

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTION ON SAMSUNG SMARTPHONE PURCHASE DECISIONS (Study on Samsung HP Customers in SMS Shop Matahari Simpanglima Semarang)

Amelia Salsabila ¹, Euis Soliha ²
^{1,2}Stikubank University (UNISBANK)

| ARTICLE INFO | ABSTRACT |
|---|---|
| <p>Keywords: brand image, product quality, price perception and purchase decision</p> <hr/> <p>E-mail: salsabilaamelia319@gmail.com, euisoliha@edu.unisbank.ac.id</p> | <p>The purpose of this study was to analyze the influence of brand image, product quality and price perceptions on the purchase decision of a Samsung smartphone at the Matahari Simpanglima SMS Store, Semarang. The sample in this study were 120 people who bought Samsung cellphones at Sinar Mas Cellular Matahari Simpanglima Semarang. The sampling technique used was purposive sampling. The analytical tool used is multiple linear regression analysis. The results of the analysis can be concluded that: brand image has a positive and significant effect on purchasing decisions. Product quality has a positive and significant effect on purchasing decisions. Price perception has a positive and significant effect on purchasing decisions.</p> <p style="text-align: right; font-size: small;">Copyright © 2023 Jurnal Ekonomi. All rights reserved. It is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0)</p> |

1. INTRODUCTION

Mobile is one of the technologies that develops rapidly from year to year. Many new brands have sprung up in the world of mobile phone competition that compete with each other to create their superior products. Producers are required to not only create products but also must understand the wants and needs of consumers. This is needed by producers to be able to compete with other producers (Amilia & Nst, 2017).

Samsung is one of the largest mobile phone companies in South Korea in the world by issuing smartphones that are champions in competition in market share. Samsung began to develop more advanced features from year to year and has created various advantages that it has. Samsung mobile phones have a form of mobile phone that is comfortable to carry and comfortable to hold because it has a modern design very suitable for all people and has a thin shape so it is lighter to carry anywhere. Samsung mobile phones are also equipped with a touch screen or called touch screen and an Android operating system called eccanos, which is a machine to regulate the course of speed, cpu contained in the mobile phone. This operating system is a development that has proven its toughness and reliability (Fadhilah & Sugiyono, 2021).

Market share in Samsung brand Smartphone products which still occupy the second position of market share rulers in 2021-2022 is presented in Table 1.

Table 1. Smartphone Market Share

| Company | 2Q22 Shipments | 2Q22 Market Share (%) | 2Q21 Shipments | 2Q21 Market Share (%) | YoY Growth (%) |
|------------|-------------------|--------------------------|-------------------|--------------------------|----------------|
| 1. OPPO | 2.0 | 20.6 | 2.0 | 19.1 | -3.0 |
| 2. Samsung | 1.9 | 20.2 | 1.7 | 16.2 | 11.8 |
| 3. vivo | 1.7 | 17.8 | 1.8 | 16.6 | -3.4 |
| 4. Xiaomi | 1.5 | 15.6 | 2.8 | 26.5 | -47.1 |
| 5. Realme | 1.2 | 12.1 | 1.2 | 11.1 | -1.7 |
| Others | 1.3 | 13.7 | 1.1 | 10.4 | 17.9 |
| Total | 9.5 | 100.0 | 10.6 | 100.0 | -10.0 |

Source: IDC Quarterly Mobile Phone Tracker, 2Q22

Note: All figures were rounded off.

The Influence Of Brand Image, Product Quality And Price Perception On Samsung Smartphone Purchase Decisions (Study on Samsung HP Customers in SMS Shop Matahari Simpanglima Semarang). Amelia Salsabila, et.al

From the data above, it shows that Samsung's *Smartphone market share* has increased in 2022 to 20.2%, increasing in the range of 4%. However, the *market share* of Samsung Smartphones is still below OPPO Smartphones. This happened as a result of the Covid-19 pandemic. Where a lot of demand for cheap phones is increasing so that it will shift Samsung's sales. Many factors influence purchasing decisions, including brand image.

One of the assessments used to find out whether the brand has good brand performance can be seen through the *Top Brand Award*. *Top Brand Award* is an award or form of appreciation for brands that are classified as top brands. *Top Brand* is based on research on consumers in Indonesia through three parameters, namely top of mind share, top of *market share*, and *top of commitment share*. So the result is purely from consumer choice, there is no interference from other parties. Here is the data of Samsung's *Top Brand Brand Index* in 2017-2021

Table 2. 1 Brand Index Samsung Products

| Year | Top Brand Index |
|------|-----------------|
| 2017 | 38,2% |
| 2018 | 43,50% |
| 2019 | 49,6% |
| 2020 | 46,5% |
| 2021 | 38,0% |

Source: <http://www.topbrand-award.com>

In Table 2, it can be seen that the *Top Brand Index* on Samsung *smartphone* products fluctuates. The decline in the *Top Brand Index* occurred in 2020 to 46.5% and again decreased in 2021 to reach 38%. A decrease in the *top brand index* will affect the *brand image* on the product.

Basically, every prospective buyer when going to buy a product usually they pay attention to various purchase decision considerations. Everyone's decision-making process is fundamentally different, there are many factors that influence purchasing decisions. There are various factors that influence purchasing decisions, including brand image, product quality, and price perception.

Brand image can also influence purchasing decisions. A good image of an organization is an asset because it has an impact on consumer perceptions of the organization's communications and operations in various ways. Image is not only influenced by something that exists in an organization but also by the interaction between consumers and the public. Brand image describes the way the brand is conveyed. The image of a brand is formed through a fairly long process and its success is achieved once a positive image is attached to it, the brand image really helps the consumer to consider the decision of meeting his needs.

Research conducted by Laheba et al., (2015); Amilia & Nst, (2017); Fatmawati & Soliha, (2017); Hidayat et al., (2019); Aristayasa et al., (2020); Fadhilah & Sugiyono, (2021); Steven et al., (2021); Wiranto et al., (2022); Jelita et al., (2022) revealed that brand image has a positive and significant effect on purchasing decisions. This is different from Lubis & Hidayat's research, (2015) proving that brand image has a positive but not significant effect on purchasing decisions.

In addition to brand image, product quality also influences purchasing decisions. Quality perceived by consumers (*perceived quality*) in a product is the consumer's subjective action on a product that according to him has an advantage over other products. Personal product experience, unique needs and consumption situations can influence consumers' subjective assessment of the quality of a product. The better the product quality, the impact on improving purchasing decisions. This is in line with research conducted by Amilia & Nst, (2017); Fatmawati & Soliha, (2017); Hidayat et al., (2019); Fadhilah & Sugiyono, (2021); Steven et al., (2021); Sari & Soliha, (2021); Wiranto et al., (2022) show that product quality has a positive and significant effect on purchasing decisions. However, this finding is different from the research of Laila & Sudarwanto, (2018) which shows that product quality has a negative but not significant effect on purchasing decisions.

The next factor influencing purchasing decisions is price perception. Price perception is often the target of investigation in a study, compared to objective price. Because, consumers usually do not evaluate the exact price of a product when they want to make a purchase, but they perceive the price of the product as a cheap, reasonable, or expensive price based on their internal reference price (Zeithaml, 1988). The better the consumer's perception of price, the more purchasing decisions will be made. Some customers know the exact and exact price of a product, while others are only able to estimate prices based on past purchases. That a price has been considered the most important component in explaining consumer

behavior. Research conducted by Laheba et al., (2015); Amilia & Nst, (2017); Lubis & Hidayat, (2015); Laila & Sudarwanto, (2018); Fatmawati & Soliha, (2017); ; Hidayat et al., (2019); Fadhilah & Sugiyono, (2021); Steven et al., (2021); Jelita et al., (2022) stated that price perception has a positive effect on purchasing decisions. However, these results contradict research conducted by Aristayasa et al., (2020); Sari & Soliha, (2021) which states that price perception has a positive but not significant effect on purchasing decisions.

2. LITERATURE REVIEW

Consumer Behavior

According to the *American Marketing Society*, consumer behavior is a dynamic interaction between affection and cognition, behavior and the environment where humans carry out exchange activities in their lives so that in everyday life purchasing decisions made by consumers are based on considerations that vary from one another (Setiadi, 2015). Based on the definition above, there are 3 (three) important ideas, namely: (1) consumer behavior is dynamic; (2) it involves the interaction between affection and cognition, behavior and events around, and (3) it involves exchange (Setiadi, 2015).

According to Sumarwan, (2014) marketers must understand the diversity and similarity of consumers or consumer behavior so that they are able to market their products well. Marketers must understand why and how consumers make purchasing decisions, so that marketers can better design marketing strategies. Marketers who understand consumer behavior will also be able to influence that behavior according to what marketers want. Influencing consumer behavior is influencing consumers so that they want to choose certain products and certain brands offered by marketers. The consumer decision process in buying or consuming products and services will be influenced by three main factors, namely: marketer activities carried out by producers and other institutions, individual consumer differences, and consumer environmental factors. Understanding the factors that influence consumer decisions will provide knowledge to marketers to develop better marketing strategies.

Buyer Behavior Model

Kotler & Amstrong, (2016) revealed that consumers make many purchasing decisions every day. Most large companies examine consumers' purchasing decisions in great detail to answer questions about what consumers will buy, where they buy, how and how much they buy, when they buy, and why they buy. The core question for marketers is how consumers respond to the various marketing efforts that the company may use, the starting point is the model of buying behavior in the form of stimuli and responses shown in the following figure:

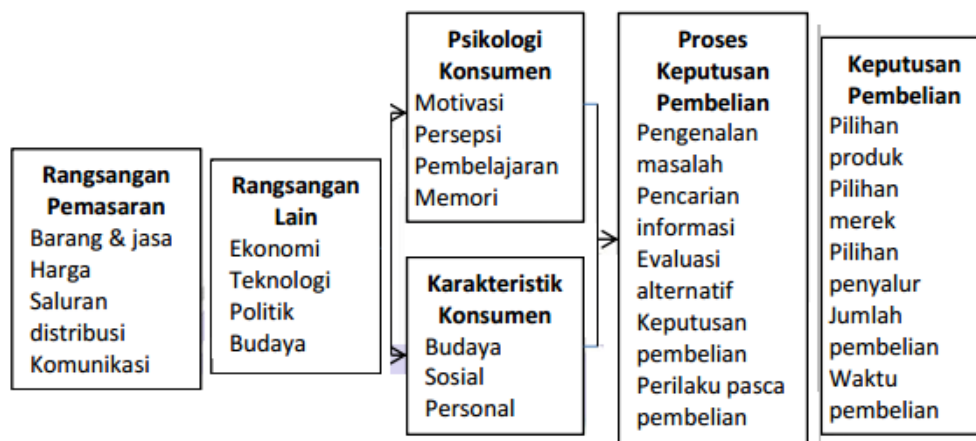


Figure 1 Model of buyer behavior

Decision

According to Kotler, (2014) consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumption. Meanwhile, according to Susanto, (2014) purchasing decision is a process where consumers go through certain stages to purchase a product. Added by Assauri, (2015) purchasing decisions made by consumers or buyers are also influenced by habits. Purchasing habits include when purchases are made, in what quantities purchases are made, and where

The Influence Of Brand Image, Product Quality And Price Perception On Samsung Smartphone Purchase Decisions (Study on Samsung HP Customers in SMS Shop Matahari Simpanglima Semarang). Amelia Salsabila, et al

purchases are made. Peter & Olson, (2013) argue that purchasing decisions are an evaluation process carried out by prospective consumers to combine their knowledge of the choice of two or more alternative products and choose one of them

In purchasing decisions by buying the most preferred product or brand. There are 2 factors that arise between intention in making the decision to buy. The first factor is the attitude of others and the second is the factor of unexpected situations After buying a product, consumers will experience the process of price perception as post-purchase behavior, which is a feeling of pleasure or disappointment of a person derived from a comparison between his impression of the performance or results of a product and his expectations. If performance is below expectations, consumers are not satisfied. If the performance meets consumer expectations, it will cause price perception and pleasure.

Specifically, marketing should identify the person making the purchase decision, and the steps in the buying process. Meanwhile, according to Kotler & Keller, (2016), the decision-making process consists of 5 stages, namely:

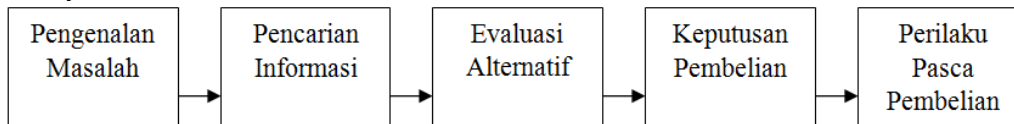


Figure 2. Purchase Decision Process
Source: Kotler & Keller, (2016)

Brand Image

Image or *image* is the result of an evaluation of a person based on his understanding and understanding of stimuli that have been processed, organized and stored in his mind. Imagery can be measured through a person's opinions, impressions, and responses regarding a particular object. An image of an object can be different depending on individual perception, it can even be that the image of one object is the same for everyone. Image becomes an important guide for consumers in making important decisions. To better understand a clearer understanding of image, here are some definitions put forward by some experts about image:

According to Kotler, (2019) brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. According to Aaker in Buchari, (2014) says "image is the total impression of what a person or group of people think and know about an object". Image according to Assael in Buchari, (2014) is the total perception of the subject formed by processing information from various sources.

Based on the theories above, it can be concluded that images will be formed within a certain period of time because this is a person's perceptions of an object formed from information and knowledge of the object.

A positive brand image will make consumers like a product with the brand concerned in the future, while for producers a good brand image will help the company's activities in the field of marketing. In order for the brand image to be formed according to or close to the brand identity expected by the company, the company as a producer must be able to understand and exploit the elements that make up a brand that ultimately forms a good corporate image.

Product Quality

The increasingly fierce competition that exists today companies are required to offer quality products and that are able to have more value, so that different from competitive products, product quality is one of the consumer considerations before buying a product. Product quality is determined by durability, function and usefulness, with good and reliable product quality, consumers will always remember the product (Purwati et al., 2012). Quality is broadly defined as the superiority of the product as a whole, quality is applied by comparing specific standards with actual performance and suitability (Zeithaml & Bitner, 2013).

Understanding product quality according to Kotler & Amstrong, (2014) is a product or service characteristic that depends on its ability to satisfy customer needs stated or implied. Product quality is an understanding that the products offered by sellers have more selling value that is not owned by competing products. Therefore, the company seeks to focus on the quality of the product and compare it with the products offered by competing companies. Another definition of product quality is the ability of a product to satisfy consumer needs or desires (Cannon et al., 2008). In addition, product quality according to Kotler

& Keller, (2016), is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs.

Based on this understanding, it can be concluded that product quality is the ability of a product that can carry out its functions such as: reliability, functions and benefits, and provide results or performance that matches and exceeds consumer expectations. If someone is going to buy a product, they can pay attention to the quality of their products by looking at product durability, non-defect guarantees, the level of product precision according to orders, quality stability over time, meeting customer expectations, and materials used according to orders. However, a product with the best appearance or even with a better appearance, is not the highest quality product if its appearance is not what the market needs and wants.

Price Perception

According to Kotler & Keller, (2016) perception is a process used by individuals to select, organize, and interpret information input for a meaningful picture of the world. Price perception is concerned with how price information is fully understood by consumers and gives them deep meaning. When consumers evaluate and research the price of a product, it is strongly influenced by the behavior of the consumers themselves (Peter & Olson, 2014). A price has been considered the most important component in explaining consumer behavior. Some customers know the exact and exact price of a product, while others are only able to estimate prices based on past purchases.

Price perception can be defined as the consumer's response in terms of the amount of money needed to obtain a certain number of combinations of goods and services (Dharmmesta et al., 2012). Every consumer is a social creature that has different characteristics, and only the consumer's assessment of a good and service they receive is not the same, the consumer's perception of price can influence his decision to buy a product. Therefore, every producer will try to give a good impression of the products or services they sell, for example on the price there is a moral impression, in accordance with quality, even the impression of high quality.

Every company always tries to get a selling price that is acceptable to consumers, because price is a controllable factor. Price can also determine whether or not goods are accepted by consumers, when compared to competitors' motivations or consumers' purchasing power. Based on the price set by the company, consumers will make a decision whether or not to buy the item. Therefore, it can be concluded that price perception is the assessment of a person or consumer regarding a price information obtained to obtain products and services, by knowing that prices are in accordance with products, price comparisons of products sold with other products, the existence of bonus price discounts in purchases, and prices reflect product quality.

Graphic Model

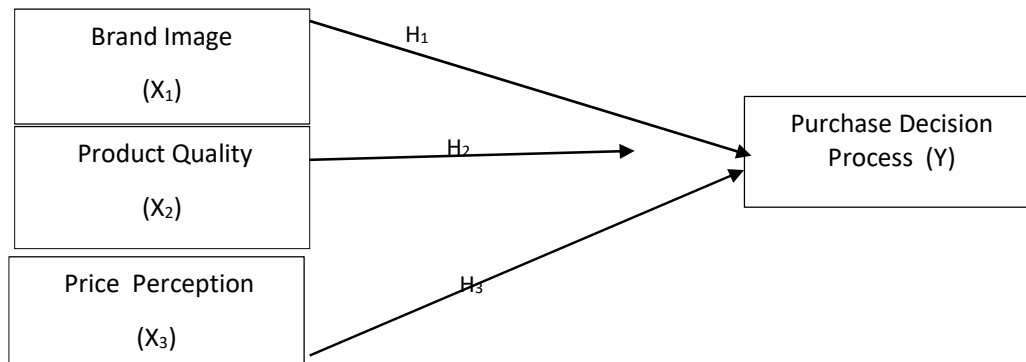


Figure 2 Graphics Models

The research model presented above explains that there are two independent variables to be analyzed, namely: brand image (X₁), product quality (X₂), price perception (X₃) while the dependent variable is the purchase decision process (Y)

3. METHOD

The object of this study is the Samsung HP sales counter at Sinar Mas Cellular Matahari Simpanglima Semarang. The population studied in this study is consumers who buy Samsung HP at Sinar Mas Cellular

The Influence Of Brand Image, Product Quality And Price Perception On Samsung Smartphone Purchase Decisions (Study on Samsung HP Customers in SMS Shop Matahari Simpanglima Semarang). Amelia Salsabila, et.al

Matahari Simpanglima Semarang. Because the population in this study is quite large, it is necessary to take samples. In this study, the sampling technique used was *purposive sampling*, which is a sampling technique carried out deliberately by examining respondents based on the sample requirements that have been needed. The sample criteria used in this study are consumers who have purchased Samsung HP at Sinar Mas Cellular Matahari Simpanglima Semarang, and consumers who are at least 17 years old with consideration in order to understand the questions in the questionnaire, in addition to 17 years old in the adult category, already able to provide responses to Samsung HP products. The data collection technique in this study is using questionnaires or questionnaires. Questionnaire is a data collection technique carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2018). This questionnaire is used to determine data on the influence of brand image, product quality and price perception on Samsung HP purchasing decisions at Sinar Mas Cellular Matahari Simpanglima Semarang.

4. RESULTS AND DISCUSSION

Validity Test

Using factor analysis, the items in this study can be further analyzed if $KMO > 5\%$ and the significant value of the *Bartlett test* $< 5\%$. While the value of each item is said to be valid if the *loading factor* shows a value greater than 0.4, then the question is said to be valid (Ghozali, 2016). The results of the validity test by looking at KMO-MSA can be seen as follows:

Table 3 Factor Analysis Test Results

| Variable | Items | KMO | Loading Factor | Information |
|---------------------------|-------|-------|----------------|-------------|
| Brand image | X1.1 | 0,737 | 0,793 | valid |
| | X1.2 | | 0,878 | valid |
| | X1.3 | | 0,770 | valid |
| | X1.4 | | 0,845 | valid |
| Product quality | X2.1 | 0,847 | 0,966 | valid |
| | X2.2 | | 0,918 | valid |
| | X2.3 | | 0,954 | valid |
| | X2.4 | | 0,941 | valid |
| | X2.5 | | 0,946 | valid |
| | X2.6 | | 0,899 | valid |
| Price perception | X3.1 | 0,843 | 0,928 | valid |
| | X3.2 | | 0,911 | valid |
| | X3.3 | | 0,939 | valid |
| | X3.4 | | 0,874 | valid |
| Purchase decision process | Y2.1 | 0,807 | 0,847 | valid |
| | Y2.2 | | 0,885 | valid |
| | Y2.3 | | 0,882 | valid |
| | Y2.4 | | 0,888 | valid |
| | Y2.5 | | 0,837 | valid |

Based on Table 4.10, it is known that the brand image variable has a *Kaiser Meyer Olkin Measure Of Sampling* (KMO-MSA) value of 0.737 greater than 0.5 so that the sample coverage is met. The loading factor value of each brand image variable indicator is in the range of 0.770 to 0.878, where the loading factor value is greater than 0.40 so it can be assumed that all indicators that make up the brand image variable are valid.

The product quality variable has a *Kaiser Meyer Olkin Measure Of Sampling* (KMO-MSA) value of 0.847 greater than 0.5 so that sample coverage is met. The loading factor value of each product quality variable indicator is in the range of 0.899-0.966, where the *loading factor* value is greater than 0.40 so it can be assumed that all indicators that make up the product quality variable are valid.

The price perception variable has a *Kaiser Meyer Olkin Measure Of Sampling* (KMO-MSA) value of 0.843 greater than 0.5 so that the sample coverage is met. The loading factor value of each price perception variable indicator is in the range of 0.874 -0.939, where the *loading factor* value is greater than 0.40 so it can be assumed that all indicators that make up the price perception variable are valid.

The purchasing decision process variable has a *Kaiser Meyer Olkin Measure Of Sampling* (KMO-MSA) value of 0.807, greater than 0.5 so that sample coverage is met. The loading factor value of each variable

indicator of the purchase decision process is in the range of 0.837 -0.888, where the *loading factor* value is greater than 0.40 so that it can be assumed that all indicators that make up the purchase decision process variable are valid.

Reliability Test

Reliability test is a test tool to measure questionnaires that are indicators of variables (Ghozali, 2016). According to Nunally in (Ghozali, 2016) a variable is said to be reliable, if the alpha value > 0.7. This is indicated by the alpha SPSS output test results as follows:

Table 4. Reliability Test Results

| Variable | Cronbach Alpha | Criterion |
|---------------------------|----------------|-----------|
| Brand image | 0,839 | Reliable |
| Product quality | 0,972 | Reliable |
| Price perception | 0,932 | Reliable |
| Purchase decision process | 0,917 | Reliable |

Based on the results of the table above, reliability testing shows that the value of Cronbach's alpha instrument for all research variables has a *Cronbach alpha* value of > 0.70 so that it can be said that the instrument in this study is reliable and consistent over time.

Multiple Linear Regression Analysis

Regression analysis is used to find out whether the independent variables together affect the dependent variable and to measure the strength of the relationship between two or more variables as well as show the direction of the relationship between the independent variable and the dependent variable.

Table 5 Summary of Regression Test Results

| Regression Model | Test Model | | | Regression Analysis | | Ket |
|---|--------------------|------------|-------|---------------------|------|-------------|
| | Determination Test | Test F hit | Sig | β | Sig | |
| Regression Model I The influence of brand image, product quality and price perception on the purchase decision process | 0,506 | 41,573 | 0,000 | | | |
| Brand image of the purchase decision process | | | | 0,347 | .000 | H1 accepted |
| Product quality against proses purchase decision | | | | 0,261 | .000 | H2 accepted |
| Price perception of the purchase decision process | | | | 0,493 | .000 | H3 accepted |

In the calculation of multiple regression analysis Model I can be included in the regression equation as follows:

$$Y = 0.347 X_1 + 0.261 X_2 + 0.493 X_3 + e$$

Based on the multiple regression equation above, it shows that the price perception variable is the most dominant variable in influencing the purchase decision process, this is due to the highest value of the price perception regression coefficient followed by brand image and product quality variables

Coefficient of Determination Test

The F statistical test basically shows whether all independent or independent variables included in the model have an influence together on the dependent / bound variable (Ghozali, 2018).

Based on Table 4.12, the value of the coefficient of determination (*Adjusted R Square*) regression of 0.506 means that variations in changes in the purchase decision process can be explained by variables of brand image, product quality and price perception by 50.6%, while the remaining 49.4% is explained by other variables outside the research model.

F Test (Model Test)

Based on Table 4.10 the calculated F value of the regression results gives a calculated F value of 41.573 with a significant probability of 0.000 less than 0.05 (real level equal to 5 percent) which means that the variables of brand image, product quality and price perception simultaneously affect the purchase decision process.

Test the hypothesis:

1. The Influence of Brand Image on the Purchasing Decision Process

In table 4.12, the results of regression analysis show that brand image negatively affects brand image by 0.347 with a significant value of 0.000 less than 5%. It can be concluded that brand image positively affects the purchase decision process, thus H1 is accepted.

2. The Effect of Product Quality on the Purchasing Decision Process

In table 4.12, the results of regression analysis show that product quality has a positive effect on price perception of 0.261 with a significant value of 0.000 less than 5%. It can be concluded that product quality positively affects the purchasing decision process, thus H2 is accepted.

3. The Effect of Price Perception on the Purchasing Decision Process

In table 4.12, the results of regression analysis show that price perception has a positive effect on the purchase decision process by 0.493 with a significant value of 0.000 less than 5%. It can be concluded that price perception positively affects the purchase decision process, thus H3 is accepted.

DISCUSSION

The Influence of Brand Image on the Purchasing Decision Process

The hypothesis test shows that brand image has a positive effect on the purchase decision process. The higher the brand image, the more the purchase decision process will increase.

According to Roisah (2016) brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. Customers tend to choose a familiar brand because they feel secure with something they are known for and think the brand is likely to be reliable and of quality to be accounted for. Thus the brand allegedly influences the purchase decision. The better the brand image for consumers, the greater the purchase decision. This research is in line with research conducted by Laheba et al., (2015); Amilia & Nst, (2017); Hidayat et al., (2019); Aristayasa et al., (2020); Fadhilah & Sugiyono, (2021); Steven et al., (2021); Wiranto et al., (2022) revealed that brand image has a positive effect on purchasing decisions. This is in line with research conducted by Sukarja & Machasin, (2016); Lusigita, (2017) found evidence that brand image has a significant positive effect on the purchase decision process. The better the brand image, the more the purchase decision process will improve.

The Effect of Product Quality on the Purchasing Decision Process

The hypothesis test shows that product quality has a positive effect on the purchase decision process. The higher the quality of the product, the more the purchase decision process will increase. Consumers want that products must be made quality, especially in meeting consumer expectations to be satisfied and loyal to the company. According to Kotler & Armstrong, (2018), if a product can fulfill the ability to carry out its function, the higher the consumer purchase decision on the product. Every company that wants to be able to meet the needs and desires of customers, then the company will try to make a quality product, which is displayed both through the external characteristics (*design*) of the product and *the core (core)* of the product itself. This is in line with research conducted by Amilia & Nst, (2017); Hidayat et al., (2019); Fadhilah & Sugiyono, (2021); Steven et al., (2021); Wiranto et al., (2022) show that product quality has a positive effect on purchasing decisions.

The Effect of Price Perception on the Purchasing Decision Process

The hypothesis test shows that price perception has a positive effect on the purchase decision process. Better price perception will improve the purchase decision process. Price perception describes how satisfied a person is with his job (Parvin & Kabir, 2011). Price perception can be set on a person's behavior in offsetting his work (Kolompoy et al., 2019). Employees who have a high level of price perception can show a positive attitude towards work duties and responsibilities at work. Employees with a high level of price perception can be seen from their absenteeism, work performance and in terms of establishing working relationships with other company members, employees with a low level of price perception will show a negative attitude towards their work. This is in line with research conducted

by Yudhaningsih et al., (2016); Martadiani & Zahrina, (2019); Wangsa & Edalmen, (2022) prove that price perception has a positive and significant effect on the purchase decision process.

5. CONCLUSION

Brand image has a positive and significant effect on the purchase decision process. The better the brand image, the more the purchase decision process will increase. Product quality has a positive and significant effect on the purchase decision process. The better the quality of the product, the higher the purchase decision process. Price perception has a positive and significant effect on the purchase decision process. The better the price perception, the higher the purchase decision process.

REFERENCE

- [1] Amilia, S., & Nst, M. O. A. (2017). The Influence of Brand Image, Price, and Product Quality on the Purchase Decision of Xiaomi Brand Mobile in Langsa City. *Journal of Management and Finance*, 6(1), 660–669.
- [2] Arikunto, S. (2016). *Research Procedure A Practice Approach*. Rineka Cipta.
- [3] Assauri, S. (2015). *Marketing Management*. Eagle Press.
- [4] Buchari, A. (2014). *Marketing Management and Service Marketing*. CV Alfabeta.
- [5] Buchari, A. (2014). *Marketing Management and Service Marketing*. CV Alfabeta.
- [6] Cannon, J. P., Jr., W. D. P., & McCarthy, J. (2008). *Fundamentals of Marketing : A Global Managerial Approach* (16th Edition). Salemba Four
- [7] Dharmmesta, Swastha, B., & Handoko, T. H. (2012). *Marketing Management: Consumer Behavior Analysis*. BPFE.
- [8] Fadhilah, K. N., & Sugiyono, S. (2021). The Influence of Product Quality, Brand Image and Price on Samsung Mobile Purchasing Decisions. *Journal of Management Science and Research*, 10(7), 1–22.
- [9] Fatmawati, N., & Soliha, E. (2017). Product Quality, Brand Image and Price Perception of Consumer Purchasing Decision Process Matic Motorcycles "Honda." *Journal of Theoretical and Applied Management*, 10(1).
- [10] Ghozali, I. (2018). *Applications of Multivariate Analysis with IBM SPSS 25 Program*. Diponegoro University Publishing Board.
- [11] Hair J.F., et al. (2010). *Multivariate Data Analysis* (Seventh Ed). Pearson Prentice Hall.
- [12] Hidayat, A., Triyani, D., & Prapti, L. (2019). The Influence of Product Quality, Price Perception, and Brand Image on Furniture Purchase at Pt. Jati City Furindo Jepara. *Economics and Business Solutions Journal*, 3(2), 67–80. <https://doi.org/10.26623/ebsj.v3i2.1598>
- [13] Jelita, F. A., Soliha, E., & Prabowo, R. E. (2022). The Influence of Brand Image, Price Perception and Advertising on the Consumer Purchase Decision Process of Asus Brand Laptops. *Proceedings of International Conference on Economics Business and Government Challenges*, 18(1), 123–140. <https://doi.org/10.33005/ic-ebgc.v1i1.31>
- [14] Kotler. (2014). *Marketing Management* (13th ed.). Prenhalindo.
- [15] Kotler, & Armstrong, G. (2016). *Marketing Basics* (ninth). Erlangga.
- [16] Kotler, P. (2019). *Marketing Management* (Thirteen). Erlangga.
- [17] Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (12th Editi). Erlangga.
- [18] Kotler, P., & Armstrong, G. (2018). *Principle Of Marketing* (17e Global). Pearson Education Limited.
- [19] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Editi). Prentice-Hall Published.
- [20] Laheba, Y. A., Tumbuan, W., & Soepeno, D. (2015). The Influence of Brand Image, Features, and Price on Samsung Mobile Purchase Decisions. *EMBA Journal*, 3(3), 99–108.
- [21] Laila, E. J., & Sudarwanto, T. (2018). The Influence of Product Quality and Price on Rabbani's Hijab Purchasing Decision at Qta Ponorogo Boutique. *Journal of Commerce Education (JPTN)*, 6(1), 1–9.
- [22] Lubis, D. I. D., & Hidayat, R. (2015). The Influence of Brand Image and Price on Purchasing Decisions at Sukma Medan College of Management. *Ilman Journal*, 5(1), 15–24. <https://doi.org/10.4135/9781412983907.n1598>
- [23] Muqoyyarah, L. (2018). The Effect of Reward on Job Satisfaction of PDAM Magetan Employees. *EQUILIBRIUM : Scientific Journal of Economics and Its Learning*, 6(1), 95. <https://doi.org/10.25273/equilibrium.v6i1.2190>

The Influence Of Brand Image, Product Quality And Price Perception On Samsung Smartphone Purchase Decisions (Study on Samsung HP Customers in SMS Shop Matahari Simpanglima Semarang). Amelia Salsabila, et al

- [24] Peter, J. P., & Olson, J. C. (2014). *Consumer Behavior and Marketing Strategy* (9th Edition). Salemba Four.
- [25] Peter, & Olson. (2013). *Consumer Behavior and Marketing Strategy* (Ninth). Salemba Four.
- [26] Purwati, Setiawan, H., & Rohmawati. (2012). The Effect of Price and Product Quality on the Purchase Decision of Honda Matic Beat Motorcycles (Case Study at PT. Nusantara Solar Sakti). *Journal of Economics and Information A k u n t a n s i (JENIUS)*, 2(3), 260–277.
- [27] Rangkuti, F. (2009). *Creative Promotion Strategy and Case Analysis of Integrated Marketing Communication*. PT. Gramedia Main Library.
- [28] Sari, D. P., & Soliha, E. (2021). The influence of product quality, price perception and promotion on Tokopedia's e-commerce purchase decision process. *Proceedings of SENDIU Journal*, 2013, 341–348.
- [29] Setiadi, N. (2015). *Consumer Behavior: A Contemporary Perspective on Consumer Motives, Goals, and Desires*. Prenadamedia Group.
- [30] Steven, W., Purba, J. T., Budiono, S., & Adirinekso, G. P. (2021). How Product Quality, Brand Image and Price Perception Impact on Purchase Decision of Running Shoes? *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 5(8), 1289–1297.
- [31] Sugiyono, 2018. (2018). *Quantitative, Qualitative and R&D Research Methods of Alfabeta*, Bandung.
- [32] Sumarwan, U. (2014). *Consumer Behavior Theory and Its Application in Marketing*. Ghalia Indonesia.
- [33] Susanto, A. (2014). *Comprehensive Strategic Management*. Erlangga.
- [34] Wiranto, M. A., Muharam, H., & Prasetyo, B. D. (2022). The Influence of Brand Image and Product Quality on Samsung Smartphone Purchase Decisions (Study on Students of the Faculty of Economics and Business Management Study Program, Class of 2017, Pakuan University). *Online Journal of College Students*, 71.
- [35] Zeithaml, V. A., & Bitner, M. J. (2013). *Services Marketing : Integrating Customer Focus Across The Firm* (Sixth Edit). McGraw-Hill.
- [36] Bima Andrianto Pambudi , Euis Soliha, Endang Tjahjaningsih. (2018). *Journal of Management Dynamics*, 9 (2) 2018, 179-188
- [37] Kcharisma Nawang Sigit, Euis Soliha.(2014), Product Quality and Service Quality to Customer Satisfaction and Loyalty/*Journal of Finance and Banking*, 21(1): 157–168, 2017
- [38] Munisih, S. & Soliha, E. 2015. *Affect Product Quality on Customer Value and Customer Satisfaction and Its Impact on Customer Loyalty of Dela Semarang Pharmacy*. Proceedings of Seminar Nasional & Call for Paper, Performance of Banking, Business and Economy Indonesia Facing AEC 2015.Faculty of Economics and Business, Universitas Stikubank Semarang.
- [39] Agung, M.T. & Soliha, E. 2014. *Quality of Service, Image, and Satisfaction in an Effort to Increase Fishermen's Loyalty*. Proceedings of the National Seminar and Call for Papers, Sustainable Competitive Advantage 4. Faculty of Economics and Business, Universitas JenderalSoedirman. Purwokerto.
- [40] Solechah & Soliha, E. 2015. *The Effect of Image and Trust on Customer Value and Its Impact on Customer Satisfaction and Loyalty*, Proceedings of the 4th Economic & Business Research Festival, Business Dynamic Toward IndonesiaEconomic Revival. Faculty of Economics and BusinessSatya Wacana Christian University. Salatiga.
- [41] Sumadi & Soliha, E. 2015. *The Effect of Bank Image and Trust on Loyalty Mediated by Consumer Satisfaction*. *Journal of Management Dynamics*, 6(2): 121-132.
- [42] Anindita K (2022), *Product Quality, Resto Atmosphere, and HRGA's Perception of Purchasing Decisions*, Faculty of Economics and Business, Stikubank University Semarang, <https://journal.uniku.ac.id/index.php/Equilibrium/article/view/5290>.
- [43] Tjahjaningsih, E (2022), *The influence of brand awareness, price perception, and product quality on Telkomsel data package purchase decisions*, Faculty of Economics and Business, Stikubank University Semarang.
- [44] Soliha, E. 2022, *The Influence of Brand Image, Price Perception and Advertising on the ASUS Brand Laptop Purchase Decision Process*, Faculty of Economics and Business, Stikubank University Semarang,
- [45] Anindita K (2022), *The Influence of Product Quality, Brand Ambassador and Price Perception on Nature Republic Purchasing Decisions*, Faculty of Economics and Business, Stikubank University Semarang,
- [46] Tjahjaningsih,E (2022), *The Influence of Product Quality, Service Quality, Cafe Atmosphere and Price Perception on Customer Satisfaction*. Faculty of Economics and Business, Stikubank University Semarang,