

Analysis of Factors Influencing Purchasing Decisions at Ayesha Cell Kedungpring

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Article Info	ABSTRACT
Keywords: brand image, product quality, price perception, purchase decision, marketing	This study aims to analyze the influence of brand image, product quality, and price perception on consumer purchase decisions at Ayesha Cell Kedungpring. The study used a quantitative approach with primary data collected through questionnaires to 94 respondents who were consumers of Ayesha Cell Kedungpring. Data were analyzed using IBM SPSS Statistics 26 through validity test, reliability test, classical assumption test, multiple linear regression, determination coefficient, t-test, and F-test. Product quality also had a positive and significant effect with t count 5.362 and significance 0.000, while price perception had a positive and significant effect with t count 4.409 and significance 0.000. Simultaneously, brand image, product quality, and price perception have a significant effect on purchasing decisions with F count 91.563 greater than F table 2.706. An R-Square value of 0.753 indicates that 75.3% of the variation in purchasing decisions can be explained by all three variables, while 24.7% is explained by other variables outside the model. The most dominant variable was the brand image with the highest regression coefficient of 0.654.
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INTRODUCTION

The development of communication technology encourages smartphones to become an important need in people's activities. Smartphones are no longer only used as a means of communication, but also as a means of entertainment, productivity, access to information, and digital transactions. This condition makes the smartphone and accessories sales business face increasingly fierce competition. Business actors need to understand the factors that shape purchasing decisions in order to be able to retain customers and increase sales volume.

According to Rochman Arif, a purchase decision is a process that consumers make in making a choice for a product or service after going through the stages of identifying needs, searching for information, evaluating alternatives, and finally making a purchase. Purchase decisions are an indicator of the company's success in attracting consumer interest and trust.

Ayesha Cell Kedungpring is a smartphone and accessories business located at Jl. Raya Tlanak, Kedungpring, Lamongan Regency. Based on business data, Ayesha Cell experienced an increase in sales from 2016 to 2024. The increase indicates a good market opportunity, but it also requires business owners to maintain marketing factors that influence consumer purchasing decisions. In this context, brand image, product quality, and price perception are important factors because they are directly related to the way consumers rate products before making a purchase.

Brand image describes consumers' perception and belief in a brand or business that is inherent in their memory. A good image can help consumers recognize the store, reduce the risk of purchase, and increase trust. On the other hand, product quality is the basis for consumers' assessment of the usefulness, durability, and ability of the product to meet needs. Price perception also plays an important role because consumers not only judge prices from the nominal, but also from the suitability between price, benefits, and quality received.

Purchasing decisions are a process when consumers recognize needs, seek information, evaluate alternatives, and then determine the product to buy. In a business like Ayesha Cell, purchase decisions can be formed from a trusted store image, convincing quality of smartphone products and accessories, and prices that are considered reasonable and according to benefits. Therefore, this study is important to provide an empirical picture of the factors that affect consumer purchasing decisions at Ayesha Cell Kedungpring.

Based on this background, this study aims to determine the influence of brand image, product quality, and price perception partially or simultaneously on purchase decisions, as well as to find out the most dominant variables influencing purchase decisions at Ayesha Cell Kedungpring.

Literature Review

Brand Image

Brand image is the perception and belief of consumers that is reflected in brand associations in the minds of consumers. According to Kotler and Keller in Purwati and Cahyanti (2022), brand image can influence the way consumers recognize, compare, and choose products. Lee and Lim (2020) also emphasized that brand image is a powerful marketing tool because it is able to differentiate companies from competitors. In this study, brand image was measured through indicators of professional impression, modern impression, and popularity among consumers.

Product Quality

Product quality is the ability of the product to provide results or performance in accordance with, even exceeding consumer expectations. Kotler and Keller in Maharani (2019) explain that product quality is related to the product's ability to carry out its function. Astuti (2020) views product quality as a factor that can be measured based on the product's conformity to certain standards. In this study, product quality is measured through performance, durability, and serviceability.

Price Perception

Price perception is a consumer's assessment of the suitability between the amount of money spent and the value of goods or services obtained. Assauri and Alma (2018) explain that price perception is related to the way consumers interpret price as value. Cockrill and Goode in Rangan, Wenas, and Lintong (2022) state that price perception is one of the reasons consumers make purchasing decisions. Price perception indicators in this study include price conformity with product quality, price affordability, price competitiveness, and price conformity with benefits.

Purchase Decision

Purchasing decisions are the consumer's process of choosing one product alternative from several available options. Kotler and Keller in Purwati and Cahyanti (2022) explain that purchasing decisions reflect consumer behavior in forming preferences for brands and buying the products they like the most. Indicators of purchasing decisions include problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior.

Framework Of Thought And Hypothesis

Conceptually, brand image, product quality, and price perception are positioned as independent variables that influence purchasing decisions as dependent variables. The better the image of the store, the higher the quality of the product, and the more positive the consumer perception of the price, the stronger the tendency of consumers to make purchases. The hypothesis of this study is: H1 brand image, product quality, and price perception have a partial effect on purchase decisions; H2 brand image, product quality, and price perception simultaneously affect purchase decisions; and H3 brand image are the most dominant variables influencing purchase decisions.

METHOD

This study uses a quantitative approach. The object of the research is Ayesha Cell Kedungpring, which is a smartphone and accessories buying and selling business located in Kedungpring, Lamongan Regency. The independent variables in this study consisted of brand image (X1), product quality (X2), and price perception (X3), while the dependent variable was purchase decision (Y).

The research population is consumers who made purchases at Ayesha Cell Kedungpring during the period of December 2023 to February 2024. The number of people used is 1,520 consumers. The sampling technique used random sampling with the Slovin formula at an error rate of 10%, so that 94 respondents were obtained. Primary data were collected through a questionnaire with a five-level Likert scale, ranging from strongly disagree to strongly agree. Secondary data was obtained from documents and business information of Ayesha Cell Kedungpring.

Data analysis was conducted using IBM SPSS Statistics 26. The test stages include validity tests to ensure that the questionnaire items are able to measure research variables, reliability tests to see the consistency of the instruments, classical assumption tests that include normality, multicollinearity, and heteroscedasticity, as well as multiple linear

regression analysis. Hypothesis testing is carried out through the t-test to determine the partial influence, the F-test to determine the simultaneous influence, and the determination coefficient to see the large contribution of independent variables to the purchase decision.

RESULTS AND DISCUSSION

Before hypothesis testing, the research instrument is tested through validity and reliability tests. The test results showed that all items in the variables of brand image, product quality, price perception, and purchase decisions were declared valid and reliable, making them suitable for future analysis. The classical assumption test also shows that the regression model meets the requirements of the analysis, so the regression results can be used to answer the research hypothesis.

Table 1. Summary of Regression Results and Hypothesis Testing

Variable	Regression Coefficients	t count	Sig.	Remarks
Constant	-1,480	-	-	-
Brand Image (X1)	0,654	5,932	0,000	Have a significant positive effect
Product Quality (X2)	0,617	5,362	0,000	Have a significant positive effect
Price Perception (x3)	0,388	4,409	0,000	Have a significant positive effect
R Square	0,753	-	-	Model contribution 75.3%
Test F	-	91,563	0,000	Simultaneous effect

Source: research data processed, 2024.

The result of multiple linear regression yields the equation $Y = -1.480 + 0.654X_1 + 0.617X_2 + 0.388X_3$. The equation shows that all independent variables have a positive coefficient. This means that an improvement in brand image, product quality, and price perception will be followed by an increase in purchasing decisions, assuming other variables are in a constant state.

The results of the t-test showed that the brand image had a calculated t-value of 5.932 greater than the t-table of 1.661 with a significance value of 0.000. These results prove that brand image has a positive and significant effect on purchase decisions. These findings indicate that consumers tend to be more confident in buying products at Ayesha Cell when the store has a professional, modern, and well-known image by consumers. A strong brand image can reduce consumer hesitancy in choosing smartphone products and accessories, especially since technology products often require a high level of trust.

Product quality was also proven to have a positive and significant effect on purchase decisions with a t-value of 5.362 greater than the t-table of 1.661 and a significance value of 0.000. These results show that performance, durability, and product serviceability are important considerations for consumers. In smartphone products and accessories, quality is a very decisive factor because consumers want products that are not only attractive in appearance, but also can be used well and last a long time.

Price perception has a positive and significant effect on purchase decisions with a t-value of 4.409 greater than the t-table of 1.661 and a significance value of 0.000. These findings show that consumers judge prices not only by the cheapness or affordability of the product, but by the suitability of the price with the quality and benefits obtained. When prices are considered affordable, competitive, and commensurate with the quality of the product, purchasing decisions tend to improve.

The results of the F test show that brand image, product quality, and price perception simultaneously have a significant effect on purchasing decisions. The value of F calculated 91.563 is greater than the F of table 2.706 with a significance value of 0.000. This shows that consumers' purchasing decisions are not only determined by one factor, but are a combination of store image, product quality, and price perception formed together.

An R Square value of 0.753 indicates that brand image, product quality, and price perception are able to explain 75.3% of the variation in consumer purchase decisions at Ayesha Cell Kedungpring. The remaining 24.7% was influenced by other variables outside of the study, such as location, service quality, promotion, customer loyalty, or social factors. Thus, the research model has a strong ability to explain the purchase decision.

The most dominant variable in this study was brand image because it had the highest regression coefficient of 0.654. These results show that store image is the main factor that shapes consumer confidence before making a purchase. For Ayesha Cell, these findings imply that strengthening store reputation, consistency of service, professional business appearance, and good brand communication need to be priorities in marketing strategy.

Practically, the results of this study show that Ayesha Cell needs to maintain and improve the image of a trusted store, ensure that the products sold are of good quality, and keep prices competitive. The combination of these three strategies can improve purchasing decisions while helping businesses maintain sales growth in the smartphone and accessories business competition in the Kedungpring area.

CONCLUSION

Based on the results of the research, it can be concluded that brand image, product quality, and price perception partially have a positive and significant effect on purchasing decisions at Ayesha Cell Kedungpring. Simultaneously, these three variables also had a significant effect on the purchase decision with an F value of 91.563 and a significance of 0.000. Square's R value of 0.753 indicates that 75.3% of purchase decisions can be explained by brand image, product quality, and price perception.

The most dominant variable influencing the purchase decision was the brand image with a regression coefficient of 0.654. Therefore, Ayesha Cell is advised to continue to strengthen the store's image through increasing consumer trust, consistency of product quality, informative service, and competitive pricing strategies. The research can then add other variables such as digital promotion, service quality, location, customer loyalty, or consumer experience to obtain a more comprehensive research model.

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