# The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan

Ma'Rifa Siwi Hastuti[1], C.Prihandoyo[2], Stepanus Dedy Deomendes[3]

[1,2,3]Management and Business Study Program, University of Balikpapan

| Article Info | ABSTRACT |
|---|---|
| **Keywords:**<br>Price<br>Product Quality<br>Brand Image | The Objerctive of this study was to determine the influence of price, product quality, and brand image on purchasing decisions for the Oppo Reno 8 smartphone at Andalas Supe Store KM.4 Balikpapan.This research was carried out at Andalas Super Store KM.4 Balikpapan, with 193 respondents. This research method used quantitative methods. Data collection was done by distributing questionnaires through google form. The data analysis technique used is multiple linear analysis by conducting instrument test, classical assumption tests, and partial hypothesis tests (t-test). The results show that the variables proce, product quality, and brand image have a positive and significant influence on purchasing decisions at Andalas Super Store KM.4 Balikpapan. |
| | **Corresponding Author:**<br>Ma'Rifa Siwi Hastuti<br>Balikpapan University<br>Marifasiwi07@gmail.com |

## INTRODUCTION

*The smartphone* is one of the device or the technology product in the form of a mobile phone that has the advantage of the smarter software and the hardware specifications as well as the communication tools that are equipped with the good features and specifications and the advanced technology is able to make all user activities easier. The *Smartphones* currently use the *Operating System* (OS) that is widely known to the public today, Namely Android and IOS which are equipped with features such as social media, internet services, video players, cameras, emails, and data storage tools to support of the needs, needed by consumers in using the smartphone communication tools such as; buying and selling activities (Srilestari et al., 2023) .

Oppo is one of the *smartphone* companies engaged in communication originating from China established in 2004 under the name Oppo Electronic Crop. *Oppo smartphones* officially entered the Indonesian market in 2013. Although Oppo is a new product that has emerged in Indonesia, its name has begun to be famous among the Indonesian people. The Oppo Reno 8 makes a considerable contribution to Oppo, especially in increasing Oppo's *mide range share*.

The number of *smartphone* brands that make it easy for consumers to choose *smartphones* that are expected to meet consumer needs is due to different levels of consumer

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al
**1511** | P a g e

needs. This can cause a threat to Oppo and also eliminate the opportunity for consumers to purchase Oppo brand smartphones due to the many *competing* smartphone brands (Dicky Setiawan et al., 2023) .

Price is able to show the brand quality of the product that will be purchased and used by the customer, assuming that the higher price usually has higher quality as well. From the price offered, Oppo is also adjusted to customer income, ranging from the lower, middle and upper classes, so that it can support people's purchases (Riandini & Budiono, 2023) (Pandji Anwari, 2022)

The quality of the product itself is often considered a relative measure of the goodness of a product. Consumers always conduct research on the performance of a product, this can be seen from the product's ability to create product quality with all its specifications so that it can attract consumers to decide to buy the product. In order for the level of perfection in the product to be in accordance with what is expected and meet the wishes of the buyer, product quality is one of the factors that make the company's success in consumer interest to make a purchase while satisfying consumers (Krisna Marpaung et al., 2021) .

Brand image is usually an identity and asset that can affect the marketing of a company, the better the public or consumers' view of a brand, the more known and more consumers are interested in the brand. Brand image usually determines the purchase decision, so that the brand image can attract consumers to use the products offered by *smartphone* manufacturers in the market. This is a positive perception and consumer confidence in the products offered so that it can form a good image and build consumer loyalty to a product (Puspita Sari et al., 2022) .

Purchase decisions made by a consumer are made on the basis of their wants and needs for a product. Judging from the price, product quality, and brand image of the product is one of the factors for consumers to determine the purchase decision on the product. Based on the description above, the author's goal is to find out the influence of price, product quality, and brand image on the decision to buy the Oppo Reno 8 smartphone. From these factors, the author is interested in raising the title "The Influence of Price, Product Quality, and Brand Image Facing the Decision to Purchase Oppo Reno 8 Smartphone at Andalas *Super Store* KM.4 Balikpapan".

## METHODS

The method used in this study is the quantitative method, The quantitative method is the method used in this research. According to quantitative research, it is a research method based on the philosophy of positivism, used to research on a specific population or sample, data collection using research instruments, data analysis is quantitative, with the aim of testing hypotheses that have been applied. Sugiyono (2019, p. 17)

Sampling in this study uses *probality sampling* and the technique is *simple random sampling* Sugiyono (2019, p. 82). The population in this study is all visitors who came to buy an Oppo Reno 8 smartphone at the Andalas *Super Store* KM.4 Balikpapan in a span of eight months from August 2022 to January 2023 totaling 386 consumers.

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al
**1512** | P a g e

The data collected for this study is primary data obtained from the research questionnaire. The tests used are Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression, F test and t Test. The data analysis method in this study multiple regression is an analysis used to test the influence of two or more independent variables on dependent variables. To determine the influence of independent variables on dependent variables, a multiple linear regression model is used in SPSS with the following equation:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3$$

## RESULTS AND DISCUSSION

Validity tests are used to measure the validity or not of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that the questionnaire will measure. The validity test of this research measuring tool uses correlation *product moment pearson's* That is by correlating each statement with a total score, then the results of the correlation are compared with alpha 0.05 and the value of *Total Correlation* or rcalculate compared to the table at n = 30 the table value is 0.361.

**Table 1** Validity Test Results

| Variable | Item | r calculate | r table n=30 | Information |
|---|---|---|---|---|
| Price | X1.1 | 0,793 | 0,361 | Valid |
| (X1) | X1.2 | 0,831 | 0,361 | Valid |
| | X1.3 | 0,781 | 0,31 | Valid |
| | X1.4 | 0,806 | 0,361 | Valid |
| Product Quality | X2.1 | 0,884 | 0,361 | Valid |
| (X2) | X2.2 | 0,823 | 0,361 | Valid |
| | X2.3 | 0,681 | 0,361 | Valid |
| | X2.4 | 0,681 | 0,361 | Valid |
| | X2.5 | 0,733 | 0,361 | Valid |
| | X2.6 | 0,862 | 0,361 | Valid |
| Brand Image | X3.1 | 0,793 | 0,361 | Valid |
| (X3) | X3.2 | 0,911 | 0,361 | Valid |
| | X3.3 | 0,774 | 0,361 | Valid |
| Purchase Decision | Y1 | 0,852 | 0,361 | Valid |
| (Y) | Y2 | 0,769 | 0,361 | Valid |
| | Y3 | 0,760 | 0,361 | Valid |

Source: Results of Analysis Using SPSS 29

Table 1 can be concluded that each indicator used has a calculation greater than the table, which is 0.361. This means that the indicators used in this study variable are feasible or valid to be used as data collectors as seen from all statements having *a Pearson correlation* value exceeding 0.361.

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al
**1513** | P a g e

## Reliability Test Results

The reliability test is useful for determining whether the instrument in this case can be used more than once, at least by the same respondent. This reliability test was carried out by comparing the results of Alpha Cronbach with a critical value of 0.70. If the Alpha Cronbach value is greater than the critical value, then the measurement can be said to be reliable and vice versa if the Alpha Cronbach  value is less than the critical value then the measurement is unreliable or unreliable.

Table 2 Reliability Test Results

| Variable | Alpha Cronbach Grades | Reliability Standards |
|---|---|---|
| Price (x1) | 0,817 | 0,70 |
| Product Quality (x2) | 0,868 | 0,70 |
| Brand Image (X3) | 0,769 | 0,70 |
| Purchase Decision (Y) | 0,705 | 0,70 |

Source: Results of Analysis Using SPSS 29

Table 2 can conclude that workload, work stress, and work environment have an alpha coefficient value greater than 0.70. This means that the variables in this study can be said to be all variable measurement concepts used in this study are reliable or reliable, reliable and can be reused in future studies with the same discussion.

## Multicoloniality Test Results

The multicoloniality test is a test to find out whether the independent variables in the regression equation are not correlated with each other. Detecting the existence of multicoloniality is carried out by assessing Tolerance and VIF (Variance Inflation Factor). If the tolerance  value > 0.10 or the VIF value < 10, then multicoloniality does not occur.

Table 3 Multicoloniality Test Results

| Items | Tolerance | VIF | Multicollineity Standards |
|---|---|---|---|
| Price | 0,807 | 1,240 | Tolerance > 0,10 ; VIF < 10 |
| Product Quality | 0,676 | 1,480 | Tolerance > 0,10 ; VIF < 10 |
| Brand Image | 0,788 | 1,269 | Tolerance > 0,10 ; VIF < 10 |

Source: SPSS 29 Analysis Results

Table 3 shows that  the tolerance and VIF values of each independent variable are no more than  > tolerance  values of 0.10 or VIF values < 10 which means that there is no correlation between independent variables or independent regression models of multicoloniality.

## Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an unevenness  of variance from the residual of one observation to another. The test was carried out with the Glesjer Test, which is a hypothesis test to find out whether a regression model has an indication of heteroscedasticity by means of residual absolute regression. The basis for decision-making using the Glacier test is that if the significance value > 0.05, then the data

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al

**1514** | P a g e

does not have heteroskessdasticity.

### Table 4 Heteroscedasticity Test Results

| Variable | The value of sig. | Critical values | Information |
|---|---|---|---|
| Price (x1) | 0,135 | 0,05 | |
| Product Quality | 0,355 | 0,05 | No Heteroscedasticity Occurs |
| Mereak Image (X3) | 0,589 | 0,05 | |

Source : SPSS 29 Analysis Results

Table 4 shows the results of the analysis of heteroscedasticity, it can be known that all independent variables obtained a significance value of > 0.05 so that from the explanation above, it can be ascertained that the three variables do not have heteroscedasticity symptoms.

## Autocorrelation Test Results

Autocorrelation test to test the assumption that the regression model is good or not, the regression model is declared good if the regression model is free from autocorrelation. The autocorrelation test in this study uses the Durbin-Watson test (DW Test), on the basis of decision making if DU < DW < 4-DU, then no autocorrelation occurs, if DW < DL or DW > 4-DL, then autocorrelation occurs, if DL < DW < DU or 4-DU < DW < 4-DL, then there is no definite decision.

### Table 5 Autocorrelation Test Results

| DW | N=193, K=3 | | Information |
|---|---|---|---|
| | DL | DU | |
| 2,051 | 1,7329 | 1,7960 | No Autocorrelation Occurs |

Source: Results of Analysis Using SPSS 29

Table 5 shows the results of the analysis of autocorrelation, that in this study obtained the results of DU < DW < 4-DU = 1.7960 < 2.051 < 2.204, so it was obtained that there was no autocorrelation.

## Multiple Linear Regression Analysis Results

Multiple liner regression analysis is used by researchers to predict changes in the value of dependent variables when two or more values *of independent* variables are increased or decreased.

### Table 6 Results of Multiple Linear Regression Analysis

| Variable | Unstandardied Coefficients B | Sig |
|---|---|---|
| Constant | 1,153 | 0,273 |
| Price | 0,122 | 0,021 |
| Product Quality | 0,193 | 0,000 |
| Brand Image | 0,357 | 0,000 |

R = 0.664

R *Square* = 0.441

*Adjust* R *Square* $R^2$ = 0,432

*Durbin Watson* = 2,051

Source: SPSS 29 Analysis Results

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al
**1515** | P a g e

Table 6 shows the results of the analysis of the influence of Price (X1), Product Quality (X2), Brand Image (X3,) on Purchase Decision (Y) at Andalas  Super Store KM.4 Balikpapan, the results of the regression equation are obtained as follows:

$$Y = 1.153 + 0.122 X1 + 0.193 X2 + 0.357 X3.$$

The results of the analysis can be interpreted that the value of the above equation constant of 1.153 numbers shows that X1 (Price), X2 (Product Quality), X3 (Brand Image), constant or X=0, then the purchase decision is 3.266. The regression coefficient value is 0.12 which means that if the price variable increases, then the decision of the government increases by 0.122. The regression coefficient value is 0.193 which means that if the product quality variable increases, then the purchase decision increases by 0.193. The regression coefficient value is 0.375 which means that if the brand image variable increases, then the purchase decision increases by 0.357.

## Simultaneous Hypothesis Test (Test F)

Hypothesis testing is carried out simultaneously to determine the overall (simultaneous) significance level of independent variables to dependent variables, namely physical evidence, reliability, responsiveness, assurance and empathy for customer satisfaction based on if the < value of the sig is 0.05 and f is calculated > f table, then the data is said to have an influence simultaneously and if the value of sig > 0.05 and f is calculated < f table, then the data is said to have no influence Simultaneous. The results of simultaneous hypothesis testing (test f) are in the following table:

**Table 7** Results of Simultaneous Hypothesis Testing (Test F)

| Type | F count | F table | Sig | Information |
|------|---------|---------|------|-------------|
| Back | 49,720 | 3,043 | 0,000 | Significant |

Source: SPSS 29 Analysis Results

Based on the results of the simultaneous hypothesis test (test f) validated in table 4.15, it can be found that the value of sig is 0.000 < 0.05 and f count (49.720) > f table (2.430), so it can be concluded that price, product quality, and brand image together have a significant influence on purchase decisions.

## Partial Hypothesis Test (t-Test)

A partial hypothesis is needed to find out the extent of the relationship between one variable and another based on if the significant value < 0.05 and the ttable > ttable then the data is said to have a partial influence and if the significant value > 0.05 and the ttable > ttable then the data is said to have no partial influence. The results of the partial hypothesis test (t-test) are in the following table:

**Table 8** Results of Partial Hypothesis Testing (t-Test)

| Variable | Calculation | Table | Sig | Information |
|----------|-------------|-------|------|-------------|
| Price | 2,331 | 1,972 | 0,021 | Significant |
| Product Quality | 4,649 | 1,972 | 0,000 | Significant |
| Brand Image | 6,377 | 1,972 | 0,000 | Significant |

Source: SPSS 29 Analysis Results

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—Ma'Rifa Siwi Hastuti et.al

**1516** | P a g e

Based on the results of the partial hypothesis test (t-test) presented in table 4.16, it can be seen that the price has a sig of 0.021 < 0.05 and t count 2.331 > t table 1.972 so it is said that the price has a positive and significant influence on the purchase decision, product quality has a sig of 0.000 < 0.05 and t count 4.640 > t table 1.972 so it is said that the product quality has a positive and significant influence on the purchase decision,  The brand image has a sig of 0.000 < 0.05 and a t count of 6.377 > t table 1.972 so it is said that the brand image has a positive and significant influence on the purchase decision.

## CONCLUSION

Based on the results of the analysis and discussion in this study regarding the influence of price, product quality, and brand image on the purchase decision of the Oppo Reno 8 smartphone at the Andalas Super Store KM.4 Balikpapan, the author draws the conclusion that the price has a positive and significant effect on the purchase decision  of the Oppo Reno 8 smartphone product at the Andalas *Super Store* KM.4 Balikpapan, so that the first hypothesis is proven and acceptable. Product quality has a positive and significant effect on the decision to purchase  Oppo Reno 8 smartphone products at the Andalas *Super Store* KM.4 Balikpapan, so that the second hypothesis is proven and acceptable. The brand image has a positive and significant effect on the purchase decision  of the Oppo Reno 8 smartphone product at the Andalas *Super Store* KM.4 Balikpapan, so that the third hypothesis is proven and acceptable. Price, product quality, and brand image together have a positive and significant effect on the purchase decision  of Oppo Reno 8 smartphone products at Andalas *Super Store* KM.4 Balikpapan. Based on the results of the research and the conclusion above, in order to increase the purchase decision  of Oppo Reno 8 smartphone products at Andalas *Super Store* KM.4 Balikpapan that the results of the study show that the price variable affects the purchase decision, therefore the author gives advice to Andalas *Super Store* KM.4 Balikpapan to pay attention to the pricing strategy of *smartphone* products Oppo Reno 8 at Andalas *Super Store* KM.4 Balikpapan carefully. Prices that are too high can reduce consumer interest and lead to a decrease in sales, while prices that are too low can damage brand image and reduce profit margins. Therefore, Andalas *Super Store* KM.4 Balikpapan needs to conduct a comprehensive analysis of prices that are in accordance with the target market and try to provide value that is comparable to the price paid by consumers. The results of the study show that the variation of product quality affects the purchase decision, therefore the author gives advice to Andalas *Super Store* KM.4 Balikpapan to give serious attention to the quality of the products offered. Andalas *Super* Store KM.4 Balikpapan needs to invest resources to develop products that meet high quality standards and maintain those qualities consistently. In addition, Andalas Super Store KM.4 Balikpapan also needs to communicate clearly to consumers about the quality of the products they offer through the right marketing strategy. The results of the study show that brand image variables affect purchase decisions, therefore the author advises Andalas *Super Store* KM.4 Balikpapan to invest in building and strengthening their brand image. Andalas *Super Store* KM.4 Balikpapan's efforts in building a positive brand image can be done through marketing, promotion, and customer experience

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al

**1517** | P a g e

strategies, so that it can increase the attractiveness of the product in the eyes of consumers. In addition, Andalas *Super Store* KM.4 Balikpapan also needs to monitor and manage the product brand image consistently to maintain consumer trust and loyalty.

## REFERENCE

Abdurrahman, & Nana Herdiana. (2015). *Marketing Strategy Management* . Pustaka Setia.

Ali Hasan. (2014). *Marketing and Selected Cases*. CAPS. Yogyakarta .

Assauri, S. (2017). *Marketing Management*. PT Raja Grafindo Persada.

David, I. (2021). *Marketing Management with a Digital Marketing Approach*. Indomedia Pustaka.

Dicky Setiawan, R., Lestari, W. D., Economics, F., & Business, D. (2023). The Influence of Brand Image, Price, and Product Quality on Purchase Decisions of RDS Phone Store Smartphone Products in Surakarta. In *Scientific Journal of Financial Accounting and Business E-ISSN* (Vol. 4, Issue 1).

Fitri, M., & Syamsudin. (2022). *The Influence of Payment Methods on Purchase Decisions on Students in the SHoppe Marketplace Reviewed by Sharia Economics*.

Keller, K. L. (2013a). *Strategic Brand Management, Building, Meausuring and Managing Brand Equity* (Fourth Harlow). English: Pearson Education.

Keller, K. L. (2013b). *Strategic Brand Management, Building,Measuring and Managing Brand Equity: Vol. Fourth* (Harlow). English : Pearson Edition .

Kotler, & Keller, K. L. (2016a). *Marketing Manajemen* (15th ed.). Pearson Education, inc.

Kotler, P., and Armstrong, G. (2019). *Principles of Marketing. 12th edition* (Jilid 1 Terjemahan Bob Sabran: Jakarta, Ed.). Erlangga.

Kotler, P., & Keller, K. L. (2016b). *Marketing Manajemen* (15th ed, g). Pearson Education.

Kotler, P., & Keller Kevein Lane. (2016). *Marketing Management* (15th ed.). New Jersey:Person Prentice hall, Inc.

Krisna Marpaung, F., Arnold S., M. W., Sofira, A., & Aloyna, S. (2021). The Influence of Price, Promotion, and Product Quality on Indomie Consumer Purchase Decisions at Pt. Alamjaya Wirasentosa Kabanjahe. In *Journal of Management* (Vol. 7, Issue 1). http://ejournal.lmiimedan.net

Kuengo, F. A., Taan, H., & Radji, D. L. (2022). The Influence of Brand Image and Price on Honda Brio Car Purchase Decision on Mobilindo Gorontalo City. *JAMBURA*, *5*. http://ejurnal.ung.ac.id/index.php/JIMB

Nasfi, N., Rahmad, R., & Sabri, S. (2020). The Effect of Service Quality on Islamic Banking Customer Satisfaction. *SYARIAH ECONOMICS : Journal of Economic Studies*, *4*(1), 19. https://doi.org/10.30983/es.v4i1.3146

Pandji Anwari, S. (2022). The Influence of Product Quality, Brand Image, and Price on the Purchase Decision of the Oppo F9 *Indonesian College of Economics (STIESIA) Surabaya*.

Peter, J. P., & Olson, J. C. (2014). *Consumer Behavior and Marketing Strategy* (9th ed.). Jakarta: Salemba Four.

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al
**1518** | P a g e

Prihandoyo, C., Abdiannur, & Indriastuty, N. (2018). *Marketing Management*. Nusa Litera Inspirasi Publisher.

Puspita Sari, I., Management Studies, P., & Gunaningrat, R. (2022). *Product Quality, Brand Image, and Price on OPPO Smartphone Purchase Decisions* (Vol. 2, Issue 1).

Riandini, R., & Budiono, H. (2023). *Background of buying the products offered. According to Rachmawati, et al. ( 2021 ) if a product*. *05*(01), 202–211.

Rizkiana, C., Suryawardana, E., Pratiwi, P., & Santoso, A. (2023). *The Influence of Brand Image, Promotion and Product Quality on Infinix Smartphone Purchase Decisions*. *3*(3). https://doi.org/10.47065/arbitrase.v3i3.712

Sasono, E., Nafiah, Z., Widiyasari, D., & Semarang College of Economics, S. (2023). The Influence of Price, Product Quality, and Brand Image on Oemah Herborist Consumer Satisfaction. *Scientific Journal of Economics*, *21*(2), 579–592.

Srilestari, P. P., Azizah, S. N., Dariyanto, A., Mubarok, A. Z., & Panjaitan, H. (2023). The Influence of Brand Image, Product Quality, and Price on the Purchase Decision of Apple Smartphone Products (Case Study on University Students, August 17, 1945, Surabaya). *Balance of Management, Economy*, *3*. https://doi.org/10.8734/mnmae.v1i2.359

Sugiyono Sutopo. (2019). *Qualitative and R and D Quantitative Research Methods* . Afabeta.

Thamrrin, & Francis Tantri. (2016). *Marketing Management*. PT Raja Grafindo Persada.

Tjiptono, F. (2016). *Service Marketing*. Bayu Media Publishing.

The Influence Of Price, Product Quality, And Brand Image On The Purchase Decision Of The Oppo Reno 8 Smartphone At Andalas Super Store KM.4 Balikpapan—
Ma'Rifa Siwi Hastuti et.al
**1519** | P a g e