

INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON THE PURCHASE DECISION OF IPHONE HDC (HANDPHONE COPY DRAW) TO STIE DEVELOPMENT STUDENTS

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Abstract

This study aims to determine the effect of product quality, brand image and price on purchasing decisions for iPhone HDC (Mobile Copy Draw) for STIE Bina Karya students. The research method used is a quantitative method using SPSS version 25.00. The data collected from the results of distributing questionnaires were 41 respondents. The analytical method used in this study is to use an instrument test, namely the validity and reliability test. The classical assumption test is the normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, analysis of the coefficient of determination (R²), hypothesis testing, namely the T test. Y), the brand image variable (X₂) has no effect on the purchasing decision variable (Y), Price (X₃) has an effect on purchasing decisions (Y) and product quality (X₁),.

Keywords : *Product Quality, Brand Image, Price, Purchase Decision*

1. INTRODUCTION

Smartphones are currently a daily necessity among the public so that companies that manufacture and market smartphones have a very high level of competition so that currently many new types of smartphones appear every year to meet the needs of the market indeed. It was recorded that in January 2022 the results of research conducted by the datareportal research company showed that there were 370.1 million internet-connected smartphone users, an increase of 13 million or 3.6 percent from the previous year in Indonesia. Indonesia with a population of 273,879,750 people (www.bps.go.id) has a large market share for smartphone companies in the world, from data from a datareportal research company compared to the total population of Indonesia, it shows that people use smartphones more from 1 smartphone per person. This is a great opportunity for companies that are able to make clone smartphones at a lower price and in the same form, known as HDC (Mobile Copy Draw). iPhone is one of the smartphones that has the most HDC on the market because the selling price of the original product is very expensive, apart from that it is caused by high interest or purchasing decisions made by the public. iPhone is very popular among the public, especially students. To ensure this, researchers conducted a pre-survey at STIE Bina Karya, one of the universities in Tebing Tinggi City with more than 2,000 students. From the results of a survey conducted by researchers on STIE Bina Karya students from 2018 to 2020, it was found that there were 86 iPhone users with various types of iPhone XR, iPhone 6 Plus, iPhone 7 Plus, to the latest iPhone 13 Pro Max. Of the 86 iPhone users, researchers found that 41 of them were iPhone HDC (Cellphone Copy Draw) or clones that could be seen from the App Store service and the existing operating system. From the results of the pre-survey, it was shown that as many as 41 people or in percentage terms, 47.67% of STIE Bina Karya students from 2018 to 2020 use iPhone HDC. This number shows that although the majority of original Iphone users are more compared to iPhonen HDC, this number is in the very large category, close to 50% of the total users. 67% of STIE Bina Karya students from 2018 to 2020 use iPhone HDC.

This number shows that although the majority of original Iphone users are more than iPhonen HDC, the number is in the very large category, close to 50% of the total users. 67% of STIE Bina Karya students from 2018 to 2020 use iPhone HDC. This number shows that although the majority of original Iphone users are more compared to iPhonen HDC, this number is in the very large category, close to 50% of the total users. In addition to product quality, brand image is a

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consideration for consumers to make purchasing decisions, so that brand image greatly influences purchasing decisions as evidenced in research (Wahyu, 2021), where brand image has a positive effect on purchasing decisions. Brand image According to (Priansa, 2017), brand image is a consumer response to the entire offer provided by the company. Brand image can be formed in a direct way through consumer experiences and relationships with markets, products, brands, purposes and uses, or indirectly through communication and advertising. The main factor that greatly influences consumer purchasing decisions on a product is price. From research conducted by (Anggraeni & Soliha, 2020) price has an effect on purchasing decisions with the highest regression value compared to other variables of 0.355, which means that it is the variable that has the greatest influence on purchasing decisions compared to other variables. According to Deliyanti Oentoro, in (Sudaryono, 2017) Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place.

2. IMPLEMENTATION METHOD

The type of research used in this research is Explanatory Research. The location used to conduct this research was at the Bina Karya College of Economics, Campus 3 Jalan Diponegoro, Tebing Tinggi City. In this study, the population used was all STIE Bina Karya students from the 2018 to 2020 class, 41 iPhone brand HDC smartphone users. With a population of less than 100, the sample in this study is the entire research population which is all STIE Bina Karya students from the 2018 to 2020 class who use iPhone-branded HDC smartphones as many as 41 people. The samples were taken using the saturated sample method, where the samples taken were all STIE Bina Karya students from the 2018 to 2020 class who used the iPhone brand HDC smartphone as many as 41 people. Data collection techniques can be done by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three. In this study, researchers used a questionnaire to collect data to be used in this study.

3. RESULTS AND DISCUSSION

1. Test Instruments

a. Validity test

Table 3.1
Validity Test Results

VariablePurchase Decision (Y)			
Statement	rcount	rtable	validity
1	0.733	0.361	Valid
2	0.808	0.361	Valid
3	0.832	0.361	Valid
4	0.599	0.361	Valid
5	0.832	0.361	Valid
VariableProduct quality(X1)			
Statement	rcount	rtable	validity
1	0.476	0.361	Valid
2	0.761	0.361	Valid
3	0.666	0.361	valid
4	0.457	0.361	Valid
5	0.519	0.361	Valid
VariableBrand Image (X2)			
Statement	rcount	rtable	validity
1	0.848	0.361	Valid
2	0.883	0.361	Valid
3	0.712	0.361	Valid
4	0.396	0.361	Valid

VariablePrice (X3)			
Statement	rcount	rtable	validity
1	0.748	0.361	Valid
2	0.752	0.361	Valid
3	0.395	0.361	Valid
4	0.569	0.361	Valid

Source: Data processed from attachment 3 (2022)

Table 3.1
Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Purchasing Decision Variable (Y)	0.788	0.6	Reliable
Product Quality Variable (X1)	0.722	0.6	Reliable
Brand Image Variable (X2)	0.790	0.6	Reliable
Price Variable (X3)	0.736	0.6	Reliable

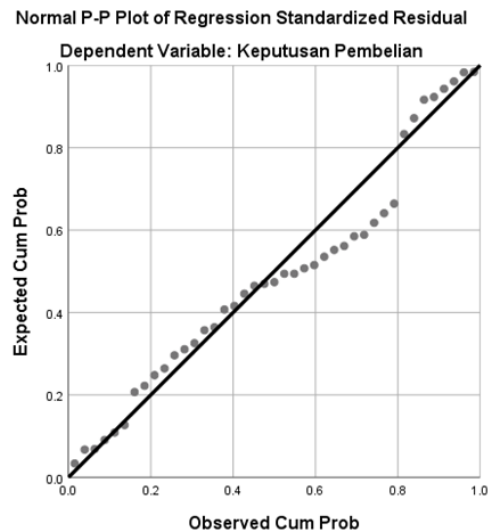


Figure 3.1
Normal P Plots

Multiple Linear Regression Testing

Table 3.3
Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	std. Error	tolerance	VIF
1 (Constant)	-.366	1997		
Product quality	.252	.077	.777	1,287
Brand Image	.122	.097	.944	1,060
Price	.785	.064	.784	1,276

a. Dependent Variable: Purchase Decision

Source: Data processed from attachment 4 (2022)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$, so that the equation is obtained: $Y = -0.366 + 0.252X_1 + 0.122X_2 + 0.785X_3$.

The description of the multiple linear regression equation above is as follows:

- a. The constant value (a) of -0.366 indicates the magnitude of the purchasing decision variable if the product quality variable, brand image variable, and price variable are equal to zero.
- b. The regression coefficient value of the product quality variable (b1) is 0.252 indicating the large role of the product quality variable on the purchasing decision variable assuming that the brand image variable and price are constant. This means that if the product quality variable factor increases by 1 unit value, it is predicted that the purchasing decision variable will increase by 0.252 value units assuming the brand image variable and price are constant.
- c. The regression coefficient value of the brand image variable (b2) is 0.122 indicating the magnitude of the role of the brand image variable on the purchasing decision variable with the assumption that the product quality variable and the price variable are constant. This means that if the brand image variable factor increases by 1 unit value, it is predicted that the purchasing decision variable will increase by 0.122 value units assuming the product quality variable and price variable are constant.
- d. The regression coefficient value of the price variable (b3) is 0.785 indicating the large role of the price variable on the purchasing decision variable assuming the product quality variable and brand image variable are constant. This means that if the price variable factor increases by 1 unit value, it is predicted that the purchasing decision variable will increase by 0.785 value units assuming the product quality variable and brand image variable are constant.

Discussion

1. Effect of Product Quality on Purchasing Decisions

Based on the results of the analysis of hypothesis 1, it can be seen that product quality influences purchasing decisions. The results of this study are in line with previous research conducted by (Fadhilah & Sugiyono, 2021) where previous research showed that product quality influences purchasing decisions. These similarities can occur because even though the research objects are different, the product quality is very good and has similarities. Then this is supported by the results of the respondents' answers which show that from all statement items regarding the product quality variable presented in Table 4.5, the average score of respondents' answers is 4.21. This shows that the majority of respondents agree with each product quality statement item,

2. The Effect of Brand Image on Purchasing Decisions

Based on the results of the analysis of hypothesis 2, it can be seen that brand image has no effect on the purchasing decision variable, the results of this study are not in line with research conducted by (Anggraeni & Soliha, 2020), which in this research shows that brand image has a positive influence on purchasing decisions. This is because the HDC iPhone has a bad image for consumers so it does not affect purchasing decisions. The difference in the results of this study is due to the different research objects however. These results are supported by the regression coefficient value of the brand image variable (b2) of 0.122 indicating the magnitude of the role of the brand image variable on the purchase decision variable assuming the product quality variable and constant price variable. This means that if the brand image variable factor increases by 1 unit value, it is predicted that the purchasing decision variable will increase by 0.122. These results indicate that the relationship between brand image and purchasing decisions is far less than 0.5 indicating a weak relationship so it can be concluded that brand image does not have a big role in purchasing decisions.

3. Effect of Price on Purchasing Decisions

Based on the results of the analysis of hypothesis 3, it can be seen that price has an effect on purchasing decisions. The results of this study are in line with previous research conducted by (Agustina et al., 2018) where price influences purchasing decisions. The results of the research have the same results because basically price is an effort that can be made by companies to attract purchasing decisions made by consumers. This is supported by the characteristics of the respondents where the majority of HDC iPhone users are women where women have very strong price considerations before buying so that price is very influential on purchasing decisions other than that based on income the majority earn 3-5 million per month so high before making a purchase that they really consider price. .

4. CONCLUSION

This study tries to answer the research objective, namely to determine the effect of product quality, brand image and price on buying decisions for iPhone HDC (copy draw cellphone) in STIE Bina Karya students. The results of testing the hypothesis using multiple linear regression analysis with three independent variables and one dependent variable show that:

1. The first hypothesis is accepted, meaning that product quality affects the purchasing decision of iPhone HDC (Copy Draw Cellphone)
2. The second hypothesis is rejected, meaning that the brand image variable does not affect the purchasing decision variable iPhone HDC (Cellphone Copy Draw)
3. The third hypothesis is accepted, meaning that the price variable affects the purchasing decision variable for iPhone HDC (Cellphone Copy Draw)
4. The fourth hypothesis is accepted, meaning that product quality, brand image, and price have a simultaneous effect on the purchasing decision variable for iPhone HDC (Copy Draw Cellphone)

Suggestion

Based on the results of this study, the authors provide suggestions or input as follows:

1. Companies are advised to evaluate their brand image, because the results of this study show that brand image has no effect on purchasing decisions so as to build higher consumer trust, such as providing a 1 year machine warranty as an effort to increase consumer purchasing decisions.
2. The results of the study show that price and product quality affect purchasing decisions, so companies can adjust the quality of the products produced at affordable selling prices so that purchasing decisions can increase or have high sales stability.
3. For further research, it is recommended to develop this research by using other variables to develop research variables that can influence purchasing decisions.

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