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THE IMPACT OF BRAND, PRODUCT QUALITY, AND PRICE ON THE DECISION TO PURCHASE A SAMSUNG GALAXY S8 SMARTPHONE IN TUNJUNGAN PLAZA, SURABAYA CITY.

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Abstract

The current development of telecommunications is driven by consumer needs for more effective communication. From the middle class to the upper class, they want to have fast communication without being disturbed by the communication process. With this development, the telecommunications industry is increasingly competing to provide the best for market satisfaction, so that more and more mobile phone products are turning into smart phone products with different features and qualities. Such market competition conditions require a telecommunications company to create a more effective and efficient strategy to attract consumers. There are many considerations that consumers think about before purchasing goods/services. Some of them are considering the product to be purchased, by adjusting the desires, needs and benefits that will be obtained after purchasing the product, as well as the price that will be spent to get the product by adjusting purchasing ability. The problem in this research is whether there is an influence of brand, product quality and price variables on the decision to purchase the Samsung Galaxy S8 smartphone at Tunjungan Plaza, Surabaya City? The data used in this research is

primary data obtained by distributing questionnaires to Samsung customers at Tunjungan Plaza Surabaya. In partial testing, the brand image variable (X1) has a significant influence on purchasing decisions (Y) with a calculated t of 3.646 which is greater than the t table of 1.98609, with a significance level smaller than 0.05. The product quality variable (X2) has a significant influence on purchasing decisions (Y) with a calculated t of 2.829 which is greater than the t table of 1.98609, with a significance level smaller than 0.05. and the price variable (X3) has a significant influence on purchasing decisions (Y) with a calculated t of 2.239 which is greater than a t table of 9.707 which is greater than a t table of 1.98609, with a significance level smaller than 0.05.

Indonesian Title (Capitalize Each Words)

Abstrak

Perkembangan telekomunikasi pada saat ini, didorong oleh kebutuhan konsumen akan komunikasi yang lebih efektif. Dari kalangan menegah hingga kalangan atas ingin memiliki komunikasi yang cepat tanpa terganggu akan proses berjalannya komunikasi. Dengan perkembangan ini, industri telekomunikasi semakin berlomba untuk memberikan yang terbaik demi kepuasan pasar, sehingga semakin banyak produk telepon genggam yang beralih menjadi produk telepon cerdas dengan keistimewaan dan kualitas yang berbeda. Kondisi persaingan pasar yang demikian itulah mengharuskan suatu perusahaan telekomunikasi untuk menciptakan strategi yang lebih efektif dan efisien untuk dapat menarik konsumen. Banyak pertimbangan yang dipikirkan oleh konsumen sebelum membeli produk barang/jasa. Beberapa diantaranya yaitu pertimbangan akan produk yang akan dibeli, dengan menyesuaikan keinginan, kebutuhan dan manfaat apa yang akan diperoleh setelah membeli produk tersebut, serta harga yang akan dikeluarkan untuk mendapatkan produk tersebut dengan menyesuaikan kemampuan membeli. Permasalahan pada penelitian ini adalah apakah terdapat pengaruh variabel merek, kualitas produk, dan harga terhadap keputusan pembelian *smartphone* Samsung Galaxy S8 di Tunjungan Plaza Kota Surabaya? Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan menyebar kuesioner kepada *customer* Samsung di

Tunjungan Plaza Surabaya. Dalam menguji secara parsial, variabel citra merek (X_1) memberikan pengaruh yang signifikan terhadap keputusan pembelian (Y) dengan t hitung 3,646 lebih besar dari t tabel sebesar 1,98609, dengan tingkat signifikansi lebih kecil dari 0.05. variabel kualitas produk (X_2) memberikan pengaruh yang signifikan terhadap keputusan pembelian (Y) dengan t hitung 2,829 lebih besar dari t tabel sebesar 1.98609, dengan tingkat signifikansi lebih kecil dari 0.05. dan variabel harga (X_3) memberikan pengaruh yang signifikan terhadap keputusan pembelian (Y) dengan t hitung 2.239 lebih besar dari t tabel sebesar 9,707 lebih besar dari t tabel sebesar 1.98609, dengan tingkat signifikansi lebih kecil dari 0.05.

INTRODUCTION

Background

The current development of telecommunications is driven by consumer needs for more effective communication. From the middle class to the upper class, they want to have fast communication without being disturbed by the communication process. With this development, the telecommunications industry is increasingly competing to provide the best for market satisfaction, so that more and more mobile phone products are turning into smart phone products with different features and qualities. Such market competition conditions require a telecommunications company to create a more effective and efficient strategy to attract consumers.

A smart phone (Smartphone) is a mobile phone that has a high level of capability, sometimes with functions that resemble a computer. There are no factory standards that define what a smartphone means. For some people, a smartphone is a phone that works using all the operating system software that provides standard and basic connections for application developers. In other words, a smartphone is a small computer that has the capabilities of a telephone.

More and more smartphones are circulating on the market in the telecommunications segment, some of which are Vivo, Samsung, Asus, Apple, Lenovo, Oppo and many more. They present different features, qualities and designs, which can become the characteristics and advantages of each product.

LITERATURE REVIEW

Theoretical basis

Mobile phone companies that are currently being looked at‟by the Indonesian people is Samsung. Samsung (telecommunications) is one of the five business divisions of Samsung. This unit consists of the mobile phone division, telecommunications systems, computers and MP3 business.

Samsung Group is one of the largest electronics companies in the world. Samsung, which is the largest conglomerate in South Korea, has its head office in Soecho Samsung Town in Seoul, South Korea. Samsung began its history in 1938, initially Samsung as a trading company, sending dried fish and was founded by Lee Byung-Chul. The first time Samsung released a cellphone was in the 90s. Samsung released a Mobile Phone (Cellphone) starting with developments in the era which turned out to be attractive to the world market. Mawston (2011: 17) said that Samsung's impressive growth was due to attractive cellphone designs, sophisticated features and the use of the Android system as well as an extensive distribution network globally. Companies must be able to keep up with existing competition, because other companies with all forms of interesting competition could have potential for Samsung. Conditions like this will influence internal and external factors. The products offered are also the main supporting factor that determines the success and progress of a company. Samsung itself needs to develop its products to better meet society's current needs.

Marketing

Basically, humans as consumers buy goods and services to satisfy consumer wants and needs. This means that consumers do not only buy the product or goods, but what they buy are the benefits or uses of the product. Human desires and needs are unlimited, but the resources they have are limited. Therefore, in order to obtain an item to fulfill these desires and needs, a person will be willing to exchange or sacrifice the objects or goods they own, such as money or other objects.

1. According to Kotler (2004:7), "Marketing isa social and managerial process by which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others."
2. According to Boyd, et al (2000: 4), "Marketing is a process that involves important activities that enable individuals and companies to get what they need and want through exchange with other parties."
3. According to Downey (2002:3), "Marketing is defined as the study of the physical and economic flow of products from producers through intermediary traders to consumers."

From the definition above, it can be concluded that marketing is an integrated effort to combine strategic plans aimed at satisfying consumer needs and desires to obtain the expected profits through exchange or transaction processes. A company's marketing activities must be able to provide satisfaction to consumers if they want to get a good response from consumers. The company must take full responsibility for the satisfaction of the products offered. Thus, all company activities should be directed at satisfying consumers, which ultimately aims to make a profit.

Marketing Concept

A marketing concept that has been expressed in various ways:

1. Find a market desire and fulfill it.
2. Make what can be sold and don't try to sell what can be made.
3. Love customers, not your product.
4. Do it your way (Burger King)
5. You decide (United Airlines)
6. Doing everything within your means to value customers' money with value, quality and satisfaction (JC. Penney).

In marketing, there are six concepts which are the basis for implementing an organization's marketing activities, namely: production concept, product concept, sales concept, marketing concept, social marketing concept and global marketing concept.

1. Production concept
2. Product concept
3. Sales concept
4. Marketing concept
5. Social marketing concept
6. Global Marketing Concept

According to Swastha and Irawan, (2005: 10) defines the marketing concept as a business philosophy which states that satisfying consumer needs is an economic and social condition for the survival of a company. The marketing department in a company

plays a very important role in achieving large sales volumes, because achieving the desired sales volume means that the marketing department's performance in introducing the product has gone well. Sales and marketing are often considered the same but are actually different.

The main objective of the marketing concept is to serve consumers by getting a certain amount of profit, or it can be interpreted as a comparison between income and reasonable costs. This is different from the sales concept which focuses on the company's desires. The philosophy in the sales approach is to produce a factory, then convince consumers to be willing to buy it. Meanwhile, the marketing concept approach requires management to determine consumer desires first, then determine how to satisfy them.

Brand

Brandis one of the very important attributes of a product whose use is currently very widespread for several reasons, where the brand of a product means providing added value to the product. Customers' minds are influenced by various messages that number in the thousands and often change. A brand is not only an impression, but a brand must also occupy a special position in the mind to truly become a brand.

Another definition of branding is explained by Kotler and Gary Armstrong (2007: 70) in their book Basics of Marketing, Principles of Marketing. According to them, a brand is a name, term, sign, symbol, design, or a combination of these that is intended to identify the product or service of a person or seller and to differentiate it from competitors' products. So a brand identifies the maker or seller of a product. A brand is also a seller's promise to convey specific characteristics, benefits and services consistently to buyers. Brands can convey four levels of meaning:

1. Attribute
2. Benefit
3. Mark
4. Personality

Product quality

Mc Charty and Perreault (2003: 107) state that, "Products are the results of production that will be thrown to consumers to be distributed and used by consumers to meet their needs." Meanwhile, according to Saladin (2002: 121), "A product is anything that can be offered to a market for attention, ownership, use or consumption so that it can satisfy wants and needs."

According to Kotler (2009:54) a product is anything that can be offered to the market for attention, ownership, use or consumption so that it can satisfy its desires or needs. Therefore, companies must understand what consumers' needs and desires are.

According to Kotler and Armstrong (2011:258): "Product quality stands the ability of a product to perform its function. It includes the product's overall durability, reliability, precision, ease of operation and repair, and other value attributes. Some of these attributes can be measured objectively. From a marketing point of view, however, quality should be measured in terms of buyer's perception."

Product Quality Dimensions

According to Tjiptono (2008), quality reflects all dimensions of product offerings that produce benefits for customers. The quality of a product, whether in the form of goods or services, is determined through its dimensions. The dimensions of product quality according to Tjiptono (2008) are:

1. *Performance*(Performance)
2. *Durability*(Durability)
3. *Conformance to specifications*(Conformance to specifications)
4. *Features*(Feature)
5. *Reliability*(Reliability)
6. *Aesthetics*(Aesthetics)
7. *Perceived quality*(Impression of quality)
8. *Serviceability*(Service ability)

Price

Lupiyoadi (2011: 61) Pricing strategies are very significant in providing value to consumers and influence product image, as well as consumer decisions to buy. Prices are also related to income and also influence supply or marketing channels. However, the most important thing is that pricing decisions must be consistent with the overall marketing strategy.

Kotler (2012: 509) price determination methods can be approached by selecting the final price by adding factors including psychological pricing where consumers use price as an indicator of quality and company pricing policies with the aim of providing price quotas to sales personnel to provide. to consumers and for company profitability.

According to Tjiptono (2012: 151) "price is a monetary unit or other measure (including goods and other services) that is exchanged to obtain ownership rights or use of a good or service. This understanding is in line with the concept of exchange in marketing."

Pricing Objectives

The purpose of setting a price is to achieve company targets, gain profits from sales, increase and develop product production, and expand marketing targets. Determining the price of a product or service depends on the objectives of the company or seller marketing the product. According to*Today 2008*Pricing has objectives, namely:

1. Achieve Income on Investment
2. Price Stability
3. Maintaining or Increasing Share in the Market
4. Confronting or Preventing Competition.
5. Pricing to Maximize Profits

In general, there are 4 methods for setting prices, namely, demand-based, cost-based, profit-based and competition-based pricing methods. The following are some explanations regarding pricing methods.

a. Request Based
b. Fee Based
c. Profit Based
d. Competition based

Buying decision

According to Kotler (2002), purchasing decisions are the actions of consumers whether they want to buy or not a

product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price and that the product is already known to the public. Before consumers decide to buy, consumers usually go through several stages first, namely, (1) problem recognition, (2) information search. (3) evaluation of alternatives, (4) decision to buy or not, (5) post-purchase behavior. Another understanding of purchasing decisions according to Schiffman and Kanuk (2000: 437) is "the selection of an option from two or alternative choices". It can be interpreted that a purchasing decision is a person's decision where he chooses one of several available alternative options.

Based on the definition above, it can be concluded that purchasing decisions are actions taken by consumers to purchase a product. Therefore, consumer purchasing decisions are a process of selecting one of several alternative problem solutions with real follow-up. After that, consumers can evaluate their choices and then determine the attitude they will take next.

The Role of Consumers in Purchasing Decisions According to Swastha and Handoko (2011) argue that there are five individual roles in a purchasing decision, namely:

1. Taking initiative (Initiator)
2. People who influence (Influencers)
3. Decision Maker (Decider)
4. Buyer (Buyer)
5. User

Processes in Purchasing Decisions

According to Kotler (2007) the purchasing decision is the stage in the buyer's decision making process where the consumer will actually buy. This process is a solution to the price problem which consists of five stages. The five stages of the purchasing decision process are:

a. Problem recognition
b. Information search
c. Alternative assessment
d. Buying decision
e. Behavior after purchase

Factors that influence consumer purchasing decisions

According to Philip Kotler (2003:202) consumer purchasing behavior is influenced by four factors, including the following:

1. Cultural factors
2. Social Factors: Apart from cultural factors, consumer purchasing behavior is also influenced by social factors, including the following:

a. Reference group
b. Family
c. Role and status

3. Personal

a. Age and family life cycle
b. Employment and economic environment
c. Lifestyle
d. Personality

4. Psychologically, this factor is influenced by four main factors including the following:

a. Motivation

5. Perception
6. Learning

7. Beliefs and Attitudes

Hypothesis

A hypothesis is a proportion or assumption that may be true, and is often used as a basis for making decisions or solving problems or as a basis for further research.

Hypotheses act as guidelines for conducting research and help design conclusions. The hypotheses proposed in this research are:

H1 = Brand influences Samsung Galaxy S8 purchasing decisions.

H2 = Product quality influences Samsung Galaxy S8 purchasing decisions.

H3 = Price influences Samsung Galaxy S8 purchasing decisions.

Companies that have competence in the fields of marketing, manufacturing and innovation can use it as a resource to achieve competitive advantage (Daengs GS, et al. 2020:1419).

The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).

Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).

METHOD

Research Approach

In this scientific research entitled The Influence of Brand, Product Quality and Price on Purchase Decisions for the Samsung Galaxy S8 Smartphone at Tunjungan Plaza, Surabaya City, a quantitative approach is used because this preparation uses hypothesis proof and understanding through various tests that measure a variable so that it is easy to understand. This is in accordance with Arikunto (2006: 12) who stated that quantitative research is a research approach that requires a lot to reveal numbers, starting from data collection, interpretation of the data, and the appearance of the results.

Research Conceptual Framework

To make it easier to understand the relationship between the variables in this research, the following is a picture of the analysis model in research like this:

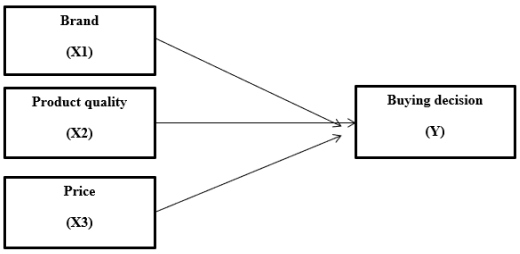


Figure 1
Research Conceptual Framework

Research Population and Sample

Population

According to Sugiyono (2008) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn.

Sample

Samples are often also called "examples", namely subsets of a population, samples provide a true

picture of the population. (Gulo, 2010: 78)

A sample can be interpreted as part of a population or a number of population members. As with population characteristics, a representative sample is a sample that is truly selected according to the characteristics of that population. (Revision Team, 2003: 61).

This sample was taken using the Simple Random Sampling method, which is a sampling method that gives each element of the population the same chance or opportunity to be taken. This sampling was taken based on the Slovin formula calculation.

The calculation is:

$$n = \frac{N}{1 + Ne^2}$$

n = N / (1 + (N x e²))

Where :

n: Number of samples

N: Total population

e: Error tolerance limit

So that:

n = 127 / (1 + (127 x 0.05²))

n = 127 / (1 + (127 x 0.0025))

n = 127 / (1 + 0.3175)

n = 127 / 1,375

n = 96.3946

So from the calculations above, the number of samples in this study was 96 people.

Research Variables and Operational Definitions of Variables

Research variable

Research variables are basically anything in any form that is determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn (Sugiyono, 2009: 60).

Each variable must be defined clearly, so that it does not give rise to multiple interpretations. Each variable should be defined operationally so that it is easier to find the relationship between one variable and another and is more measurable.

In this research, according to the research title taken by the author, the grouping of variables is divided into two, namely:

a. Free Variable (Independent Variable)

b. Dependent Variable (Dependent Variable)

Operational Definition of Variables

Each independent and dependent variable is defined as follows:

1. Brand Image

In this research, the influence of brand image can be measured using the following 3 indicators:

a. Company image (Corporate Image).

b. Product Image

c. Brand Image

2. Product quality

In this research the author only used 4 indicators, namely:

a. Durability

b. Aesthetic (*Aesthetic*)

c. Feature (*Features*)

d. Performance (Performance)

3. Price

In this research, the influence of prices has the following indicators:

a. Price compliance with product quality

b. Price Affordability

c. Competitive Prices

4. Buying decision

In this research purchasing decisions use the following indicators:

a. Problem Introduction
b. Information Search
c. Evaluation of Alternatives
d. Buying decision
e. Post-Purchase Behavior

Data Types and Sources

Data Type

1. *Data*primary
2. *Data*Secondary .

Data source

The research data source was obtained from the results of distributing questionnaires to respondents, namely Samsung Smartphone users or consumers in Tunjungan Plaza, Surabaya city.

Models and Analysis Techniques

The analysis used in this research is multiple linear regression analysis, namely to determine the influence of brand, product quality and price on purchasing decisions. In processing the data, the help of the SPSS program computer application was used.

As for rmultiple linear regression formula:

Y = a + b1.X1 + b2.X2 + b3.X3 + e

Where :

a = Constant

b1, b2, b3 = Regression coefficient values

Y =Buying decision

X1 =Brand

X2 =Product quality

X3 = Price

e =*Error Margins*(The level of determination used by stating the maximum error size is 5%)

Multiple Correlation Analysis

Multiple correlation coefficient analysis (R multiple) is used to find the relationship or contribution of two or more independent variables (X) simultaneously or together with the dependent variable (Y).

Hypothesis test

ypothesis testing in this research uses multiple linear regression analysis. This analysis is used to determine the influence of several independent variables (X) on the dependent variable (Y). Multiple linear analysis was carried out using the coefficient of determination test, t test, and F test.

Coefficient of determination test (R2)

The coefficient of determination (R2) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one. A small R2 value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Imam Ghozali, 2011: 97).

The coefficient of determination will explain how much change or variation in a variable can be explained by changes or variations in other variables. It can be calculated using the formula:

$$R^2 = \frac{SS_{reg}}{Total\ ss}$$

Information :

R2 = coefficient of multiple determination

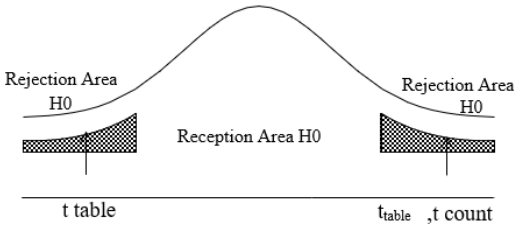
SSreg =Sum of squares regression (sum of squared regression)

SS =Sum of squeres (sum of squares)

Partial Test (t Test)

The purpose of the partial test is to find out how far the influence of the independent variable (X) is on the dependent variable (Y) partially. Hypothesis testing will be carried out using a significance level of0.05 (α =5%) or a confidence level of 0.95.

Figure 3.2
Statistical Test Curve t



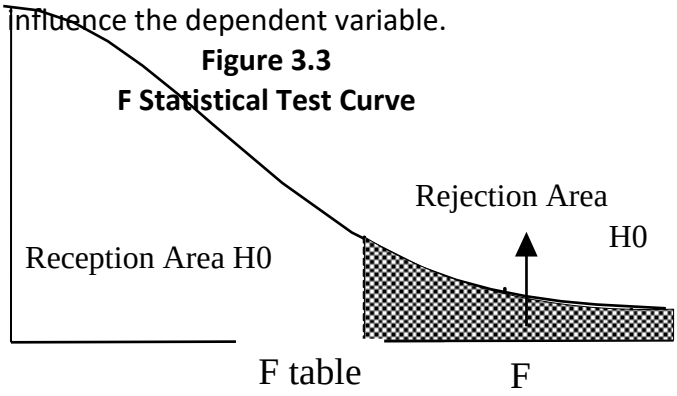
Source: Gujarati, Damodar, 1955, Basic Econometrics, Fourth Edition, Erlangga, Jakarta.

1. Simultaneous Test (F Statistical Test)

The F test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent/dependent variable. This test also uses a significance level of 5% or 0.05.

If the F value is greater than 4 then Ho is rejected at a confidence level of 5%, in other words the alternative hypothesis (Ha) is accepted, which states that all independent variables simultaneously and significantly influence the dependent variable.

Figure 3.3
F Statistical Test Curve

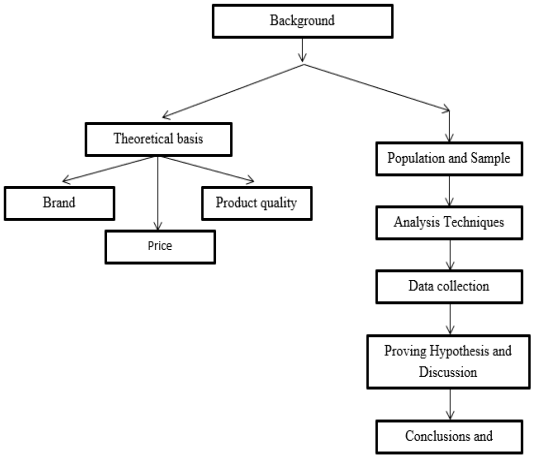


Source: Gujarati, Damodar, 1955, Basic Econometrics, Fourth Edition, Erlangga, Jakarta.

Conceptual Framework for Thinking

To make it easier to understand the contents of this research, the following is a picture of the conceptual framework for thinking:

Figure 3.4
Conceptual Framework for Thinking



RESULT AND DISCUSSION

Description of Research Variables

This research was conducted with the object of research being 96 visitors to the Tunjungan Plaza Samsung store to determine the influence of brand image, product quality and price on purchasing decisions for the Samsung Galaxy S8 brand smartphone at Tunjungan Plaza Surabaya. Results of distributing questionnaires addressed to 96 respondents.

Frequency Distribution of Respondents' Assessments of Brand Variables (X1)

In this research, there are 3 statement items for the brand image variable proposed to respondents. The results of respondents' research on the brand variable (X1) are as follows:

Frequency Distribution of Respondents' Research on Brand Variables (X1)

No. Statement		Value Scale				Total
	SS	S	N	T.S	STS	
Statement X1.1	41	52	3	0	0	96
	42.7%	54.2%	3.1%	0%	0%	100%
Statement X1.2	31	64	1	0	0	96
	32.3%	66.7%	1%	0%	0%	100%
Statement X1.3	37	57	2	0	0	96
	38.5%	59.4%	2.1%	0%	0%	100%

Source: processed primary data (2018)

From the table above it can be seen that the majority of respondents' responses to the brand image variable (X1) answered in the affirmative. If arranged based on the number of respondents who answered agree, the results obtained were for the statement of 1 respondent who answered agree as many as 52 people or 54.2%, for the statement 2 respondents who answered agreed as many as 64 people or 66.7%, and for the statement 3 respondents who answered agreed as many as 57 people or 59.4%.

Frequency Distribution of Respondents' Assessments of Product Quality (X2)

In this research, the product quality variable is one of the variables that can influence purchasing decisions, the statements submitted to respondents are 4 statements and the results of the respondents' research on product quality (X2) are as follows

Frequency Distribution of Respondents' Assessments of Product Quality Variables (X2)

No. Statement		Value Scale				Total
	SS	S	N	T.S	STS	
Statement X2.1	42	53	1	0	0	96
	43.8%	55.2%	1.1%	0%	0%	100%
Statement X2.2	38	58	0	0	0	96
	39.6%	60.4%	0%	0%	0%	100%
Statement X2.3	41	54	1	0	0	96
	42.7%	56.3%	1.1%	0%	0%	100%
Statement X2.4	43	52	2	0	0	96
	44.8%	54.2%	2.1%	0%	0%	100%

Source: processed primary data (2018)

From the table above it can be seen that the majority of respondents' responses to the product quality variable (X2) answered in the affirmative. If arranged based on the number of respondents who answered in the affirmative, the results obtained for the statement of 1 respondent who answered agree were 53 people or 55.2%, for the statement 2 respondents who answered agreed were 58 people or 60.4%, for the statement 3 respondents who answered agreed were 58 people or 60.4%. 54 people or 56.3%, and for the statement 4 respondents answered agreeing as many as 52 people or 54.2%.

Frequency Distribution of Respondents' Assessments of Prices (X3)

In this research, the price variable is one of the variables that can influence purchasing decisions, the statements submitted to respondents are 3 statements and the results of the respondents' research on price (X3) are as follows

Frequency Distribution of Respondents' Assessments of the Price Variable (X3)

No. Statement		Value Scale				Total
	SS	S	N	T.S	STS	
Statement X3.1	44	47	5	0	0	96
	45.8%	49%	5.2%	0%	0%	100%
Statement X3.2	49	46	1	0	0	96
	51%	48%	1%	0%	0%	100%
Statement X3.3	46	50	0	0	0	96
	47.9%	54.2%	0%	0%	0%	100%

Source: processed primary data (2018)

From the table above it can be seen that the majority of respondents' responses to the price variable (X3) answered agree. If arranged based on the number of respondents who answered in the affirmative, the results obtained for the statement of 1 respondent who answered in the affirmative were 47 people or 49%, for the statement of 2 respondents who answered in the affirmative it was 46 people or 48%, and for the statement of 3 respondents who answered in the affirmative there were 50 people or 54.2%.

Frequency Distribution of Respondents' Assessments of Purchasing Decisions (Y)

Purchasing decisions are a dependent or dependent variable which is influenced by independent or independent variables, namely brand image, product quality and price. Data from respondents' assessments of the purchasing decision variable (Y) are as follows:

Frequency Distribution of Respondents' Assessments of Purchasing Decision Variables (Y)

No. Statement		Value Scale				Total
	SS	S	N	T.S	STS	
Statement Y1	42	53	1	0	0	96
	43.8%	55.2%	1%	0%	0%	100%
Statement Y2	41	55	0	0	0	96
	42.7%	57.3%	0%	0%	0%	100%
Statement Y3	38	57	1	0	0	96
	39.6%	59.4%	1%	0%	0%	100%
Statement Y4	46	47	3	0	0	96
	47.9%	48.9%	3.1%	0%	0%	100%
Statement Y5	44	51	1	0	0	96
	45.8%	53.1%	1%	0%	0%	100%

Source: processed primary data (2018)

From the table above it can be seen that the majority of respondents' responses to the purchasing decision variable (Y) answered agree. If arranged based on the number of respondents who answered agree, the results obtained for the statement of 1 respondent who answered agree were 53 people or 55.2%, for the statement 2 respondents who answered agreed were 55 people or 57.3%, for the statement 3 respondents answered agree as many as 57 people or 59.4%, for the statement of 4 respondents who answered agree, 47 people or 48.9%, and for the statement of 5 respondents who answered agree, 51 people or 53.1

Data analysis

In this research, questionnaires were distributed to 96 respondents so that

primary data was obtained. The data obtained needed to be tested using several tests. This aims to ensure that this research can present accurate data. The first test is a questionnaire normality test, multicollinearity test, and heteroscedasticity test. The third test is multiple linear regression analysis and the fourth test is a hypothesis test using the F test to find out simultaneously (simultaneously) and the t test to find out partially. The test results are as follows:

Validity Test and Reliability Test

Based on data from distributing questionnaires to 96 respondents, it can be said to be valid or reliable if the instruments or indicators used to obtain data are valid or reliable. So it is necessary to carry out validity tests and reliability tests. The validity test was carried out using the Product Moment correlation coefficient method with a significance level of 0.05, while for the reliability test the Crobanch's Alpha method was used.

Validity test

The validity test was carried out by looking at the rcount and rtable of each statement item through data processing carried out with the SPSS program. Each statement item is said to be valid if rcount > rtable. The results of the validity test in this research for each statement item are as follows:

a. Brand Variable Validity Test (X1)

Based on the results of data processing, the validity test of the brand image variable (X1) can be seen in the following table:

Brand Variable Validity Test Results (X1)

Statement Items	r-count	r-table	Information
X1.1	0.799	0.2006	Valid
X1.2	0.698	0.2006	Valid
X1.3	0.793	0.2006	Valid

Source: primary data processed with SPSS 16 (2018)

The brand image variable consists of 3 statement items. The correlation of each statement item has a calculated r-value greater than the r-table, so that based on the validity test it shows that all statement items on the brand variable are declared valid and can be used as research instruments. The r table value can be obtained from df=N-2 with a 2-way test at a significance level of 0.05, namely 0.2006.

b. Product Quality Variable Validity Test (X2)

Based on the results of data processing, the validity test of the product quality variable (X2) can be seen in the table below:

Test Results Validity Test of Product Quality Variables (X2)

Statement Items	r-count	r-table	Information
X2.1	0.787	0.2006	Valid
X2.2	0.686	0.2006	Valid
X2.3	0.690	0.2006	Valid
X2.4	0.743	0.2006	Valid

Source: primary data processed with SPSS 16 (2018)

The product quality variable consists of 4 statement items. The correlation of each statement item has a calculated r-value greater than the r-table, so that based on the validity test it shows that all statement items on the product quality variable are declared valid and can be used as research instruments. The rtable value can be obtained from

test which includes validity and reliability tests. The second test is the classic assumption test which consists of the

df=N-2 with a 2-way test at a significance level of 0.05, namely 0.2006.

c. Price Variable Validity Test (X3)

Based on the results of data processing, the price variable validity test (X3) can be seen in the table below:

Price Variable Validity Test Results (X3)

Statement Items	r-count	r-table	Information
X3.1	0.716	0.2006	Valid
X3.2	0.801	0.2006	Valid
X3.3	0.797	0.2006	Valid

Source: primary data processed with SPSS 16 (2018)

The price variable consists of 3 statement items. The correlation of each statement item has a calculated r-value greater than the r-table, so that based on the validity test it shows that all statement items on the price variable are declared valid and can be used as research instruments. The rtable value can be obtained from df=N-2 with a 2-way test at a significance level of 0.05, namely 0.2006.

d. Test the Validity of the Purchasing Decision Variable (Y)

Based on the results of data processing, the validity test of the purchasing decision variable (Y) can be seen in the table below:

Test Results Validity Test of Purchasing Decision Variables (Y)

Statement Items	r-count	r-table	Informatio
Y.1	0.846	0.2006	Valid
Y.2	0.784	0.2006	Valid
Y.3	0.792	0.2006	Valid
Y.4	0.713	0.2006	Valid
Y.5	0.653	0.2006	Valid

Source: primary data processed with SPSS 16 (2018)

The purchasing decision variable consists of 5 statement items. The correlation of each statement item has a calculated r value greater than r table, so that based on the validity test it shows that all statement items on the purchasing decision variable are declared valid and can be used as research instruments. The rtable value can be obtained from df=N-2 with a 2-way test at a significance level of 0.05, namely 0.2006.

Reliability Test

To test the reliability of a statement, the Cronbach's Alpha analysis technique is used for each research variable through the SPSS program. The results of this test can be said to be reliable if Cronbach's Alpha is > 0.6 (Malhotra, 1999: 282). The reliability test results of the variables studied can be seen in the table below:

Reliability Test Results

Variable	*Cronbach's Alpha*	Criteria	Information
Brand Image (X1)	0.645	0.6	Reliable
Product Quality (X2)	0.702	0.6	Reliable
Price (X3)	0.650	0.6	Reliable
Purchase Decision (Y)	0.813	0.6	Reliable

Source: primary data processed with SPSS 16 (2018)

Based on table 4.11, it is known that the Cronbach's Alpha value of the brand (X1), product quality (X2), price (X3) and purchasing decision (Y) variables is greater than 0.6 so it can be concluded that the data is reliable, which means that the questionnaire can be used in research. .

Multiple Linear Regression Analysis

Regression analysis is used to determine the extent of influence between the independent variables on the dependent variable. Based on regression analysis using SPSS, the following results were obtained:

Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,233	1,643		-,142	,887
	X1	,350	,096	,214	3,646	,000
	X2	,233	,083	,179	2,829	,006
	X3	1,023	.105	,649	9,707	,000

Source: primary data processed with SPSS 16 (2018)

Based on table 4.12 above, the regression equation formed is as follows:

Y = -0.233 + 0.350 (X1) + 0.233 (X2) + 1.023 (X3) + 0.276

Information :

Y = Purchase Decision

a = Constant

β1, β2, β3 = Regression Coefficient Value

X1 =Brand

X2 =Product quality

X3 = Price

e =*Error Margins*(The level of determination used by stating the maximum error size is 5%)

From the results of multiple linear regression testing, there is an equation that shows the regression coefficients of the three independent variables (β1, β2, β3) have a positive sign (+). This means that if the brand, product quality and price variables are met, the purchasing decision will increase, and Conversely, if it has a negative sign (-), this means that if the brand, product quality and price variables are not met, it will result in purchasing decisions decreasing. From this equation it can be explained that:

a. If the variable value consisting of Brand, Product Quality and Price has a value of zero, then the Purchase Decision variable will remain at -0.233, because the constant value shows a value of -0.233.

b. The brand coefficient value (X1) is 0.350 (35%) indicating that the brand image variable (X1) has a positive effect on purchasing decisions. This means that the better the brand image, the better the purchasing decision will be too.

c. The product quality coefficient (X2) value is 0.233 (23.3%) indicating that the product quality variable (X2) has a positive effect on purchasing decisions. This means that the better the product quality, the better the decision will be.

d. The price coefficient value (X3) is 1.023 (102.3%) indicating that the price variable (X3) has a positive effect on purchasing decisions. This means that price efficiency means better purchasing decisions.

Multiple Determination Coefficient Analysis

The aim of measuring the coefficient of multiple determination is to determine the magnitude of the correlation and influence of the variables from the regression model in this research and to measure how close the estimated regression line is to the actual data. This can be seen through the coefficients R and R2. The results of measuring the multiple correlation coefficient of this research can be seen in the following table:

R and R2 Coefficient Test Calculation Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851a	,724	,715	1,047

Source: primary data processed with SPSS 16 (2018)

From table 4.13 above, the results show that R of 0.851 has a strong correlation, because the R value is more than 0.5. Meanwhile, R Square

(R2) has a value of 0.724 (72.4%). This value shows that purchasing decisions are influenced by brand, product quality and price variables, while the remaining 27.6% is influenced by other variables not examined in this research.

Hypothesis testing

F Test (Simultaneous)

This test is used to find out whether the independent variables in this case brand (X1), product quality (X2) and price (X3) together (simultaneously) have a significant effect on the dependent variable, namely purchasing decisions (Y).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.233	1,643		-.142	,887
	X1	,350	,096	,214	3,646	,000
	X2	,233	,083	,179	2,829	,006
	X3	1,023	.105	,649	9,707	,000

a. Dependent Variable: Y

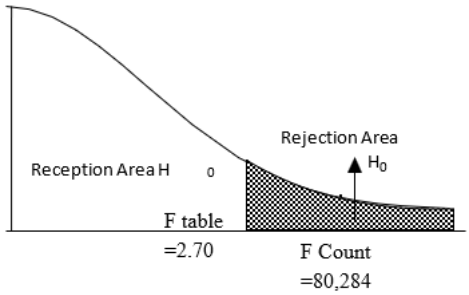
F Test Calculation at a Significance Level of 0.05

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263,865	3	87,955	80,284	,000a
	Residual	100,791	92	1,096		
	Total	364,656	95			

Source: primary data processed with SPSS 16 (2018)

Based on table 4.14 above, it is known that together (simultaneously) the brand variables (X1), product quality (X2) and price (X3) have a significant effect on the purchasing decision variable (Y). This is proven by the significant value of Fcount 80.284 which is greater than Ftable 2.70 and the significance level of 0.000 is smaller than alpha 0.05.

Image of Simultaneous Distribution of Hypothesis Acceptance/Rejection Criteria



Source: Gujarati, Damodar, 1955, Basic Econometrics, Fourth Edition, Erlangga, Jakarta.

t Test (Partial)

This test is used to find out whether the independent variables in this case brand (X1), product quality (X2) and price (X3) together (simultaneously) have a significant effect on the dependent variable, namely purchasing decisions (Y).

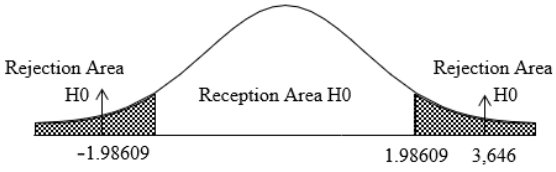
t Test Calculation at a Significance Level of 0.05

Source: primary data processed with SPSS 16 (2018)

This test is used to determine whether in the regression model the independent variable partially has a significant effect on the dependent variable. Based on the results of the t test with spss presented in table 4.15 above, as follows:

a. Brand Influence (X1) on Purchasing Decisions (Y)

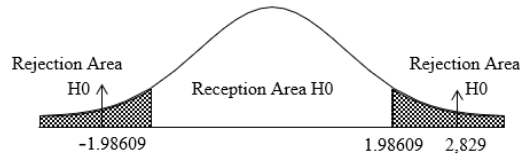
Image of Regional Distribution of Hypothesis Acceptance/Rejection Brand Image Variable (X1)



Source: Gujarati, Damodar, 1955, Basic Econometrics, Fourth Edition, Erlangga, Jakarta.

b. Influence of Product Quality (X2) on Purchasing Decisions (Y)

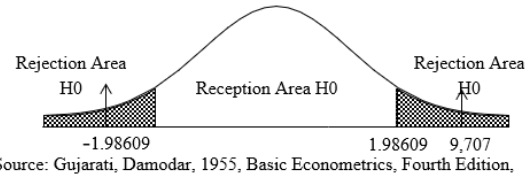
Image of Regional Distribution of Hypothesis Acceptance/Rejection Product Quality Variable (X2)



Source: Gujarati, Damodar, 1955, Basic Econometrics, Fourth Edition, Erlangga, Jakarta.

c. Influence of Price (X3) on Purchasing Decisions (Y)

Image of Regional Distribution of Acceptance/Rejection of the Price Variable Hypothesis (X3)



Source: Gujarati, Damodar, 1955, Basic Econometrics, Fourth Edition, Erlangga, Jakarta.

The results of calculations using multiple linear regression analysis in the t test, obtained the regression coefficient value for each independent variable is 0.350 for brand (X1), 0.233 for product quality (X2) and 1.023 for

Influence of Price (X3) on Purchasing Decisions (Y)

The research results show that the price variable (X3) has a significant influence on purchasing decisions (Y) with a tcount of 2.239 which is greater than a ttable of 9.707 which is greater than a ttable of 1.98609, with a significance level smaller than 0.05. price (X3). A positive regression coefficient value indicates that the influence of each independent variable is positive or in the same direction, which means that brand (X1), product quality (X2) and price (X3) have a positive or unidirectional effect on purchasing decisions (Y).

Brand Influence (X1) on Purchasing Decisions (Y)

The research results show that the brand variable (X1) has a significant influence on purchasing decisions (Y) with tcount of 3.646 which is greater than ttable of 1.98609, with a significance level smaller than 0.05. This explains that if the Samsung Galaxy S8 brand is good, then the purchasing decision will be good too.

Influence of Product Quality (X2) on Purchasing Decisions (Y)

The research results show that the product quality variable (X2) has a significant influence on purchasing decisions (Y) with tcount of 2.829 which is greater than ttable of 1.98609, with a significance level smaller than 0.05. This explains that if the quality of the Samsung Galaxy S8 product is good, then the purchasing decision will be good too.

This explains that if the price of the Samsung S8 matches the quality of the existing product, then purchasing decisions will increase.

The results of testing the coefficient of multiple determination, the R value of 0.851, shows that the correlation between purchasing decisions and the variables brand, product quality and price is strong, because the R value is more than 0.5, it can be said to be

strongly correlated. From the calculation of the coefficient of multiple determination with the help of SPSS, it is known that the coefficient of multiple determination R Square (R2) is 0.724 (72.4%). This value shows that purchasing decisions are influenced by brand, product quality and price variables, while the remaining 27.6% is influenced by other variables not examined in this research.

Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14)

When collecting data sources, researchers collect data sources in the form of raw data. The survey method is a method of collecting primary data using written questions (Kumala Dewi, Indri et all, 2022: 29).

Data analysis in the study was carried out through descriptive analysis method, which is defined as an attempt to collect and compile data, then an analysis of the data is carried out, while the data collected is in the form of words. (Kasih Prihantoro, Budi Pramono et al, 2021 : 198).

CONCLUSION AND RECOMMENDATION

The brand image variable (X1) has a significant influence on purchasing decisions (Y) with tcount of 3.646 which is greater than ttable of 1.9861, with a significance level smaller than 0.05.

1. The product quality variable (X2) has a significant influence on purchasing decisions (Y) with tcount of 2.829 which is greater than ttable of 1.9861, with a significance level smaller than 0.05.
2. The price variable (X3) has a significant influence on purchasing decisions (Y) with a tcount of 2.239, greater than a ttable of 9.707, greater than a ttable of 1.9861, with a significance level smaller than 0.05.

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