The Influence of Brand Image, Product Quality, and Price on Purchase Decisions (Study on iPhone Smartphone Users in Malang City)

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Abstract

The purpose of this study is to test and analyze the effect of brand image, product quality, and price on purchasing decisions. The population in this study was the overall student of iPhone smartphone users in Malang city with a sample of 128 respondents. The characteristics of respondents are students located in the city of Malang and students who first bought the iPhone brand smartphone. Sampling techniques use snowball sampling. The study was conducted in June 2021 using an online questionnaire. Data analysis techniques are performed using multiple linear regressions. The results of this study concluded that brand image, product quality, and price have a positive and significant effect on purchasing decisions. The quality of the dominant product influences the purchase decision because smartphone consumers prioritize the advantages possessed by iPhone smartphone products.

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

Abstrak

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian. Populasi dalam penelitian ini adalah keseluruhan mahasiswa pengguna smartphone iPhone di kota malang dengan sampel sebanyak 128 responden. Karakteristik responden adalah mahasiswa/i yang berada di kota Malang dan mahasiswa/i yang pertama kali membeli smartphone merek iPhone. Teknik pengambilan sampel menggunakan snowball sampling. Penelitian dilakukan pada bulan Juni 2021 dengan menggunakan kuesioner online. Teknik analisis data dilakukan dengan menggunakan regresi linier berganda. Hasil penelitian ini menyimpulkan bahwa citra merek, kualitas produk, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas produk dominan mempengaruhi keputusan pembelian karena konsumen smartphone mengutamakan keunggulan yang dimiliki oleh produk smartphone iPhone.

Kata kunci: Citra Merek, Kualitas Produk, Harga, Keputusan Pembelian

INTRODUCTION

Currently, the development of technology, information and communication is progressing very rapidly, thus encouraging every individual to have a tool to access technology, information and

communication, one of which is using a smartphone. Smartphones are the mainstay for internet users in Indonesia, so the number of smartphone users in Indonesia has increased very rapidly. Smartphones currently have smarter functions and more modern features than previous versions, one of which is theiPhone. iPhone is a line of smartphones designed and marketed by Apple Inc. The emergence of the iPhone smartphone product has succeeded in increasing consumerism in the world community especially in Indonesia (Kurniawan, 2016). Based on the results of research and analysis company, Centerpoint, Apple dominates the premium market by 57% where the premium class cell phone segmentcosts 5.7 and above, therefore the iPhone smartphone always launches its newest product, with the presence of innovations and new features that are indulgent for its users, thus encouraging consumers to buy iPhone smartphone products.

The purchase decision becomes a fundamental thing in determining the act of purchasing a product by consumers because it is related to consumer behaviour at the stage before the purchase of a product. This is in line with the definition of Assauri (2013) which states that the purchase decision is a process of making a purchase decision which includes determining what to buy or not to make a purchase and the decision is obtained from previous activities. The emergence of iPhone smartphone purchasing decisions is influenced by several factors, including brand image. Brand image is a factor in iPhone success where users can recognize and operate smartphones easily, with a distinctive physical shape accompanied by the Apple logo making people want the brand. brand image has a positive and significant effect on purchasing decisions. In addition to brand image, product quality is also a consideration for consumers in buying iPhone smartphones. Product quality is a feature or advantage of a product that attracts consumers to buy. The unique, elegant and lightweight design is the advantage of the iPhone smartphone. Another important indicator is price. A price is several costs that can be exchanged for benefits and uses. Based on the description above, researchers are interested in conducting research with the title "The influence of brand image, product quality, and price on iPhone smartphone purchasing decisions in the city of Malang".

LITERATURE REVIEW

Grand Theory in this research is consumer behaviour. Consumer behaviour is very important to observeand study because it can make marketers know what consumers want and make consumers use their products. According to Schiffman & Wisenblit (2019), consumer behaviour is the study of consumer behaviour in searching for, buying, using, evaluating, and disposing of products and services that they expect will satisfy their needs.
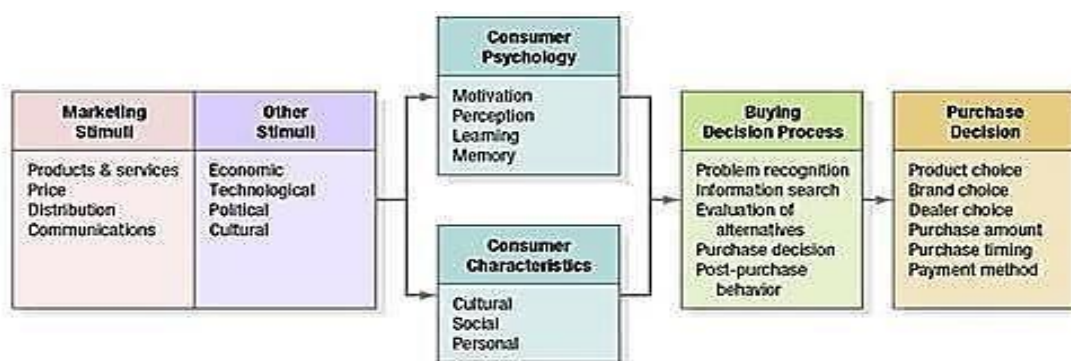

Figure 1. Consumer Behaviour Model Kotler & Keller (2016)

The concept of the marketing mix has 4Ps (product, price, place, promotion). The four main elementsin the marketing mix according to Kotler & Keller (2016) include (1) Product is managing the product by developing and planning the right product to be marketed. (2) Price is a company system for setting a basic price for a product and setting a discountstrategy, and so on. (3) Promotion is an element to inform and persuade the market about the company'sproducts related to advertising, sales promotions, and publications. (4) The place is a distribution channel to reach target consumers. Regarding location, transportation, and so on**.**

According to Kotler & Keller (2016) buying behaviour is influenced by cultural, social, personal, and psychological factors. Most of these factors are out of control by marketers but must be taken intoaccount. (1) Cultural Factor. Culture, sub-culture, and social class are very important in where culture is a basic determinant of desired behavioural or, sub-cultures that make up important market segments, and social class shows different product and brand preferences in many ways. (2) Social/sociological factors. Consumer behavior is also influenced by social factors such as reference groups, family, and the role and social status of consumers. (3) Personal Factor. Purchase decisions are also influenced by personal characteristics. Covers age andlife cycle stage, occupation, economic situation, lifestyle, as well as the personality and self-conceptof the buyer Psychological factor. A person's purchase choice is influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and attitudes.

When deciding to buy a product, consumers go through the following stages (a) recognition of needs, namely the buyer recognizes a problem or need. (b) Information search, that is, consumers are interested or not looking for more information. (c) Alternative evaluation is how consumers process information to arrive at brand choices. (d) Purchase, the purchase is to buy the most preferred brand. (e) Post-purchase behaviour consumers feel after buying a product. Meanwhile, the consumer's decision to purchase a product according to Kotler & Keller (2016) includes 6 sub decisions, namely (1) Product selection, consumers can make decisions to buy a product or use their money for otherpurposes. (2) Brand Choice, buyers have to make decisions about which brand to buy, for example, brand trustand popularity. (3) Dealer Choice, buyers have to decide which dealer to visit for example ease of getting productsand product availability. (4) Purchase time, consumer decisions in choosing the time of purchase can be different. For example,someone buys it once a month, six months or once a year. (5) Purchase amount, consumers can make decisions about how much of a product to buy.

Assauri (2013) define the purchase decision as a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities. Kotler & Keller (2016) define the decision process in which customers decide to buy and enjoy goods or services among various alternate Kotler & Keller (2016) explained that purchasing decisions are stages of the decision process where consumers buy products images that consumers reflected have that consumers organization as well as individual products or product lines (Sa'diyah et al., 2017). According to Schiffman & Wisenblit (2019) brand image is a different image that a brand has in the minds of consumers. In addition, Kotler & Keller (2016) define brand image as a set of believe and ideas, and impressions that beliefs on has of a brand, therefore consumer attitudes and actions towards a brand are very much determined by the brand image.

Kotler & Keller (2016) defines product quality as how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or properties contained in an item or product. According to Dharmmesta & Handoko (2012) that product quality is a condition, an item based on an assessment of its conformity with predetermined measuring standards. In addition, according to Simamora (2013) product quality is the ability of a product

functions. Kotler & Keller (2016) defines price as the amount of money charged for a product or service, orthe sum of the value exchanged by consumers for the benefits of having or using the product or service. According to Alma (2014) price is the value of an item expressed in money. Therefore, the hypotheses proposed in this research was:

H1: Brand image has a positive and significant effect on purchasing decisions
H2: Product quality has a positive and significant effect on purchasing decisions
H3: Price has a positive and significant effect on purchasing decisions
H4: Brand image has more the dominant influence on purchasing decisions than product quality andprice.
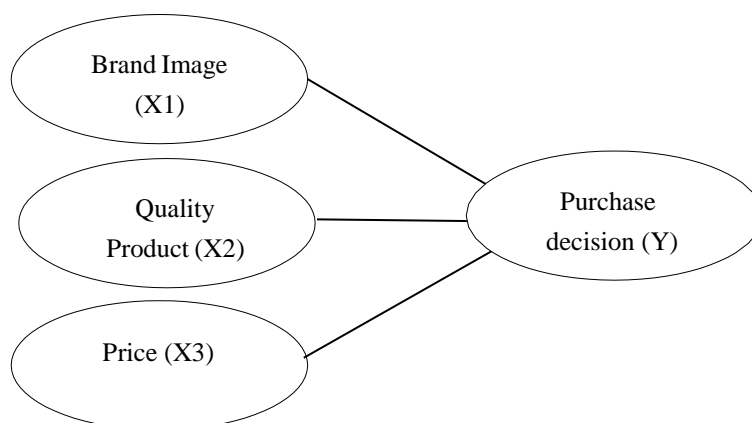
Figure 2. Framework Research

RESEARCH METHOD

The location of this research was carried out in the city of Malang and the object of this research was aimed at students using iPhone smartphone users located in Malang City at several universities in Malang City. This type of research is quantitative research which is categorized as *explanatory research.* The research population used is the entire iPhone smartphone users in the city of Malang with a sample of 128 respondents. The characteristics of the respondents are students who are located in the city of Malang and students who buy iPhone smartphones for the first time. The sampling technique used non-probability sampling technique. The type of sampling used is the snowball sampling method. Sources of data through primary and secondary data. Primary data is the distribution of questionnaires through google forms and secondary data through online journals, articles, websites, and previous research. Data collection techniques using e-survey, namely questionnaires via google form. How to spread by spreading the link through social media (WhatsApp, Instagram). The data measurement tool uses a Likert scale, in this study using the SPSS version 25 analysis with multiple linear regression.

RESULT AND DISCUSSION

From Table 1, it can be seen that from 128 respondents, namely students whouse iPhone *smartphones* in Malang, it shows that as many as 55 respondents or 45% are male and73 respondents or 55% are female. From Table 1, it can be seen that from 128 respondents namely students whouse iPhone *smartphones* in Malang, it shows that as many as 55 respondents or

45% are male and73 respondents or 55% are female.

Table 1. Characteristics of Respondents

No	Characteristics	Information	Number	Percentage
1	Gender	Male	55	45%
		Female	73	55%
2	Age	17-20 years old	28	21.9%
		21-24 years old	94	73.4%
		25-26 years old	6	4.7%
3	Pocket Money	<2.500.000	38	29.7%
		2.500.000-	78	60.9%
		5.000.000	12	9.4%

Table 2. Variable Test Results

Variable	Items	r count	r table	Information
Brand Image (X1)	X1.1	0.512	0.1723	Valid
	X1.2	0.594	0.1723	Valid
	X1.3	0.652	0.1723	Valid
	X1.4	0.773	0.1723	Valid
Product Quality (X2)	X2.1	0.790	0.1723	Valid
	X2.2	0.764	0.1723	Valid
	X2.3	0.755	0.1723	Valid
	X2.4	0.808	0.1723	Valid
Price (X3)	X3.1	0.676	0.1723	Valid
	X3.2	0.210	0.1723	Valid
	X3.3	0.774	0.1723	Valid
	X3.4	0.794	0.1723	Valid
Purchase Decision (X4)	X4.1	0.769	0.1723	Valid
	X4.2	0.743	0.1723	Valid
	X4.3	0.774	0.1723	Valid
	X4.4	0.816	0.1723	Valid

Based on the table above, it can be concluded that each research indicator on the variable has an r-count greater than r-table.

Table 3. Table of Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand Image	0.759	Reliable
Product quality	0.868	Reliable
Price	0.709	Reliable
Buying decision	0.854	Reliable

Source: Data processed by researchers, 2021

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		128
Normal Parameters [a,b]	mean	.0000000
	Std. Deviation	1.86367277
Most Extreme	Absolute	.053
Differences	Positive	.047
	negative	-.053
Test Statistics		.053
asymp. Sig. (2-tailed)		.200 [c,d]

Source: primary data processed, 2021

From the table above, it can be seen that the residual value is 0.200 and is greater than 0.05. Soit can be concluded that the data is normally distributed.

Table 5. Multicollinearity Test Results

		Coefficients [a]					
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.553	.935		-.591	.556		
	X1	.179	.069	.160	2,609	.010	.512	1,953
	X2	.470	.069	.492	6.793	.000	.368	2,720
	X3	.384	.089	.307	4.294	.000	.376	2.660
a. Dependent Variable: Y								

The table above shows that the tolerance value of each independent variable is 0.512 (brand image), 0.368 (brand quality), and 0.376 (price). All of these Tolerance values are greater than 0.01 andhave met one of the conditions. Then, the VIF value is 1,953 (brand image), 2,720 (product quality), and 2,660 (price). All the VIF values are less than 10 and have met the second condition. That is, thedata in this study, there is no multicollinearity.

The results of the heteroscedasticity test are useful for testing whether in the regression there is an inequality of variance in the residual value of one observation to another observation. It is said thatthere is no symptom of heteroscedasticity if the significant value is > 0.05. The results of the heteroscedasticity test can be seen in the table below:

Table 6. Heteroscedatisity Test Results

Independent variable	Sig	Information
Brand Image	0.284	There is no heteroscedasticity
Product quality	0.094	There is no heteroscedasticity
Price	0.954	There is no heteroscedasticity

From the results of the heteroscedasticity test that has been tested, itcan be seen that the significance value of the variable is greater than 0.05 so it can be concluded that there is no heteroscedasticity in the brand image, product quality, and price variables.

Table 7. Tabulation of Autocorrelation Test Results

Dl	4-dl	Du	4-du	DW	Interpretation
1,648	2,352	1,776	2,224	1,978	There is no autocorrelation

Based on the results of the autocorrelation test in table 13 above, the Durbin Watson test results are found tobe between du and 4-du. These results were obtained through the calculation of du < dw < 4-du (1,776 < 1,978 < 2,224) and the results of the calculation of dw were in the middle, therefore it could be concluded that there was no autocorrelation in the regression model.

Table 8. Determination Test Results

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 a	.778	.772	1,820
a. Predictors: (Constant), X3, X1, X2				

The table above shows that the value of R square is 0.778. It can be interpreted that the influence of the independent variables (brand image, product quality, and price) on the dependent variable (purchase decisions) is 77.8% and the remaining 22.2% is influenced by other variables or factorsnot included in this study.

Table 9. Multiple Linear Regression Results

		Coefficients ᵃ				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.525	.900		-.583	.561
	X1	.178	.066	.160	2,709	.008
	X2	.504	.068	.525	7.445	.000
	X3	.350	.087	.280	4.018	.000
a. Dependent Variable: Y						

Based on the results of the table above, the regression equation as follows:

$$Y = -0.525 + 0.178 (X1) + 0.504 (X2) + 0.350 (X3) \tag{1}$$

The constant value is -0.525, in this case it can be interpreted that if the variable brand image (X1), product quality (X2) and price (X3) are assumed not to exist, then the purchase decision (Y) by consumers does not exist. The value of the regression coefficient of perception of brand image (X1) is 0.178 with a positive sign, therefore the better the brand image of a product, it will increase purchasing decisions (Y). The value of the regression coefficient of product quality (X2) is 0.504 with a positive sign, therefore the better the quality of a product (X2), the higher the purchasing decision (Y). The value of the price regression coefficient (X3) is 0.350 with a positive sign, therefore the more affordable the price of a product (X3), the higher the purchasing decision (Y).

Table 10. T-Test Results

Variable	Value t count	Table t value	Sig	Information
Brand Image (X1)	2,709	1,657	0.008	Ha accepted
Product Quality (X2)	7,445	1,657	0.000	Ha accepted
Price (X3)	4.018	1,657	0.000	Ha accepted

Based on the results of the tabulation above, it can be interpreted that the variable brand image(X1), product quality (X2), price (X3) has a significance value of less than 0.05 and has a t-count valuethat is greater than t-table. So it can be concluded that the three variables have a positive and significanteffect on purchasing decisions (Y)

Table 11. Tabulation of Dominant Test Results

Variable	Standardized Coefficients Beta
Brand Image	0.160
Product quality	0.525
Price	0.280

Based on the results of table 4.18 above, it can be seen that the beta coefficient value of the brand image variable (X1) is 0.160 and the product quality variable is 0.525 and the price is 0.280. Therefore, based on these results it can be concluded that hypothesis four which states that brand image (X1) has a more dominant influence on purchasing decisions (Y) is rejected. The results show that brand image has a positive and significant effect on purchasing decisions foriPhone smartphones in the city of Malang. Therefore, hypothesis one (H1) can be accepted. These results strengthen the research from Sa'diyah et al., (2017) which states that brand image affects purchasing decisions. The results showed that product quality had a positive and significant effect on purchasing decisions for iPhone smartphones in Malang City. Therefore, the second hypothesis (H2) can be accepted. These results strengthen the research of Defriansyah et al., (2016) which states that product quality affects purchasing decisions. The results showed that the price had a positive and significant effect on the iPhone smartphone purchase decision in the city of Malang. Therefore, the third hypothesis can be accepted. These results strengthen research from Haramaini et al., (2019) which states that price affects purchasing decisions. Based on the dominant test that has been done, it is found that product quality has a dominant influence on purchasing decisions. This is not in accordance with the expectations of the researcher, where the fourth hypothesis is obtained based on the research of Sa'diyah et al., (2017), Defriansyah et al., (2016) and Haramaini et al., (2019) which reveals that brand image has a dominant influence on purchasing decisions.

CONCLUSION

Based on the results of research that has been carried out there are several conclusions, as follows: brand image has a positive and significant effect on purchasing decisions. This shows that the better thebrand image, the more willingness of consumers to decide to buy iPhone smartphone products in Malang City. This study also proves that product quality has a positive and significant effect on purchasing decisions for iPhone Brand *Smartphones* in Malang City. This shows that the better the

quality of a product, the more purchases of an iPhone Brand *Smartphone* product in Malang City. In addition, this study proves that price has a positive and significant effect on purchasing decisions for iPhone brand *smartphones* in the city of Malang. This shows that the higher the price, the more affordable the price for consumers in accordance with the quality and benefits obtained, the more purchases of an iPhone brand *smartphone* product. Product quality has a dominant influence on purchasing decisions for iPhone Brand *Smartphones* in Malang, compared to the influence of brand image and price. to purchasing decisions. This shows that of the three independent variables, the most encouraging consumers in deciding to buy is product quality.

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