

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON DECISION TO BUY SAMSUNG SMARTPHONES (CASE STUDY ON EMPLOYEES OF PT ANGKASA PURA AVIASI KUALANAMU INTERNATIONAL AIRPORT)

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Abstract

The rapid development of digital technology has given the impact on the increase in demands for various kinds of communication devices which causes the high competition in attracting market segments in communication. Many smartphone businesses compete tightly in the national and international markets, offering various products with unique features to help consumers in their activities. Decision to buy is when buyers have decided to determine their choices and bought certain products. The objective of the research was to find out and analyze the influence of brand image, product quality, and price on decision to buy Samsung smartphones. The research subjects were 544 employees of PT Angkasa Pura Aviasi of Kualanamu International Airport who had bought and used Samsung smartphones, and 108 of them were used as the samples. The data were gathered by distributing questionnaires and analyzed using multiple linear regression analysis. The result of the research showed that, simultaneously, brand image, product quality, and price had a significant influence on decision to buy Samsung smartphones made by the employees of PT Angkasa Pura Aviasi of Kualanamu International Airport. Partially, brand image, product quality, and price respectively had positive and significant influence on decision to buy Samsung smartphones made by the employees of PT Angkasa Pura Aviasi of Kualanamu International Airport. It was found that brand image had the most dominant influence on the decision to buy Samsung smartphones by the employees of PT Angkasa Pura Aviasi of Kualanamu International Airport.

Keywords: *Brand Image, Product Quality, Price, Decision to Buy Samsung Smartphones*

INTRODUCTION

The era of globalization and the rapid development of digital technology has impacted the increasing demand for various communication devices, resulting in increasing competition to win market share in the telecommunications business world. Coupled with a free competition market in Indonesia, it is flooded with competition from various types of smartphones. The internet and smartphones have proven to be successful stimulants in changing consumer behavior in the digital era. This can be seen from the many manufacturers of smartphone communication device products that offer various types of new products with different innovations than previous products, where the products produced provide many conveniences and complete features for consumers in communicating and with more competitive or more affordable price offers.

Smartphones are multifunctional communication tools used by many people from various backgrounds, from the upper, middle, and lower economic classes. Its function is not only to call and send messages, but can also be used to access the internet, zoom meetings, online shopping, mobile banking, social media and so on. Marketing is a crucial factor in a company, so it can be said that marketing is the heart of a company's life. Marketing activities can be seen as a cycle that aims to satisfy consumer desires and needs for products and services. The high competition level for similar and different products causes consumers to act more selectively in Buying Decisions. In addition, the increase in people's standard of living reflected in increasing welfare causes consumers to want to be served better. For this reason, companies must be able to understand consumer behavior when determining decisions about purchasing a product so that the company

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can survive and win business competition. Many studies have been conducted on Buying Decisions. Lubis et al. (2017) showed that brand image does not affect Buying Decisions. Price has a positive and significant effect on consumer Buying Decisions. Friani et al. (2018) found that product quality and price simultaneously significantly affect Buying Decisions. The results of Rawung et al. (2015) showed that product quality does not influence Buying Decisions. Brand and price partially have a significant effect on consumer Buying Decisions for Suzuki motorcycles at PT. Sinar Galesong Pratama Manado. Afrida et al. (2019) showed that price significantly affects consumer decisions to shop at the 212 Mart Cikaret supermarket. The results of Nasution et al. (2019) stated that partial price and promotion do not affect consumer Buying Decisions at 212 Mart Medan.

PT Angkasa Pura Aviasi is one of Indonesia's airport management companies. PT Angkasa Pura Aviasi only manages Kualanamu International Airport in Deli Serdang, North Sumatra. In work activities, all employees at PT Angkasa Pura Aviasi carrying out attendance can only be done using the iPerform application, where the iPerform application can only be accessed using a smartphone, either an Android or iOS-based smartphone. The iPerform application not only functions as a means for employee attendance but in addition, the iPerform application can also be used to manage internal company activities, in which there is information that Employees, such as Personnel Information, Commercial, Financial, Operational, Corporate Social Media, and others, can access. It can manage operational activities carried out by the Group or Business Partners.

One of the smartphone brands used is the Samsung smartphone. Using smartphones among PT Angkasa Pura Aviasi employees supports employee work activities such as coordinating work via WhatsApp messages e-mail, participating in online meetings, sending voice/picture messages, opening social media, etc. Samsung has produced several smartphone products with various specifications and service features. It is one of the smartphone brands with a good ranking in technology and smartphone sales in Indonesia. Samsung is currently one of the biggest brands in the world, releasing smartphones that are champions in the competition in the gadget market. The superiority of Samsung smartphones is inseparable from the interest in its products, so consumers can choose Samsung smartphone products. There are many choices of Samsung smartphone products so that consumers can buy the type of Samsung smartphone according to their taste, based on the selection of models and prices offered.

The Samsung smartphone company also has a strong and positive image because the Samsung name is already known to the public. With a brand that has been known for a long time, people will trust the Samsung brand. When Samsung releases a product, one of which is a smartphone product, people will not hesitate to buy a Samsung smartphone because Samsung has a strong brand as a leading electronics manufacturer. Consumer choice to use smartphones in Indonesia is currently very high. As seen from the International Data Corporation (IDC) data, the market share and smartphone shipments growth experienced a year-on-year increase of 10.9%, namely 36.9 million units in 2020 to 40.9 million units in 2021. Meanwhile, the position of the Samsung smartphone itself is in 4th place (fourth) in the list of Indonesian smartphone market share, where the first position is occupied by Oppo, followed by Xiaomi and Vivo (IDC Indonesia, 2021). Furthermore, the International Data Corporation (IDC) survey results show that Samsung's smartphone sales are competing with those of its competitors. It can be seen from the table below:

Table 1. 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.	Oppo	24	1.	Xiaomi	25	1.	Oppo	22	1.	Oppo	20,0
2.	Samsung	19	2.	Oppo	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.	Realme	12,8

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

Based on the sales data explained in the table above, it shows that sales of several smartphones in Indonesia have fluctuated, such as Samsung sales in Q-1 2021 occupying a market share of 19% in second place, then in Q-2 and Q-3 both were 15%, and each ranked third. It shows that Samsung smartphones have decreased. However, in Q-4, Samsung smartphones began to show an increase of 18.9%. However, in Q-4, Samsung smartphones experienced an increase in sales. It has not been able to place Samsung smartphones in first place in the smartphone market share in Indonesia. Where Samsung is still in third place under the Oppo and Vivo brands. As a smartphone manufacturer that entered the Indonesian market earlier, it can be defeated by new smartphone manufacturers such as Oppo, Vivo, and Realme. Then, based on the results of the International Data Corporation (IDC) survey in 2022, Samsung smartphones dominated the smartphone market in the first quarter of 2022. The survey results showed that the growth in market share and smartphone shipments experienced a Year of Year growth of 2.9%, namely 2.0 million units in 2021 to 2.1 million units in 2022. The results of the survey can be seen in the table below:

Table 2. Indonesia Smartphone Market Q1 2022

Indonesia's Smartphone Market, Top 5 Company Shipments, Market Share, and YoY Growth, 1Q22 (shipments in millions)					
Company	1Q22 Shipments	1Q22 Market Share (%)	1Q21 Shipments	1Q21 Market Share (%)	YoY Growth (%)
1. Samsung	2.1	23.3	2.0	18.7	2.9
2. OPPO	1.8	20.2	2.5	22.8	-26.8
3. vivo	1.5	17.1	1.7	16.0	-11.8
4. Xiaomi	1.3	14.6	2.2	20.1	-39.9
5. realme	1.1	12.3	1.3	11.7	-12.8
Others	1.1	12.5	1.1	10.6	-2.8
Total	8.9	100.0	10.8	100.0	-17.3

Source: IDC Quarterly Mobile Phone Tracker, 2022Q1

Source: IDC Indonesia (QI 2022)

The data obtained above shows that Samsung smartphones are still experiencing fluctuations in facing smartphone market competition in Indonesia. This is undoubtedly a phenomenon and a challenge for Samsung manufacturers in controlling the market share of smartphone sales in Indonesia. Based on the above phenomenon and the differences in the results of previous studies, the author is interested in conducting more in-depth research so that the author determines the title "The Influence of Brand Image, Product Quality, and Price on Samsung

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Smartphone Buying Decisions (Case Study on Employees of PT Angkasa Pura Aviasi Kualanamu International Airport)."

LITERATURE REVIEW

Buying Decision

Suharso (2010) stated that the Buying Decision is when the buyer has determined his choice, purchased the product, and consumed it. The consumer can physically make the purchase, but it can also be someone else's choice. Ferrell & Hartline (2011) state that the consumer purchasing process is described as a process that involves five stages of activity in which consumers purchase goods and services. The purchasing process begins with recognizing consumer needs, then continues to the information search stage, evaluating choices, Buying Decisions, and postpurchase evaluation. According to Kotler & Armstrong (2020), in the Buying Decision-making process, there are 5 (five) stages of the process, namely:

- Need recognition: The purchasing process begins when the buyer recognizes a problem or need. Internal or external stimuli can trigger these needs.
- Information search: Consumers stimulated by their needs will be encouraged to seek more information. A lighter information search situation is called attention reinforcement.
- Evaluation of alternatives: How consumers process information to arrive at brand choices.
- Buying Decision: In the evaluation stage, consumers form preferences among brands in the choice set.
- Postpurchase behavior: After the purchase, the consumer may experience dissonance from noticing certain disquieting features or hearing good things about other brands and will be alert to information that supports their decision.

Brand Image

Alma (2014) stated that a brand or stamp is a sign or symbol that provides the identity of a particular item/service in words, images, or a combination of both. A brand is one of the crucial factors in marketing activities because introducing and offering products cannot be separated from a reliable brand. The brand itself is like an identity that communicates a promise of the benefits provided by a product. According to Aaker & Biel (2009), Brand image is formed from 3 (three) indicators, namely:

1. Corporate Image is a set of associations consumers perceive towards a company that makes a good or service consumed by the user. This includes the company's popularity, credibility, and network.
2. Product/consumer image is a set of associations consumers perceive towards a good or service sold by the company to the market or consumer. Includes product attributes, benefits for consumers, and guarantees of the product or service.
3. User Image is a collection of associations that consumers perceive towards users who have used a product or service first or customers who have been consuming the product or service for a long time. It includes the user and their social status.

Product Quality

According to Armstrong et al. (2018), product quality is one of the leading positioning tools marketers use. Quality has a direct impact on product or service performance. Thus, it is closely related to customer value and satisfaction. According to Kotler and Keller (2016), Product Quality is the totality of features and characteristics of a product or service that is assessed for its ability to satisfy consumer needs, either stated or implied. The quality of a product will determine consumer satisfaction, and a consumer's satisfaction will be determined by how often the product is used. Consumers will not hesitate to repurchase a product whose quality has been proven even though the price is too high.

Price

According to Armstrong et al. (2018), price is the amount of money charged for a product or service or the sum of values that customers exchange for the benefits of having or using the product or service. Price is one of the flexible marketing mixes that can change at any time and place. Therefore, consumers only need to pay attention to this before buying. Companies usually set their base prices to consider differences and changes in consumer situations. The position of the product's feasibility based on its economic value will be seen through pricing. Because of this problem, companies usually set prices that are agreed upon before the goods are circulated on the market. Pricing policies must be in line with the company's pricing policies. At the same time, the company does not refuse to set pricing penalties under certain circumstances.

Conceptual Framework & Hypothesis

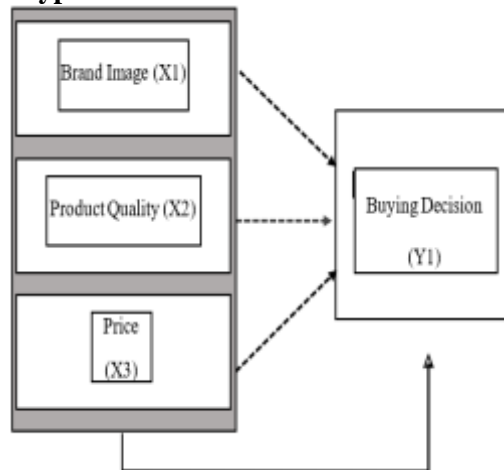


Figure 1. Conceptual Framework

Based on the conceptual framework presented above, the following temporary hypotheses can be formulated:

1. Brand Image, Product Quality, and Price simultaneously significantly affect the Buying Decision of Samsung smartphones for PT Angkasa Pura Aviassi employees.
2. Brand Image has a positive and significant effect on the Buying Decision of Samsung smartphones for PT Angkasa Pura Aviassi employees.
3. Product Quality has a positive and significant effect on the Buying Decision of Samsung smartphones for PT Angkasa Pura Aviassi employees.
4. Price has a positive and significant effect on the Buying Decision of Samsung smartphones for PT Angkasa Pura Aviassi employees.

IMPLEMENTATION METHOD

This type of research uses associative research with quantitative descriptive methods. The population used in this study were PT Angkasa Pura Aviassi Kualanamu International Airport employees who use Samsung smartphones whose numbers are unidentified. The sampling method used in this study is non-probability sampling using accidental sampling techniques. The number of PT Angkasa Pura Aviassi Kualanamu International Airport employees who use Samsung smartphones is unknown. According to Hair (2010), the ideal and representative respondent size depends on the number of all indicators in the variable multiplied by 5 to 10. In this study, there are 18 indicator items; thus, based on this formula, the sample in this study is as follows:

$$\begin{aligned}
 \text{Sample} &= \text{number of indicators} \times (\text{minimum } 5 \text{ to } 10) \\
 &= 18 \times (\text{minimum } 5 \text{ to } 10) \\
 &= 18 \times 6 \\
 &= 108
 \end{aligned}$$

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Based on the calculation of the formula above, the author used 108 respondents in this study. All variable indicators in this study will be measured using a Likert scale, a scaling procedure where the scale represents a bipolar continuum. Survey data will be processed using IBM SPSS Statistics 26 software.

RESULTS AND DISCUSSION

A. Descriptive Analysis of Variables

Table 3. Brand Image Variable Data Description

Statement	VD		DF		ND		S		VS		Total		Average	Description
	f	%	f	%	f	%	f	%	f	%	f	%		
Having a good reputation	2	2%	12	11%	11	10%	44	41%	39	36%	108	100%	3.981	Good
Increasing self-confidence	1	1%	14	13%	6	6%	41	38%	46	43%	108	100%	4.083	Very Good
Innovative smartphone	3	3%	11	10%	14	13%	35	32%	45	42%	108	100%	4.000	Very Good

Source: Data Processed by Researchers

From the brand image variable, it was found that respondents generally stated that they agreed with all the statement indicators submitted.

Table 4. Product Quality Variable Data Description

Statement	VD		DF		ND		S		VS		Total		Average	Description
	f	%	f	%	f	%	f	%	f	%	f	%		
Attractive appearance	6	6%	10	9%	8	7%	43	40%	41	38%	108	100%	3.954	Good
Good performance	7	6%	11	10%	11	10%	46	43%	33	31%	108	100%	3.806	Good
Durable product quality	6	6%	11	10%	9	8%	49	45%	33	31%	108	100%	3.852	Good
Product quality as promised	5	5%	12	11%	9	8%	44	41%	38	35%	108	100%	3.907	Good
According to needs	7	6%	12	11%	3	3%	54	50%	32	30%	108	100%	3.852	Good
Complete features	5	5%	13	12%	8	7%	48	44%	34	31%	108	100%	3.861	Good
Dynamic towards technology	5	5%	14	13%	3	3%	55	51%	31	29%	108	100%	3.861	Good

Source: Data Processed by Researchers

From the product quality variable, it was found that respondents generally stated that they agreed with all the statement indicators submitted,

Table 5. Description of Price Variable Data

Statement	VD		DF		ND		S		VS		Total		Average	Description
	f	%	f	%	f	%	f	%	f	%	F	%		
Price according to quality	5	5%	12	11%	9	8%	50	46%	32	30%	108	100%	3.852	Good
Affordable price	7	6%	10	10%	7	6%	50	46%	34	31%	108	101%	3.870	Good
There are discounts	3	3%	13	12%	10	9%	43	40%	39	36%	108	100%	3.944	Good
Competitive price	3	3%	11	10%	11	10%	53	49%	30	28%	108	100%	3.889	Good

Source: Data Processed by Researchers

From the price variable, it was found that respondents generally stated that they agreed with all the statement indicators submitted.

Table 6. Description of Buying Decision Variable Data

Statement	VD		DF		ND		S		VS		Total		Average	Description
	f	%	f	%	f	%	f	%	f	%	f	%		
Product according to needs	6	6%	9	8%	9	8%	40	37%	44	41%	108	100%	3.991	Good
Information before buying	3	3%	11	10%	7	6%	48	44%	39	36%	108	100%	4.009	Very Good
Alternative needs	2	2%	14	13%	6	6%	41	38%	45	42%	108	100%	4.046	Very Good
Answers to communication needs	3	3%	11	10%	10	9%	50	46%	34	31%	108	100%	3.935	Good

Source: Data Processed by Researchers

From the Buying Decision variables, it was found that respondents generally stated that they agreed with all the statement indicators submitted.

Classical Assumption Test
Normality Test

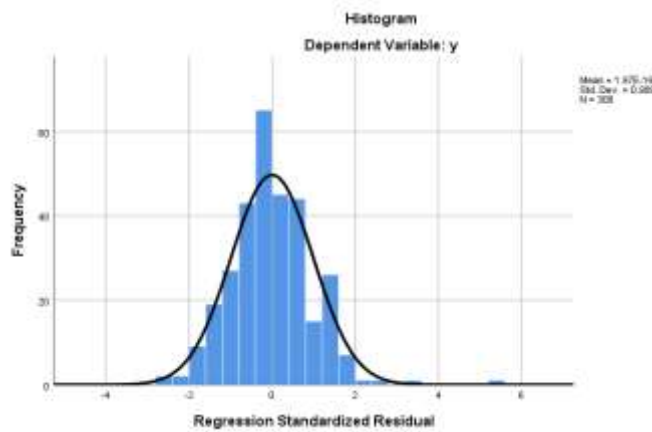


Figure 2. Histogram Graph of Normality Test

Source: Data processed using SPSS, 2022

Figure 2 shows that the graph does not lean to the left or right and is shaped like a bell, so the conclusion of the histogram graph obtained if the graph does not lean to the left or right is that the data is normally distributed.

Multicollinearity Test

Table 7. 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

The table above shows 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 passes the multicollinearity test.

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Heteroscedasticity Test

Table 8. Glejser Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	1.397		
	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

Based on the table above, it can be concluded that all independent variables passed the heteroscedasticity test through the Glejser test.

**Data Regression Analysis
T-Statistic Test**

Table 9. T-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	.665		
	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

Based on the table above, the regression equation is

$$Y = 0.665 + 0.529X1 + 0.123X2 + 0.359X3.$$

Table 9 shows 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, and the significance value of the price variable (X3) is 0.000 > 0.05. From these results, it can be concluded that the independent variables X1, X2, and X3 significantly affect the dependent variable.

F Test

Table 10. F Test Results Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1567.541	3	522.514	600.979	.000 ^b
	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

Table 10 shows 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.

Determination Coefficient

Table 11. R-Squared Table

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

Source: Data processed using SPSS, 2022

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

CONCLUSION

Based on the results of data analysis conducted by researchers on the influence of brand image, product quality, and price on Buying Decisions for Samsung smartphone products, the following research conclusions were obtained:

- 1) Brand Image positively and significantly affects Buying Decisions for Samsung smartphone products. The T statistical test value shows a value of 0.000, and this result has a value below 0.05, which means that the independent variable significantly affects the dependent variable. The regression constant value of 0.529 is the largest compared to other independent variables, making the brand image variable the most dominant variable in consumer Buying Decisions.
- 2) Product Quality positively and significantly affects Buying Decisions for Samsung smartphone products. The T statistical test value shows a value of 0.001, and this result is below 0.05, which means that the independent variable significantly affects the dependent variable. The regression constant value of 0.123 is the smallest compared to the other two independent variables.
- 3) Price positively and significantly affects Buying Decisions for Samsung smartphone products. The value of the T statistical test is 0.000, and this result is below 0.05, which means that the independent variable has a significant effect on the dependent variable. The regression constant value was found to be 0.359, the second largest among the brand image and product quality variables.
- 4) Brand Image, Product Quality, and Price simultaneously positively and significantly affect the Buying Decision of Samsung smartphone products. This is supported by the results of the F test, which was carried out with a significance value of 0.000, which is smaller than 0.05. These results indicate that all independent variables significantly affect the existing dependent variable. The determination coefficient also shows the maximum contribution between the independent and dependent variables. The determination coefficient result was found to be 0.945, which shows that all independent variables succeeded in influencing the dependent variable by 94.5%.

SUGGESTIONS

From the conclusions that have been obtained, several suggestions emerge that can be used to increase sales of Samsung smartphone products, namely:

- 1) In Brand Image, 74 respondents stated that they Disagree with the brand image variable with the statement that Samsung has a good reputation, can increase self-confidence, and is known as an innovative smartphone. Therefore, the researcher suggests that Samsung always pays attention to its brand image because this variable is also the most dominant in influencing consumer Buying Decisions by adding the latest innovative features both in terms of

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applications in smartphones and the physical design of Samsung smartphone products further to improve its brand image in the eyes of consumers.

- 2) In Product Quality, a total of 175 respondents stated that they disagree with the product quality variable with the statement that the appearance is attractive, the performance of the device is good, more durable than other products, the quality is as promised, according to consumer needs, complete and dynamic features towards technological developments. Therefore, the researcher suggests that Samsung can continue to improve the quality of the products issued so that in the future, consumers will view the quality of the products issued by Samsung as the best.
- 3) In price, a total of 101 respondents stated that they disagreed with the price variable with the statement that the price is according to quality, affordable, and often provides promotions and competitive prices with other products. Therefore, the researcher suggests that Samsung can continue to provide affordable prices for most people.
- 4) In Buying Decisions, 91 respondents disagreed with the Buying Decision variable with the statement of consumer needs, looking for information before buying, alternative needs, and answers to daily communication needs. Therefore, the researcher suggests that Samsung monitor existing technological developments and understand consumer needs more deeply so that Samsung smartphones can always be the consumer's choice.
- 5) For further research, it is recommended that in addition to using the variables Brand Image, Product Quality, Price, and Buying Decisions, variables such as Trust, Satisfaction, or Loyalty can be used.

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