

THE INFLUENCE OF BAG QUALITY PERCEPTION, BRAND IMAGE, PRICE PERCEPTION AND PROMOTION ON PURCHASE DECISIONS

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ABSTRACT

The purpose of this study was to determine and analyze the effect of perceived quality, brand image, price perception and promotion on purchasing decisions on Oppo smartphone users in Billah Hilir District, Labuhanbatu Regency, North Sumatra. The population in this study were all Oppo smartphone users in the District of Bilah Hilir, Labuhanbatu Regency, North Sumatra and the sample from the study were people who bought Oppo smartphones directly at 12 smartphone counters in Bilah Hilir District, Labuhanbatu Regency, North Sumatra. The technique used in the sampling of this research is by using a purposive sampling technique. The analytical tool used is multiple linear regression analysis because more than one independent variable is used with the SPSS program. Based on the results of the analysis that has been carried out, it shows that perceived quality, brand image,

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1. INTRODUCTION

Competition is getting tougher and competitive making the industry more racing and trying to innovate, so that the company can survive in the world of business. The company's success can be seen from increasing production volume to the sales process, in this case the company must have good products that can be produced and sold. In order for a company to continue to obtain maximum profits, the marketing sector plays an important role in marketing the company's products and also seeing the needs that consumers want to fulfill. The company's success can be seen from increasing production volume to the sales process, in this case the company must have good products that can be produced and sold. Consumers admire the products made by the company and consumers create a good brand image of the company. Consumers admire the products made by the company and consumers create a good brand image of the company. The use of smartphones is very active among the community, this makes people enthusiastic about technology and information. In 2008 Oppo started working on the smartphone market, right in April 2013 Oppo for the first time officially set foot on the Indonesian market.

Research institute IDC released a report on the smartphone market in Indonesia in the third quarter of 2021 as follows:

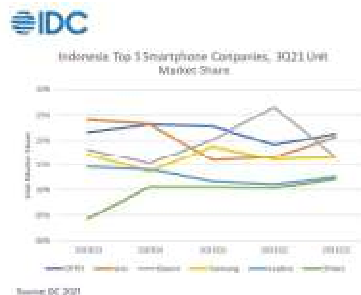


Figure 1. Grafik Of Mobile

From the results of research conducted by IDC research, the five top smartphone brands in Indonesia were released for the third quarter (July-September) 2021. Unlike the second quarter (April-June) 2021, Oppo is now the top mobile phone brand in the country. In the description of the graph above, it is stated that exactly what is the market share figure for each vendor. However, from the graphics released, Oppo appears to have a market share of more than 20 percent. With these figures, Oppo shifted

Xiaomi's position in the previous period with a market share of more than 25 percent. Xiaomi itself has dropped to third place in Indonesia with a market share of more than 15 percent. The second top smartphone brand below Oppo is Vivo with a market share of around 20 percent. Meanwhile, the smartphone brands under Xiaomi which are in fourth and fifth positions are Samsung and Realme with market shares reaching 15 percent and around 10 percent respectively.

This study aims to determine the effect of perceived quality, brand image, perceived price and promotion on purchasing decisions for Oppo brand smartphones in Bilah Hilir District, Labuhanbatu Regency, North Sumatra. According to Jufidar, et al (2019) perceived quality is the way a product is described to provide something that satisfies consumers. Brand image is the images, impressions and beliefs that a person has in an object (Hendro & Wahyu, 2018). According to Nurhayati (2017) the perception of price is one of the variables that must be controlled properly, because price will greatly affect several aspects of sales activities and aspects of profit that the company wants to achieve, therefore several experts put forward a definition of price.

The purchase decision for every smartphone user is the same, but the whole process is not always carried out by smartphone users. Consumer purchasing decisions are the process of choosing one of several alternative problem solving with real follow-up. The buying process by smartphone users is largely determined by their own psychological factors, such as their beliefs and stances, then identifying the input information they receive about goods or products. Then, evaluate to make a purchase.

2. METHOD

The method used in this research is a quantitative method with data collection techniques using a Likert scale questionnaire consisting of 5 scales. The population of this study is all Oppo smartphone users in Bilah Hilir District, Labuhanbatu Regency, North Sumatra from an unknown or unlimited population (infinite population). The basis for taking the number of samples is determined based on the Lemeshow formula, so that a total of 79.73 is obtained and it is rounded to 80 people. The independent variables in this study are Perceived Quality (X1), Brand Image (X2), Perceived Price (X3), and Promotion (X4). Perceived quality can be defined as customer expectations for the overall quality or superiority of a product or service (Rivai and Triyono, 2017). Product quality is the potential of a product in carrying out its functions, such as durability, accuracy, reliability, ease of operation and repair, and other valuable attributes.

Brand Image (X2) Brand image is one of the key factors in the evaluation process before consumers make purchasing decisions and the creation of a brand image is beneficial to producers when they sell it and achieve the goals of the company. Because a positive brand image offers benefits for the producers themselves and is better known by consumers.

Price perception (X3) According to Schiffman and Kanuk (2008) is judgment the price of a superior product that is said to be expensive, cheap or moderate for each individual varies because it depends on the environment and circumstances of each individual. Promotion (X4) is a communication activity carried out by a company in order to explain to consumers the products produced by a company (Ernawati, 2019), whereas the dependent variable in this study is the Purchase Decision (Y). In this study the dependent variable is the purchase decision. The decision to buy is the phase in which consumers prefer the broadest market and is influenced by purchase intentions (Kolter & Armstrong, 2008).

3. RESULT AND DISCUSSION

Partial Results and Discussion

This analysis examines whether perceived quality, brand image, perception prices and promotions partially influence purchasing decisions in using Oppo smartphones in Bilah Hilir District, Labuhanbatu Regency, North Sumatra.

Table 1. Test Results t

	Unstandardized models		Standardized		T Sig.
	Coefficients	Coefficients			
	B	Std. Error	Beta		
1 (Constant)	2,801	1,162			1,779 ,079
PeQuality	,287	,131	,353	,5326	,000
Brand Image	,084	,097	,194	,8897	,000
PePrice perception	,152	,094	,232	1,640	,000
Ppromotion	,168	,219	,396	2,138	,000

From the results of the t test in table 3.1 it can be seen that perceived quality (X1) has a significance value of $0.000 < \alpha 0.05$ and a coefficient value of 0.287. So it can be concluded that perceived quality partially has a significant effect on purchasing decisions.

Brand image (X2) has a significance value of $0.000 < \alpha 0.05$ and a coefficient value of 0.084. So it can be concluded that perceived quality partially has a significant effect on purchasing decisions.

Price perception (X3) has a significance value of $0.000 < \alpha 0.05$ and a coefficient value of 0.152. So it can be concluded that the perceived price partially significant effect on purchasing decisions. promotion (X4) has a significance value of $0.000 < \alpha 0.05$ and a coefficient value of 0.468. So it can be concluded that perceived quality partially has a significant effect on purchasing decisions.

Simultaneous Results and Discussion

The results of the regression analysis using SPSS 22 to find out the level of influence of the independent variables together does not affect the dependent variable. From the results of the F test in table 3.2 it can be seen that the F value is 28,907 and a significance value of $0.001 < \alpha$ value of 0.05. Based on this explanation, it can be concluded that the variables of perceived quality, brand image, perceived price and promotion simultaneously or together influence the purchasing decision variable.

This research was conducted to discuss perceived quality, brand image, perceived price and promotion of purchasing decisions from survey results by distributing questionnaires and then analyzing the results obtained which can be explained as follows

Influence Perceptions of Quality on Smartphone Purchasing Decisions Merk Oppo

The results of this study partially show that perception Quality has a positive and significant effect on purchasing decisions for Oppo brand smartphones. It is known that perceived quality has a significant level (0.000) provided that a significant level is less than 0.05. So it can be stated that the perceived quality variable has a positive and significant effect on purchasing decisions.

The results of this study partially show that brand image has a positive and significant effect on purchasing decisions for Oppo smartphones. It is known that brand image has a significant level (0.000) provided that the significant level is less than 0.05. So it can be stated that the brand image variable has a positive and significant effect on purchasing decisions.

There is a positive and significant influence between brand image and purchasing decisions, meaning that if the brand image can be improved, the purchasing decision will increase. If the Oppo smartphone brand image is good, it will affect purchasing decisions, because a good brand image will increase consumer desire to buy a product, so that consumers will make purchasing decisions.

Influence Price Perceptions on Smartphone Purchasing Decisions Merek Oppo

The results of this study partially show that the perception of price has a positive and significant effect on purchasing decisions for Oppo brand smartphones. It is known that price perception has a significant level (0.000) provided that the significant level is less than 0.05. So it can be stated that the price perception variable has a positive and significant effect on purchasing decisions.

There is a positive and significant influence between price perceptions on purchasing decisions, meaning that if price perceptions are increased, purchasing decisions will increase. If the perception of the price of the Oppo brand smartphone is good, it will affect the purchase decision, because the price difference on improved product quality will increase the consumer's desire to buy a product, so that consumers will make a purchase decision.

The results of this study partially show that promotions have a positive and significant effect on purchasing decisions for Oppo brand smartphones.

There is a positive and significant influence between promotions on purchasing decisions, meaning that if promotions are increased, purchasing decisions will increase. If the promotion of the Oppo brand smartphone is good, it will affect purchasing decisions, so that consumers will make purchasing decisions.

The results obtained from the simultaneous test (F test) stated that Perceived quality, brand image, perceived price and promotions have a positive and significant impact on purchasing decisions. This is evidenced by the significant value of less than ≤ 0.05 . So it can be concluded that perceived quality, brand image, perceived price and promotion have a positive and significant effect on purchasing decisions.

4. CONCLUSION

The perceived quality variable has a significant positive effect on the decision to purchase an Oppo brand smartphone. This means that if the perceived quality increases, the purchase decision will increase. The brand image variable has a significant positive effect on the decision to purchase an Oppo brand smartphone. This means that if the brand image increases, the purchase decision will increase. The price perception variable has a significant positive effect on the decision to purchase an Oppo brand smartphone. This means that if the perception of price increases, then the purchase decision will increase. The promotion variable has a significant positive effect on the decision to purchase an Oppo brand smartphone. This means that if the promotion increases, the purchase decision will increase. The variables of perceived quality, brand image, perceived price and promotion have a significant positive effect on the decision to purchase an Oppo brand smartphone. This means that if the perceived quality, brand image, perceived price and promotion increase, then the purchase decision will increase.

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