

THE INFLUENCE OF BRAND EQUITY ON DECISIONS PURCHASE OPPO BRAND SMARTPHONE BY COMMUNITIES IN BIREUEN DISTRICT

Fina Wahyuni¹, T. Edyansyah², Halida Bahri³, Muchsin⁴

^{1,2,3,4}Management, Faculty of Economics and Business, Universitas Malikussaleh, Indonesia

Corresponding E-mail: tedyansyah@unimal.ac.id

Abstract

This study examines the effect of brand awareness, perceived quality, brand association, and brand loyalty on the decision of the community in Bireuen Regency to purchase Oppo brand smartphones. This study uses primary data obtained by distributing questionnaires to 100 respondents who are Oppo brand smartphone users in the community of Bireuen Regency. The sample collection used is non-probability sampling techniques. The data analysis method used is the multiple linear regression method with the help of SPSS. The results partially show that brand awareness has a positive and significant effect on purchase decision of OPPO brand smartphones by the community in Bireuen Regency, Perception of quality has a positive and significant impact on purchase decisions of OPPO brand smartphones by the community in Bireuen Regency, Brand association has a positive and significant effect purchase decisions of OPPO brand smartphones by the community in Bireuen Regency, and Brand loyalty has a positive and significant impact on purchase decisions of OPPO brand smartphones by the community in Bireuen Regency. Simultaneously, brand awareness, perceived quality, brand association, and brand loyalty significantly affect the purchase decision of the community in Bireuen Regency to purchase OPPO brand smartphones. It is recommended for further researchers to conduct research using other variables that are indicated to influence the purchase decisions of smartphones with other brands such as Xiaomi, Realme, Infinix, and so on.

Keywords : *Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Purchase Decision.*

1. INTRODUCTION

The rate of change in the lives of people living on Earth, over time, continually evolves and increases, whether in terms of thinking, socializing, or technology. Among these three points, technology plays a primary role in realizing these changes. Telecommunications devices are a manifestation of technology, which, in their development, will have a significant influence on future changes. Telecommunications devices began to play an important role in the evolution of time starting from the era of globalization to the present time, which is the millennial generation (4.0). However, as time progresses, in an increasingly advanced era, humans need a tool that goes beyond a simple telecommunications device. To facilitate all daily activities.

Oppo was established in 2004, located in Dongguan, Guangdong, China. Before venturing into mobile smartphone technology, Oppo produced electronic devices such as MP3 players, LCD TVs, portable media players, DVDs, e-books, and disc players. However, in 2008, Oppo began to enter the smartphone market. In April 2013, Oppo officially entered the Indonesian market for the first time. Before launching its products in Indonesia, Oppo expanded its presence to several countries, including Thailand, Vietnam, Russia, the United States, and Qatar. Since then, Oppo has continued to promote its brand quality through print media, television, the internet, and more. Initially, the flagship smartphone products that entered the Indonesian economy market were the Oppo Find 5, Oppo Find Way U7015, and Oppo Find Piano. Although the prices are relatively economical, OPPO ELECTRONIC, Ltd does not position its products as cheap goods. In this regard, the manufacturer strives to create consumer loyalty and build OPPO brand equity in the

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international market. In this context, attached are the prices of several smartphone products available in Bireuen District. The purchasing decision is a problem-solving process by individuals who choose behavioral alternatives and is regarded as the most appropriate action in making a purchase, starting from the first step of the decision-making process (Ranumihardja & Afa, 2022). The first factor influencing brand equity is brand awareness, which is a key element in purchasing decision consideration, with the brand always being a primary consideration. The level of brand awareness can be measured through brand recognition, the ability to recall the brand, and the ease of remembering the brand's logo or symbol (Simangunsong & Bangun, 2024).

The second factor affecting brand equity is perceived quality, which is considered an important element before making a decision. Before the purchasing process, consumers will compare the quality and price of a particular product (Mardikaningsih, 2019). The third factor influencing brand equity is brand association, which refers to everything related to memory or recollection of a brand. Brand associations can reflect a brand's image in relation to a particular impression, such as associations related to habits, lifestyle, benefits, product attributes, geography, competitor pricing, and more (Andono & Fadila, 2022). The fourth factor affecting brand equity is brand loyalty, which represents the consumer's commitment to repurchasing a product, resulting in repeat purchases even in the face of temptations from competitors that could cause consumers to switch (Litto & Selamat, 2022). Thus, the research problem formulation is: how do brand awareness, perceived quality, brand association, and brand loyalty influence the purchasing decision of Oppo smartphones by the community in Bireuen Regency. Furthermore, this study aims to determine the most dominant variable indicators that affect the purchasing decision of Oppo smartphones among the community in Bireuen Regency. It is hoped that this research will provide valuable insights for individuals or parties planning to establish a business, particularly in making effective and efficient marketing decisions.

2. IMPLEMENTATION METHOD

This research is conducted in Bireuen Regency, with the subjects being members of the community who purchase and use Oppo smartphones. The study commenced in May 2024. The research area is determined based on the respondents' place of residence. Based on the sample, which represents the number and characteristics of the population, a sample of 96 individuals can be taken. However, there is no strict rule for determining the percentage considered adequate for sampling (Purba, 1996). Therefore, the researcher decided to sample 100 respondents who adequately represent the population for this study. This research employs a non-probability sampling approach, which is a sampling technique that does not give every member of the population an equal chance of being selected (Sugiyono, 2010).

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)		4,579		,625	000
Kesadaran Merek (X1)	3,019	,128	,342	,150	003
Persepsi Kualitas (X2)	,846	,140	,109	,245	030
Asosiasi Merek (X3)	,780	,130	,093	,998	045
Loyalitas Merek (X4)	2,812	,143	,312	,057	004

Sumber : Data primer yang diolah (2024)

1. The value of the brand awareness coefficient (X1) is 3.019, which means that if brand awareness (X1) is increased by 1 unit, it is predicted that the purchasing decision (Y) for OPPO smartphones by the community in Bireuen District will increase by 3.019.
2. The value of the quality perception coefficient (X2) is 0.846, which means that if the quality perception (X2) is increased by 1 unit, it is predicted that the purchasing decision (Y) for OPPO smartphones by the community in Bireuen District will increase by 0.846.
3. The value of the brand association coefficient (X3) is 0.780, which means that if brand association (X1) is increased by 1 unit, it is predicted that the purchasing decision (Y) for OPPO smartphones by the community in Bireuen District will increase by 0.780.
4. The value of the brand loyalty coefficient (X4) is 2.812, which means that if brand loyalty (X1) is increased by 1 unit, it is predicted that the purchasing decision (Y) for OPPO smartphones by the community in Bireuen District will increase by 2.812.

The coefficient of determination test aims to measure how well the model can explain variations in the dependent variable. The coefficient of determination value ranges from 0 to 1, with the following classification: 0 (no correlation), 0,00 0,25 (very low correlation), 0,25 0,50 (fair correlation), 0,500, 75 (strong correlation), 0,75 0,99 (very strong correlation) and 1.00 (perfect correlation), the ability to explain the dependent variable is very limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,843 ^a	,830	,821	1,659

Sumber : Data primer yang diolah (2024)

It shows that the R Square value is 0.830, which means that when expressed as a percentage, it is 83%. This value is close to 1 or 100%. Therefore, the result of this coefficient of determination test indicates a very strong relationship, as outlined in the criteria for the coefficient of determination.

The F test results show a significance value of $0.001 < 0.05$, and the calculated F (Fhitung) is $7.496 >$ the table F (Ftabel) of 2.47. This means that H₅ is accepted, and it can be concluded that simultaneously, brand awareness, quality perception, brand association, and brand loyalty have a significant influence on the purchasing decision of OPPO smartphones by the community in Bireuen District.

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3.2 Discussion

The Influence of Brand Awareness on the Purchasing Decision of OPPO Smartphones by the Community in Bireuen District

Based on the research results, it shows that the significance value of the brand awareness variable concerning purchasing decisions is $0.003 < 0.05$, and the calculated t value (thitung) is $3.150 >$ the table t value (ttabel) of 1.985. Therefore, it can be concluded that brand awareness influences the purchasing decision of OPPO smartphones by the community in Bireuen District. The better the brand awareness that OPPO is considered the best smartphone brand, the more it will influence the purchasing decisions of the community in Bireuen District.

The Influence of Quality Perception on the Purchasing Decision of OPPO Smartphones by the Community in Bireuen District

Based on the research results, it shows that the significance value of the quality perception variable concerning purchasing decisions is $0.030 < 0.05$, and the calculated t value (thitung) is $2.245 >$ the table t value (ttabel) of 1.985. Therefore, it can be concluded that quality perception influences the purchasing decision of OPPO smartphones by the community in Bireuen District.

The Influence of Brand Association on the Purchasing Decision of OPPO Smartphones by the Community in Bireuen District

Based on the research results, it shows that the significance value of the brand association variable concerning purchasing decisions is $0.045 < 0.05$, and the calculated t value (thitung) is $1.998 >$ the table t value (ttabel) of 1.985. Therefore, it can be concluded that brand association influences the purchasing decision of OPPO smartphones by the community in Bireuen District. The higher the brand association, the more it will influence the purchasing decisions of the community in Bireuen District.

The Influence of Brand Loyalty on the Purchasing Decision of OPPO Smartphones by the Community in Bireuen District

Based on the research results, it shows that the significance value of the brand loyalty variable concerning purchasing decisions is $0.045 < 0.05$, and the calculated t value (thitung) is $1.998 >$ the table t value (ttabel) of 1.985. Therefore, it can be concluded that brand loyalty influences the purchasing decision of OPPO smartphones by the community in Bireuen District. The more loyal the community is to the OPPO brand, the more it will influence their purchasing decisions.

4. CONCLUSION

Based on the results of the research conducted, the conclusions of this study are as follows:

1. Brand awareness has a positive and significant influence on the purchasing decision of OPPO smartphones by the community in Bireuen District.
2. Quality perception has a positive and significant influence on the purchasing decision of OPPO smartphones by the community in Bireuen District.
3. Brand association has a positive and significant influence on the purchasing decision of OPPO smartphones by the community in Bireuen District.
4. Brand loyalty has a positive and significant influence on the purchasing decision of OPPO smartphones by the community in Bireuen District.

5. Simultaneously, brand awareness, quality perception, brand association, and brand loyalty have a significant influence on the purchasing decision of OPPO smartphones by the community in Bireuen District.

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