartphones

In table 4 we can see the details of respondents' answers from purchasing decisions on Samsung smartphones, where the first rank is in the statement of ease of being found at smartphone sales outlets / PD\_1, namely with a score of 897 or 20.95%, then followed by statements about alternative models which varies/PD\_5 with a score of 850 or 19.86%. In the statement regarding the respondent's belief in buying a Samsung smartphone compared to other another smartphones /PD\_4 it turns out to be the fifth rank, namely with a score of 824 or 19.25%.

Table 4. Value of Purchase Decision Score

No	Information	Score	%tage	Rating
1	PD_1	897	20.95	1
2	PD_2	850	19.86	3
3	PD_3	824	19.25	5
4	PD_4	841	19.65	4
5	PD_5	868	20.28	2
Amount		4.280	100.00	

Source: Processed data (2023)

The validity test of all research variables, namely Price Perception, Brand Image, Product Quality and Purchase Decision has been declared valid based on the comparison between the r-count value which is greater than the r-table. In Perception of Price, Brand Image and Product Quality, all questionnaire statement items produce r-count which is greater than r-table (0.136 with n=207), so this results in a decision that the statements in the questionnaire are valid. Price Perception reliability test resulted in a value of 0.766, Brand Image yielded a value of 0.811, Product Quality produced a value of 0.806 and Purchase Decisions resulted in a value of 0.827, so that all statements of research variables in the questionnaire were declared reliable because the resulting value was > 0.60.

**3.2. Classic assumption test**

In the normality test, the distribution of points from the Normal PP Plot image is relatively close to a straight line, so it can be concluded that the residual (data) is normally distributed. In the multicollinearity test, the VIF values for the variables of price perception, brand image and product quality are 2,008, 2.478 and 2.017, respectively. Its tolerances are 0.498, 0.403 and 0.496. Based on the results of the multicollinearity test, the tolerance value of the three independent variables is greater than 0.1 and the VIF value of the three independent variables is less than 10, so it can be concluded that there is no multicollinearity. Based on pictures scatterplot on the variables of price perception, brand image and product quality on purchasing decisions, the points spread randomly and are spread both above and below the number 0 on the Y axis so that it can be concluded that there is no heteroscedasticity in the regression model.

**3.3. Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to determine how much influence the independent variables consisting of Price Perception, Brand Image and Product Quality had on the dependent variable, namely Purchase Decision.

Based on multiple linear regression test results it show that resulting regression equation is as follows:

$$PD = 0.102 + 0.191*PP + 0.400*BI+ 0.400*PQ +e$$

From the equation above, it can be explained that the constant value (α) is 0.102, meaning that if the coefficient on the variables Price Perception (PP), Brand Image (BI) and Product Quality (PQ) is 0, then the purchasing decision (PD) will have

a value of 0.102. Then Price Perception has a positive relationship to purchasing decisions, seen from the number 0.191 which means that if the price perception (PP) increases by 1 unit, it can improve purchasing decisions(PD) product smart phone Samsung by 0.191 times. This result can be means which price perception can influence consumers in making purchasing decisions(PD).

Brand Image (BI) has a positive relationship to purchasing decisions (PD), seen from the number 0.400, which means that if the brand image (BI) increases by 1 unit, it can increase the purchasing decision (PD) of Samsung smart phone products by 0.400 times. It can said the higher the brand image, the higher the purchase decision by person. Product Quality (PQ) has a positive relationship to purchasing decisions (PD), seen from the number 0.400, which means that if product quality (PQ) increases by 1 unit, it can increase purchasing decisions (PD) for Samsung smart phone products by 0.400 times. The higher the quality of the product, the higher the purchasing decision (PD) can be done.

From the three coefficients above, brand image (BI) and product quality (PQ) have the highest coefficient value of 0.400, while the price perception variable (PP) has a coefficient value of 0.191. This means that the brand image (BI) and product quality (PQ) variables have the greatest influence on purchasing decisions (PD). Regarding the level of significance, it can be seen in the Sig column, where all independent variables have a significant effect on the dependent variable, because it is smaller than 0.05.

The t test result presented in table 5, which the t-value for price perception is 3.279 with a significant value of 0.001 <0.05 and the t-count is 3.279 > t-table 1.652. It can be concluded that partially price perception has a significant effect on purchasing decisions. Based on statistical tests, the t-count for brand image value is 6.587 with a significant value of 0.001 <0.05 and the t-count is 6.587 > table 1.652, it can be concluded that partially brand image has a significant effect on purchasing decisions. Based on statistical test, the t-count for product quality value is 7.366 with a significant value of 0.001 <0.05 and the t-count is 7.366 > t-table 1.652. It can be concluded that partially product quality has a significant effect on purchasing decisions.

Table 5. t Test Results

Variable	t-count	t-table	Sig.
PP	3.279	1,652	.001
BI	6.587	1,652	.000
PQ	7.366	1,652	.000

Source: Processed data (2023)

Based on F test results, it can be state the probability Fcount 170,891 >F table 2,649 with level significant 0.000 < 0.05, it can be said that the variables of Price Perception, Brand Image

and Product Quality together have an effect significant on purchasing decisions.

The output model summary shown that the output value obtained (Adjusted R Square) is 0.712, this means that the effect of price perception, brand image and product quality on purchasing decisions is 71.2% and the remaining 28.8%. influenced by other variables not examined in this study such as promotion, innovation, service quality, lifestyle, advertising, brand ambassadors, consumer loyalty, perceived value.

#### 4. Discussion

##### The Influence of Price Perception on Purchase Decisions

Price perception has an effect on purchasing decisions, where the influence that can be given is unidirectional because the resulting coefficient is positive, which means that if the price of this product increases it will have a unidirectional impact, namely an increase in purchasing decisions for smartphone Samsung. A little contradictory about theory of price, because in general the increase in product prices is something that consumers do not want. However, in this study, the perception of the price measured is not based on the theory of supply and demand, so the results of the H1 test do not mean that if the price of the product increases, it will continue to increase purchasing decisions. It can be seen from the tabulation results of the proposed research questionnaire, with the better measurements obtained from respondents on this price perception, then this illustrates the increasing interest in making decisions to purchase Samsung smartphone products.

These results are in line with research conducted by Makaleuw, Sumarauw & Ogi (2018); Pratiwi & Tjahjaningsih (2020) and Napik, Qomariah & Santosa (2017) where the research findings state that the price perception variable has a significant effect on purchasing decisions.

##### The Influence of Brand Image on Purchase Decision

Brand Image has an effect on purchasing decisions, where the influence that can be given is unidirectional because the resulting coefficient is positive, which means that if the brand image has increased, it will have a unidirectional impact, namely an increase in purchasing decisions smartphone Samsung. The increasing brand image that can be seen from several questions in the research questionnaire, it will directly improve the purchasing decisions of consumers. The better measurements stated from respondent, it mean the higher the desire to make a purchase will be. From descriptive statistics, it can be seen that the research respondents gave the most responses to positive brand image/BI\_2, with a score of 891 or 20.60%. This shows that the more positive Samsung's brand image will

certainly increase respondents' buying interest in the Samsung smartphone. This research results are in line with research conducted by Amilia & Asmar (2017); Masrin & Yanto (2019); Putri & Ismawati (2019) and Amilia & Asmar (2017) which state that Brand Image has a significant effect on purchasing decisions.

##### The Influence of Product Quality on Purchase Decisions

Product quality has an effect on purchasing decisions, where the influence that can be given is unidirectional because the resulting coefficient is positive, which means that if the quality of the product increases, it will have a unidirectional impact, namely an increase in purchasing decisions for this smart phone Samsung. The increasing product quality can be seen from several questions in the research questionnaire, namely mhave the latest technology, have good anti-crash, have good standby time / battery life, have after-sales service and have a good design, it will directly improve consumer purchasing decisions. In this study, it is stated that the better the measurements stated from the respondents, the more they will have an impact on increasing the respondent's desire to make purchases on the product.

From descriptive statistics, it can be seen that the research respondents gave the most responses to product quality as seen from the use of the latest technology/PQ\_1, with a score of 897 or 20.84%. This is understandable because technology is something that really supports the operation of a smart phone. Manufacturers of Samsung themselves do not hesitate to embed kitchen runways on their production phones to attract consumers to have these products, including the use of the latest OS, namely Android 11 on mid-level phones such as the Samsung Galaxy M22, Samsung Galaxy M32, Samsung Galaxy A03s and Samsung Galaxy A51 series. Although currently the latest Android has entered version 12, but for the middle price level, embedding Android version 11 is already a special attraction when compared to the price that consumers have to pay. The results of this study support the research of Amilia & Asmar (2017); Frandika (2018) and Deisy, Lopian, & Mandagie (2018) where the product quality variable has a significant effect on purchasing decisions.

##### Simultaneous Effects of Price Perception, Brand Image, Product Quality, on Purchase Decisions

From the explanation above, it can be concluded that the variables of price perception, brand image, and product quality simultaneously have a significant effect on the purchasing decision variables. Thus, this shows that the hypothesis which states "Product Quality, Brand Image, and Product Quality has an effect on purchasing decisions" is accepted. These results indicate that good and up-to-date price

perception, brand image and product quality will improve smartphone purchasing decisions. What is quite interesting in this study is that purchasing decisions are strongly influenced by price perceptions, brand image and product quality which have been proven to have a significant effect ( $p < 0.000$ ). These results are in line with research by Makaleuw, Sumarauw & Ogi (2018); Pratiwi & Tjahjaningsih (2020), Napik, Qomariah & Santosa (2017), Masrin & Yanto (2019); Putri & Ismawati (2019), Amilia & Asmar (2017), Frandika (2018) and Deisy & Lopian.

## 5. Conclusion and Suggestion

### 5.1. Conclusion

The results of this study have been able to scientifically prove the hypothesis that has been proposed at the beginning. First, price perception has a significant positive effect on purchasing decisions for Samsung smartphones, which means that price perceptions can have a direct impact on purchasing decisions. With the better respondents' responses to price perceptions, it will encourage respondents to make purchases of Samsung smartphone products.

Second, Brand Image has a significant positive effect on purchasing decisions for Samsung smartphones, which means that brand image can have a direct influence on purchasing decisions. With the better responses given by respondents to brand image, it will increase respondents in purchasing decisions for Samsung smartphone products.

Third, product quality has a significant positive effect on purchasing decisions for Samsung smartphones, which means that product quality is able to have a direct impact on purchasing decisions. With the better responses given by respondents on product quality, it will have an impact on increasing respondents in purchasing decisions for Samsung smartphone products.

Fourth, price perception, brand image, and product quality simultaneously have a significant positive effect on purchasing decisions for Samsung smartphones, which means that all independent variables used in this study, namely price perception, brand image and product quality, are able to have a direct impact on decisions purchase. It can be said that the thing it will have an impact on increasing respondents in purchasing decisions for Samsung smartphone products.

The results of this study can provide practical implications that purchasing decisions are important for smartphone manufacturers to consider, in order to know the characteristics and desires of the users of these products. Improving improvements to factors that influence purchasing decisions is one of the focuses of producers in developing product sales strategies in order to maintain the sustainability of the products they manage in a very dynamic market competition.

### 5.2. Suggestion

Based on the research results and conclusions that have been described, the suggestions given, especially in future research, are the use of other variables that are expected to influence purchasing decisions, such as the introduction of product information with the concept of Word of Mouth (WoM), Focus Group Discussion (FGD), the sample size used is more varied and different product levels are used, for example level premium (High End Price).

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