

ANALYSIS OF CONSUMER DECISIONS IN PURCHASING SMARTPHONES BASED ON PRODUCT QUALITY, PROMOTION AND PRODUCT DESIGN

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Abstract

The need for technology today leads consumers to access the internet in almost every activity. This makes consumers must have a smartphone as a support in accessing the internet. With the many alternative smartphone brands offered, it can support consumer decision making through considerations taken based on the offerings of each brand. This study aims to analyse promotion, product design and product quality on smartphone purchasing decisions at SP Plaza and its surroundings. This study concludes that quality affects consumer decisions in buying smartphones, while product design and promotion do not affect consumer decisions in buying smartphones. Similar designs are owned by various smartphone brands and both carry out promotions, so consumers will certainly focus on the quality of the smartphone.

Keywords: Purchase Decision, Product Quality, Promotion, and Product Design

Introduction

The current era of technology leads users to access the internet network in almost all their activities. This makes users to have a smartphone to access the internet. The use of smartphones is now increasingly varied ranging from the type, brand, price and quality offered. Various smartphone brands on the market result in users having many alternatives in purchasing. With the many alternative smartphones offered, it can support consumer decision making through considerations taken based on the offers of each brand (Ma et al., 2019).

In consumer decisions, it is certainly important, because products that get a lot of attention from consumers have a longer survival in the market. One of the things marketers do in maintaining their products to remain competitive in the market is to aggressively carry out various promotions (Rosyada & Wigiawati, 2020).

Through promotion activities carried out by a business entity, of course, it aims to attract potential buyers in making purchase transactions in order to achieve

profits in accordance with what is expected. Promotion can be interpreted as an effort to introduce an item / service from a particular business entity so that it can be recognised by the public and attract buyers so as to increase company sales. Promotion is very relevant in deciding to buy because promotion can reverse consumer perceptions to drop their product choices to the products of companies that promote wisely (Martowinangun et al., 2019).

Meanwhile, consumers also have many considerations in deciding to buy a good / service, including purchasing power, product design and product quality as well as other considerations such as brand loyalty and perceived value (Tirtayasa et al., 2021). Referring to the research gap that has been stated, this study aims to analyse promotion, product design and product quality on consumer purchasing decisions in Batam..

Literature review

Product Quality

Quality is a good or bad characteristic of a product. Product quality is a consumer assessment of a product's advantages or features. Product quality is something that needs the main attention of a business entity, because paying attention to the level of quality can support efforts to improve or maintain a position as a market leader in the market or not. So it can be concluded that product quality is an understanding that the products offered by sellers have more selling points that are not owned by competing products (Zulkarnain et al., 2020).

Promotion

Promotion is a way to increase company sales, because promotion can attract the attention of potential buyers to decide to buy goods / services. Promotion is an activity that communicates the advantages of a good / service and persuades consumers to be willing to buy the goods / services. So, it can be concluded that promotion is a communication activity carried out by a person or business entity to the wider community to introduce goods / services and influence them to buy and use these goods / services (Zulkarnain et al., 2020).

Product Design

Design is a packaging, image, model contained in an item/service. Design should consider the design parameters of the product and follow the adage, "form follows function". Design is the totality of features that affect the look, feel, and function of the product based on customer needs. Product design generally considers several aspects, namely functional aspects, aesthetic aspects and other aspects obtained from the results of thinking, research, brainstorming, or from pre-existing product designs (Zulkarnain et al., 2020).

The product design strategy is related to the level of standardisation of the

products that the business entity wants to create. In order for the product design strategy to run smoothly, it is necessary to analyse in depth the three main factors: product, market and environmental changes (especially technological changes). In a sentence, the word "design" can be used as both a noun and a verb. As a verb, "design" means "the process of making and creating new objects. As a noun, "design" is used to refer to the end result of a creative process, whether it takes the form of a plan, a proposal, or an actual object. The form of design is customised according to its function (Zulkarnain et al., 2020).

Purchase Decision

The decision to buy is a process where a person makes a decision whether or not to buy the goods / services of a business entity with all the considerations that have been made. The purchase decision is the stage carried out by prospective buyers before making a decision to purchase a good / service. In using an item / service to make a purchase decision, prospective buyers will go through a process which is a description of consumer behaviour, namely analysing various choices to make a purchase decision. (Pemasaran, 2018).

The decision to buy a prospective buyer is very vulnerable to change. This is because potential buyers can assess many types of risk in buying and consuming a good/service, including functional risk, physical risk, financial risk, social risk, psychological risk, and time risk. For this reason, a marketer must know and understand the factors that drive prospective buyers' feelings of product risk by providing information and supporting risk reduction assumptions (Meilia Khairunnisa, 2018).

Research Methods

The type of research used in this research is quantitative research method with the number of samples taken totalling

100. The data in this study were collected by distributing questionnaires to research respondents, namely 100 Oppo smartphone users in Batam using purposive sampling technique. To make it easier for researchers to distribute questionnaires to the desired respondents, the researchers looked for locations that are visited by Oppo smartphone users. The location chosen is SP Plaza Batuaji Batam and its surroundings. The sampling technique uses the Non Probability Purposive Sampling method with the criteria of consumers or users of Oppo smartphones who have made purchases.

Results and Discussion

Multiple Linear Regression Test

Multiple linear regression is used to determine the effect of product quality, price, promotion and purchasing decisions using the help of SPSS version 24 software, the following results are obtained:

Table 1. Multiple Linear Regression Test Results

Variabel	Koefisien Regresi	Nilai t hitung	Sig
Konstanta	4,943	1,764	0,094
Product Quality	0,278	3,247	0,002
Promotion	0,272	2,088	0,052
Product Design	0,547	6,477	0,000
F hitung = 52,828			0,000
R = 0,799			
R square = 0,634			
Adjust R2 = 0,643			

Source: Data Processing, 2023

From the test results in the table, the multiple linear regression equation is obtained as follows:

$$Y = 4,943 + 0,278 X_1 + 0,272 X_2 + 0,547 X_3 + e$$

In table 1, it can be seen that the regression coefficient for the product quality variable is 0.278. This shows that the product quality is increasing, the decision to purchase an Oppo smartphone is increasing. In other words, if the product quality increases by one point, the decision to purchase an Oppo smartphone increases

by 0.278 points. This shows a significant effect or not, so it needs to be tested statistically. Based on the results of the t test, the t-count value is 3.247 and the sig value is 0.002. In this study, the significance level used is 0.05. This means that the sig value of 0.002 is smaller than 0.05, so the t test results are significant. This shows that product quality has a significant influence on purchasing decisions for Oppo smartphones. Therefore, product quality has an effect on purchasing decisions for Oppo smartphones is accepted.

The regression coefficient for the promotion variable is 0.272. This shows that the promotion is increasing, the decision to purchase an Oppo smartphone is increasing. In other words, if the promotion increases by one point, the decision to purchase an Oppo smartphone increases by 0.272 points. This shows a significant influence or not, it needs to be tested statistically. Based on the results of the t test, the t-count value is 2.088 and the sig value is 0.052. In this study, the significance level used is 0.05. This means that the sig value of 0.052 is smaller than 0.05, so the t test results are significant. This shows that promotion has a significant influence on purchasing decisions for Oppo smartphones. Therefore, promotion has an effect on purchasing decisions for Oppo smartphones is accepted.

The regression coefficient for the product design variable is 0.547. This shows that the product design is increasing, the decision to purchase an Oppo smartphone is increasing. In other words, if the product design increases by one point, the decision to purchase an Oppo smartphone increases by 0.547 points. This shows a significant effect or not, it needs to be tested statistically. Based on the results of the t test, the t-count value is 6.477 and the sig value is 0.000. In this study, the significance level used is 0.05. This means that the sig value of 0.000 is smaller than 0.05, so the t test

results are significant. This shows that product design has a significant influence on purchasing decisions for Oppo smartphones. Therefore, product design has an effect on purchasing decisions for Oppo smartphones is accepted.

To determine the effect of product quality, promotion, and product design variables on purchasing decisions on Oppo smartphones based on the results of the F test. Based on the results of the F test in table 1, the F-count value is 52.828 with a sig value of 0.000. This means that the sig value of 0.000 is smaller than 0.05, so the F test results are significant. This shows that there is an influence of product quality, promotion, and product design on purchasing decisions on Oppo smartphones. Based on the coefficient of determination (R^2) value, it shows that the contribution of the influence of product quality, promotion, and product design on purchasing decisions for Oppo smartphones is 61.3%.

Discussion

The results of this study indicate that the product quality variable is a variable that has a considerable effect on purchasing decisions on Oppo smartphones. The results of this study indicate that the promotion variable also has an effect on purchasing decisions on Oppo smartphones. The results of this study indicate that product design is a variable that greatly influences purchasing decisions on Oppo smartphones. This study supports the results of research by Soejono et al (2019) which state that product design has no effect on purchasing decisions.

The results of this study indicate that the variables of product quality, promotion and product design have a positive and significant influence on purchasing decisions on Oppo smartphones. With the stages in the decision-making process which include recognition of needs, information search, evaluation of alternatives, purchase decisions and post-

purchase behaviour, it makes product quality, promotion and product design part of the factors that can influence consumers in making purchasing decisions. The results of this study are in accordance with the research of Ramadhan, et al. which shows that product quality, price and promotion simultaneously influence purchasing decisions for windpipe candy in Semarang (Ramadhan & Defrizal, 2023).

Conclusions and Suggestions

This study concludes that product quality, promotion and product design affect consumer decisions in purchasing Oppo smartphones. Smartphones are indeed used for a long period of time (generally more than 1 year of use) so that consumers prioritise quality to ensure that the use of smartphones can be maximised. Product design has a significant influence on purchasing decisions for Oppo smartphones, because the product design of Oppo smartphones offered on the market with various brands has a luxurious design. In addition, promotions also influence consumer decisions in buying Oppo smartphones, because consumers already understand the quality of each smartphone brand offered on the market. Many smartphones carry out promotions but do not affect consumer decisions in buying Oppo smartphones even though more and more new smartphones are offered on the market, but consumer interest continues to buy Oppo smartphones. The average upgrade cycle of smartphone users is getting longer.

This means that smartphone consumers choose to use their smartphones for a longer time, before finally deciding to buy a smartphone with the latest type. Recommendations submitted for further research, should expand the variables studied by researchers. For example, by adding brand image variables, service quality, loyalty and so on and expanding the research object in order to get much better research results.

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