


The influence of brand image, brand awareness, and brand trust on Samsung smartphone purchase decisions (study on Samsung smartphone consumers at Sinar Mas seluller shop Semarang city)

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Article Info	ABSTRACT
Keywords: Brand Image Brand Awareness Brand Trust Purchasing Decision	The purpose of this study is to partially analyze the influence of brand image, brand awareness, and brand trust on purchasing decisions. The population in this study is Samsung smartphone buyers at Sinar Mas Seluller Shop Semarang City. The sample size was 96 respondents selected using purposive sampling techniques. Primary data was collected using questionnaires, while secondary data used library techniques. Based on the results of the SPSS version 24 test, the results were obtained that the research instrument test showed all valid indicators and all reliable variables. Based on the F test, all independent variables simultaneously influence the purchase decision. Based on the results of the regression coefficient and t-test, it shows that the brand image variable has a positive and significant influence on the purchase decision, the brand awareness variable has a positive and significant effect on the purchase decision, and the brand trust variable has a positive and significant effect on the purchase decision.
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INTRODUCTION

Smartphones is one of the products made by the Samsung company, which was founded by Lee Byung Chill as an electronics company in Daegu, South Korea, on March 1, 1938. Smartphones Samsung is one of the brands traded in Indonesia and the best-selling from 2019-2023.

Table 1 Top Brand Index from 2019 to 2023 Category Smartphones

Brand Name	2019 (%)	2020 (%)	2021 (%)	2022 (%)	2023 (%)
Samsung	46,10	46,00	38,00	41,30	34,00
Iphone	9,60	9,10	15,90	13,20	24,70
Oppo	15,00	15,10	20,90	18,70	14,90
Xiaomi	11,40	11,60	10,60	11,00	11,40

Source : Top Brand Award, smartphone category

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By Table 1 above Smartphones Samsung from 2019 to 2023 has always been in first place in Indonesia, compared to Smartphones Iphone, Oppo, Xiaomi, and Vivo brands. Smartphones Samsung despite taking first place in data Top Brand Award, but in that period of time sales data Smartphones Samsung is in decline. In 2019, it was 46.10 percent, down 0.10 percent to 46.00 percent in 2020. In 2021, it decreased by 8.00 percent, to 38.00 percent in 2021. In 2022, it increased by 3.30 percent, to 41.30 percent in 2022. Finally, in 2023, it decreased again by 7.30 percent to 34.00 percent.

Here's a sales survey Smartphones Samsung July to October 2023 at Sinar Mas Selluler Shop The fluctuating city of Semarang is fluctuating.

Table 2 Samsung Smartphone Sales Data at Sinar Mas Selluler Shop Semarang City in 2023

Smartphone Type	July 2023 (unit)	August 2023 (unit)	September 2023 (unit)	October 2023 (unit)
Samsung A03 core	-	-	-	1
Samsung A04	19	13	14	2
Samsung A04e	26	23	18	24
Samsung A04s	9	8	5	3
Samsung A05+	-	-	-	40
Samsung A05s+	-	-	-	34
Samsung A13	-	-	-	1
Samsung A14 5G	10	6	16	12
Samsung A14+	27	8	16	15
Samsung A23 5G	3	4	4	-
Samsung A24+	22	17	14	-
Samsung A34 5G	6	6	7	-
Samsung A53 5G	-	-	1	-
Samsung A54 5G	3	6	9	-
Samsung S21FE 5G	-	4	3	-
Samsung S23+	-	-	1	-
Samsung Tab S6 Lite	-	1	1	-
Samsung Tab A7 Lite	-	2	-	-
Samsung Tab 8	-	1	-	-
Total	125	109	109	132

Source : Sinar Mas Selluler Shop Sales Data, 2023

By Table 2 Above, sales data Smartphones Samsung in Semarang City experiences fluctuations every month. In July 2023, total sales will be 125 units. In August 2023, sales decreased by 16 units, to 109 units. In September 2023, there will be no decrease or increase in sales of 109 units. In October 2023, sales increased by 23 units, to 132 units.

Based on theoretical condition data from previous research related to purchasing decisions Smartphones These include: 1. Brand Image: Afifah and Prabowo (2023), Hadi

and Prabowo (2022), and Kasmari et al (2019). 2. Brand Awareness: Pramesti and Sujana (2023), Farobbi et al (2022), and Rizky (2019). 3. Brand Trust: Lukitaningsih and Lestari (2023), Wibowo et al (2022), and Khoirudin and Giyartiningrum (2021). 4. Product Quality: Irbad et al (2023), Noor and Nurlinda (2021), and Lapian et al (2018). 5. Celebrity Endorser: Sari and Manurung (2020). 6. Threat Emotion: Nofianti (2014). On this occasion the researcher was interested in three variables independent that is Brand Image, Brand awareness and Brand Trust, because those variables are still present Research Gap.

Variable independent The first stipulated in this study is Brand Image, because the results of previous research are still there Research Gap. According to Kotler and Armstrong (Firmansyah, 2019: 61) Brand Image is a set of consumer confidence in a particular brand. Thus Brand Image It is expected to influence purchasing decisions. The results of the study stated Brand Image Influence on purchasing decisions stated by Afifah and Prabowo (2023), Hadi and Prabowo (2022), Wibowo et al (2022), Sari and Manurung (2020) and Kasmari et al (2019). Meanwhile, research states, that Brand Image No influence on purchasing decisions was found by Irbad et al (2023), Yudistira (2022), Noor and Nurlinda (2021), Ali et al (2019) and Cahyono (2018).

Variable independent The two stipulated in this study are: Brand Awareness, because the results of previous research are still there Research Gap. According to East (Firmansyah, 2019: 39) "Brand Awareness is the recognition and recall of a brand and it's differentiation from other brands in the field" which means recognition, remembrance, and differentiation of brands in the same field. Thus Brand awareness It is expected to influence purchasing decisions. The results of the study stated, that Brand awareness Influence on purchasing decisions stated by Pramesti and Sujana (2023), Farobbi et al (2022), Hasian and Pramuditha (2022), Tondang and Silalahi (2022) and Rizky (2019). Meanwhile, research states, that Brand awareness No influence on purchasing decisions was found by Lingga et al (2023), Mefiandini et al (2022), Ramadani et al (2022), Khoirudin and Giyartiningrum (2021) and Kasmari et al (2019).

Variable independent The three stipulated in this study are: Brand Trust, because the results of previous research are still there Research Gap. According to Delgado (Firmansyah, 2019: 141) Brand Trust It is an expectation of the reliability and goodness of the brand. Thus Brand Trust It is expected to influence purchasing decisions. The results of the study stated, that Brand Trust Influence on purchasing decisions stated by Lukitaningsih and Lestari (2023), Pramesti and Sujana (2023), Farobbi et al (2022), Khoirudin and Giyartiningrum (2021) and Sari and Manurung (2020). Meanwhile, research states, that Brand Trust No influence on purchasing decisions was found by Irbad et al (2023), Mefiandini et al (2022), Ali et al (2019), Hasana (2019) and Nofianti (2014).

Theoretical Foundation

Purchasing Decision

According to Kotler and Armstrong (2008: 181) Purchasing Decision is that consumers buy the most preferred brand within the selection of other brands available.

According to Kotler and Armstrong (2008: 181) There are four indicators of purchasing decisions, namely:

- a. Steadiness of buying after knowing product information
- b. Decide to buy because of the most preferred brand
- c. Buy because it suits your wants and needs
- d. Buy because there are recommendations from others

Brand Image

According to Kotler and Armstrong (Firmansyah, 2019 : 61) Brand Image is a set of consumer confidence in a particular brand.

According to Biel (Firmansyah, 2019 : 81) There are three indicators Brand Image that is:

- a. Company Image
- b. User Image
- c. Product Image

Brand Awareness

According to East (Firmansyah, 2019: 39) "Brand awareness is the recognition and recall of a brand and its differentiation from other brands in the field" meaning Brand awareness is the recognition and remembrance of a brand and the difference between that mark and other brands in the same field.

According to Firmansyah (2019 : 40) There are four indicators Brand awareness that is:

- a. Recall
- b. Recognition
- c. Purchase
- d. Consumption

Brand Trust

According to Delgado (Firmansyah, 2019: 141) Brand trust is an expectation of brand reliability and reliability.

According to Fatih and Zengin (Firmansyah, 2019: 144) There are three indicators Brand Trust that is:

- a. Brand trust
- b. Brand security
- c. The honesty of a brand

METHODS

The object of this study is the buyers Smartphones Samsung at Sinar Mas Celluller Shop Semarang City. The number of samples in this study was 96 respondents determined using techniques purposive sampling. Primary data were collected by questionnaire and then processed using the help of SPSS Program version 24, while secondary data was collected with literature study techniques.

Test the validity of this study using factor analysis Kaiser meyer-Orkin Measure of Sampling Adquacy (KMO). Instrument is valid if the value (KMO) is more than 0.5 (Ghozali, 2021 : 66). Reliability tests in this study use Cronbach Alpha more than 0.7 (Ghozali, 2021:

61). For hypothesis tests using t tests and for model tests using F Test with the significance level of each test α 0.05. With the help of SPSS Program version 24 will also be found the value of the regression coefficient of the free variable.

RESULTS AND DISCUSSION

Description of Respondents

At the time the study was conducted, respondents made purchasing decisions Smartphones Samsung at Sinar Mas Celluller Shop Semarang City based on gender is 41 people and 55 people are female. Respondents by age, 1). Ages 18-22 years numbered 59 people, 2). Ages 23-27 years numbered 26 people, 3). Ages 28-32 years numbered 8 people, 4). Ages 33-37 years are 2 people, and 5). The age of >38 years is 1 person. Respondents by occupation, 1). There are 1 student, 2). There are 43 students, 3). Private employees numbered 39 people, 4). Civil servants numbered 4 people, 5). There are 7 entrepreneurs, and 6). others totaled 2 people.

Validity Test

Table 3 Results of the Validity Test of Brand Image, Brand Awareness, Brand Trust, and Purchase Decision Variables

Variable	KMO	Indicators	Loading Factor	Information
Brand Image (X1)	0,657	X1.1	0,778	VALID
		X1.2	0,843	VALID
		X1.3	0,896	VALID
Brand Awareness (X2)	0,859	X2.1	0,921	VALID
		X2.2	0,940	VALID
		X2.3	0,909	VALID
		X2.4	0,935	VALID
Brand Trust (X3)	0,876	X3.1	0,861	VALID
		X3.2	0,854	VALID
		X3.3	0,665	VALID
		X3.4	0,820	VALID
		X3.5	0,860	VALID
		X3.6	0,856	VALID
Purchasing Decision (Y)	0,826	Y1	0,920	VALID
		Y2	0,896	VALID
		Y3	0,909	VALID
		Y4	0,815	VALID

By Table 3 The above shows, that all indicators are variable statements Brand Image, Brand awareness, Brand Trust, and the purchase decision is declared valid. From the results Output SPSS can be seen, that all variables show KMO values > 0.5 which means

the entire sample is valid. Value Loading Factor In each variable > 0.4 which indicates the indicator of the variable is declared valid.

Reliability Test

Table 4 Reliability Test Results of Brand Image, Brand Awareness, Brand Trust, and Purchase Decision Variables

Variable	Cronbach's Alpha	Criterion	Information
Brand Image (X1)	0,790	Cronbach's Alpha > 0.70	Reliable
Brand Awareness (X2)	0,944		Reliable
Brand Trust (X3)	0,893		Reliable
Purchasing Decision (Y)	0,908		Reliable

By Table 4 above, value Cronbach's Alpha Each variable > 0.70, which means that brand image (X1), Brand awareness (X2), Brand Trust (X3), and purchase decision (Y) indicate reliable results.

Determination Test, Regression Coefficient, Model Test (F Test), and t Test

Table 5 Results of Model Test, Multiple Linear Regression Test, and Variable t Test Brand Image, Brand Awareness, and Brand Trust

Equation	Test Model				Test t		Information
	Adjusted R Square	F Count	Sig	Beta	T Calculate	Sig	
$Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$	0,774	109,239	0,000				
Brand Image (X1)				0,305	3,395	0,001	H1 accepted
Brand Awareness (X2)				0,208	2,390	0,019	H2 accepted
Brand Trust (X3)				0,431	4,482	0,000	H3 accepted

Test Coefficient of Determination (R2)

By Table 5 above, value Adjusted R Square 0.774 purchasing decision variables are influenced by variables Brand Image, Brand awareness and Brand Trust.

Test F (Anova)

By Table 5 above, the ANOVA Test results are known to be significant at $0.000 < 0.05$. These results indicate, that the variable Independent Brand Image, Brand awareness and Brand Trust influence simultaneously on purchasing decisions.

Test t

The results of the t test based on the calculation of SPSS version 24.0 are known significant numbers of influence Brand Image (X1) to purchase decision (Y) of $0.001 < \alpha = 0.05$, so it is significant. Significance figures of influence Brand awareness (X2) to purchase decision (Y) of $0.019 < \alpha = 0.05$, so it is significant. Significant figures of influence Brand Trust (X3) to purchase decision (Y) of $0.000 < \alpha = 0.05$, making it significant.

Multiple Linear Regression Analysis

By Table 5 Above, the calculation of multiple regression coefficients is obtained as follows:

1. The brand image regression coefficient (X1) is positive 0.001. This shows that the more people who think the Samsung brand is a good brand, the more people will buy Samsung brand smartphones at Sinar Mas Seluller Shop Semarang City. Assuming no change in brand awareness and brand trust.
2. The regression coefficient of brand awareness (X2) is 0.019. This shows that the more people who think brand awareness is a good brand, the more people will buy Samsung brand smartphones at Sinar Mas Seluller Shop Semarang City. Assuming there is no change in brand image and brand trust.
3. The brand trust regression coefficient (X3) is positive 0.000. This shows that the more people who rate the Samsung brand as a trustworthy brand, the more people will buy Samsung brand smartphones at Sinar Mas Seluller Shop Semarang City. Assuming there is no change in brand image and brand awareness.

Discussion

The results of this study accept the hypothesis stating that Brand Image Positive and significant influence on purchasing decisions Smartphones Samsung brand in Sinar Mas Celluller Shop Semarang City. This can be seen from the results of the variable description analysis Brand Image which shows an average score of 4.17, meaning that respondents answered in agreement with three statements in the Brand Image questionnaire. The three statements are Samsung is a brand Smartphones which is already popular and credible, owns and uses Smartphones Samsung can add confidence, and Smartphones The Samsung brand is a quality-assured product attribute.

The results of this study are the same as those conducted by Afifah and Prabowo (2023), Hadi and Prabowo (2022), Wibowo et al (2022), Sari and Manurung (2020), and Kasmari et al (2019), which stated that Brand Image influence on purchasing decisions. However, the results of this study are different from research conducted by Irbad et al (2023), Yudistira (2022), Noor and Nurlinda (2021), Ali et al (2019), and Cahyono (2018), which stated that Brand Image has no influence on purchasing decisions.

The results of this study accept the hypothesis stating that Brand awareness Positive and significant influence on purchasing decisions Smartphones Samsung brand in Sinar Mas Celluller Shop Semarang City. This can be seen from the results of the variable description analysis Brand awareness which shows an average score of 3.91, meaning that respondents answered neutrally with four statements in the questionnaire Brand awareness. The four statements are at the time of buying Smartphones I remember the Samsung brand, I am more familiar with using Smartphones Samsung brand rather than brand Smartphones other, when you want to buy Smartphones I directly determined the Samsung brand, and I remembered more Smartphones Samsung brand at the time of use Smartphones other brands.

The results of this study are the same as the research conducted by Pramesti and Sujana (2023), Farobbi et al (2022), Hasian and Pramuditha (2022), Tondang and Silalahi (2022) and Rizky (2019), which states that Brand awareness influence on purchasing decisions. However, the results of this study are different from research conducted by Lingga et al (2023), Mefiandini et al (2022), Ramadani et al (2022), Khoirudin and Giyartiningrum (2021) and Kasmari et al (2019), which states that Brand awareness has no influence on purchasing decisions.

The results of this study accept the hypothesis stating that Brand Trust Positive and significant influence on purchasing decisions Smartphones Samsung brand in Sinar Mas Celluller Shop Semarang City. This can be seen from the results of the variable description analysis Brand Trust which shows an average score of 4.20, meaning that respondents answered in agreement with six statements in the questionnaire Brand Trust. The six statements are: Smartphones Samsung brand has been recognized as having good quality by the public, Smartphones Samsung brand is well known to all walks of life, Samsung is a brand Smartphones that cannot be copied by competitors, Samsung is a trademark patent that has been protected by law, Samsung is a brand Smartphones which has good quality, and Samsung is a brand Smartphones which is well known and guarantees the product is trustworthy.

The results of this study are the same as the results of research conducted by Lukitaningsih and Lestari (2023), Pramesti and Sujana (2023), Farobbi et al (2022), Khoirudin and Giyartiningrum (2021), and Sari and Manurung (2020), which stated that Brand Trust influence on purchasing decisions. However, the results of this study are different from research conducted by Irbad et al (2023), Mefiandini et al (2022), Ali et al (2019), Hasana (2019), and Nofianti (2014), which stated that Brand Trust has no influence on purchasing decisions.

CONCLUSION

Brand image has a positive and significant influence on the purchase decision of Samsung brand smartphones at Sinar Mas Seluller Shop Semarang City. Brand Awareness has a positive and significant influence on the purchase decision of Samsung brand smartphones at Sinar Mas Seluller Shop Semarang City. Brand Trust has a positive and significant

influence on the purchase decision of Samsung brand smartphones at Sinar Mas Seluller Shop Semarang City.

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