

The Influence Of Brand Image And Product Quality On Purchase Decisions Xiaomi Brand Smartphone In Bandung City

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Abstract

This study aims to determine Brand Image and Product Quality on Xiaomi brand Smartphones in Bandung City, respondents responses regarding Brand Image and Product Quality and to find out how much influence Brand Image and Product Quality have on Purchase Decisions on Xiaomi brand Smartphones in Bandung City.

This type of research uses descriptive and verification methods, with a quantitative approach by operating the calculations using the IBM SPSS V25 program and the sampling technique using probability sampling to be precise using simple random sampling. Then get a sample of 100 people from the existing population. The population in this study are consumers who have purchased a Xiaomi brand smartphone. The data analysis method in this study uses Multiple linear regression analysis with the aim of knowing the direction of the relationship between brand image variables (X1) and product quality variables (X2) with purchasing decision variables (Y).

Thus the result is that the Brand Image variable partially has a significant effect on Purchasing Decisions. Then Product Quality partially has a significant effect on Purchasing Decisions. As well as the Brand Image and Product Quality variables simultaneously have a significant effect on the Purchase Decision of the Xiaomi brand Smartphone in Bandung City.

Keywords: Brand Image, Product Quality, Purchase Decision

A. Introduction

1. Background

The development of technology, information and communication is increasingly rapid, this is a very promising business opportunity, therefore business people in telecommunications equipment, especially smartphones, continue to develop their business. Currently, smartphones are one of the communication tools that are needed by many people, because they can bring change and convenience to people in carrying out their activities. Stock App noted that the growth of smartphone users in the world reached 5.3 billion in July 2021. Growth represents half of the world's population of around 7.9 billion or equivalent to 67% (GoodStats, 2022). Other information related to the number of mobile phone or smartphone users in Indonesia by Province in 2021, as seen in the research results presented by the Central Statistics Agency (BPS), as follows:

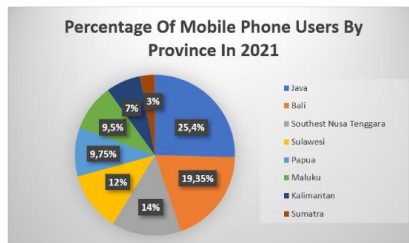


Figure 1.1 Percentage of Mobile Phone Users By Province In 2021

From the image above, it shows that the number of smartphone users in Indonesia based on Province is the most in Java Province, with a percentage of 25.4%. This is because internet access via smartphones in Java Province is quite good and the availability of smartphones in Java Province is affordable (Ministry of Communication and Information, 2017). Talking about the industry *smartphone* in Java Province, especially in Bandung City, one of the smartphone brands that is sold and is popular with consumers is Xiaomi. Xiaomi is a smartphone from China which is headquartered in Beijing.

Basically, brand image and product quality can influence purchasing decisions as stated by Fatmaningrum & Fadhillah (2020), Lidya et al., (2022), and Latief et al., (2022) show that Brand image and product quality simultaneously have a positive and significant influence on purchasing decisions.

Meanwhile, the facts on the ground show the opposite, where a number of people in Bandung City decided not to buy Xiaomi brand smartphones. This is reinforced based on the results of information data obtained by researchers from Counterpoint, regarding the percentage of smartphone sales in Indonesia in the first quarter of 2021 and the first quarter of 2022 as shown in Figure 1.2 below:

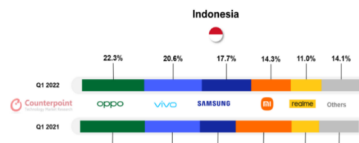


Figure 1.2 Percentage Of Smartphone Sales In Indonesia The First Of 2021 and The First Quarter Of 2022

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From the image above regarding information on the decline in smartphone sales in Indonesia in the first quarter of 2021 and the first quarter of 2022 obtained from Counterpoint, the cause of the decline in sales, especially for Xiaomi brand smartphone products, is in terms of the poor brand image of Xiaomi brand smartphones and the low quality of Xiaomi brand smartphone products. Based on the results of research conducted by researchers, the brand image of Xiaomi brand smartphones has a poor reputation compared to other smartphone brands, because Xiaomi brand smartphones are considered smartphones that most often display advertisements when operated so that they can interfere with the comfort of Xiaomi brand smartphone users in Bandung City. This opinion is supported by news reported by Kompas.com (2022). Another cause of the decline in the brand image of the Xiaomi smartphone brand is that it is famous for its distributor warranty, which is a number of promises offered by the Xiaomi distributor, but the distributor does not explain the weakness that if there is a problem with the Xiaomi smartphone brand, the distributor cannot accommodate complaints from Xiaomi smartphone customers in Bandung City, this is supported by news reported by Tribun Jabar (2018).

Another reason why people in Bandung City do not buy Xiaomi brand smartphones is because the quality of Xiaomi brand smartphone products is low. Based on researchers' observations of Xiaomi brand smartphone users in Bandung City, there are problems that arise related to the quality of Xiaomi brand smartphones, namely, when the smartphone is being used by its users, it often overheats (heats up quickly), this is supported by research results from the official Xiaomiui page reported by kompas.com (2021). Then, most Xiaomi brand smartphone users in Bandung City complained that they often experienced bugs or errors (the smartphone screen suddenly turns off or moves on its own). This explanation can be supported by complaints from consumers as Xiaomi brand smartphone users reported by CNN Indonesia (2021). Another cause of the decline in product quality on Xiaomi brand smartphones is that the battery life of Xiaomi brand smartphones does not last long. This is supported by news about complaints from consumers as Xiaomi brand smartphone users reported by Tribun (2019). This is what can cause the battery to drain very quickly. Thus, consumers using Xiaomi brand smartphones consider that the quality of the Xiaomi brand smartphone has not been tested properly. Based on the background that has been described and based on the facts in the field that have been presented, in this research the author will conduct research with the title "The Influence of Brand Image and Product Quality on Purchasing Decisions Xiaomi Brand Smartphone Consumers in Bandung City".

2. Objectif

Based on the formulation of the problem, the researcher's aim is to analyze and find out:

1. To know brand image of Xiaomi brand smartphones.
2. To know the quality of Xiaomi brand smartphone products.
3. To know purchasing decisions for Xiaomi brand smartphones.
4. To know How big is the influence of brand image on purchasing decisions for Xiaomi brand smartphones?
5. To know How much influence does product quality have on purchasing decisions for Xiaomi brand smartphones?
6. To know How much influence does brand image and product quality have on purchasing decisions for Xiaomi brand smartphones?

B. Research methodology

1. Research methods

The research method used in this research is a quantitative research method.

2. Types of research

The type of research used is descriptive and verification research with a quantitative approach.

3. Population

The population in this study were consumers who had purchased Xiaomi brand smartphones in Bandung City. Based on the results of interviews with the Xiaomi Store Bandung Manager and internal data obtained regarding the number of consumers who purchased Xiaomi brand smartphones at the official Xiaomi BEC (Bandung Electronic Center) store, there were 14,400 consumers (Reza, 2022). So the population used in this study were consumers who had purchased Xiaomi brand smartphones with a total of 14,400 consumers.

4. Sampling Technique

In sampling, the researcher used probability sampling technique, precisely using simple random sampling. The reason for using simple random sampling is because in this study the researcher did not determine any special criteria or provisions for respondents. The characteristics in this study are consumers who have made purchases and users of Xiaomi brand Smartphones. Based on the results of the Slovin formula calculation, it is known that the number of samples to be studied in this study is 100 respondents.

5. Data Types

The data used in this study are primary and secondary data. Primary data were obtained by researchers by giving questionnaires to consumers using Xiaomi brand smartphones in Bandung City. While secondary data were obtained by researchers from previous researchers and reference books.

6. Instrument

The research instruments used in the research were questionnaires and interviews.

7. Instrument Requirements

The requirements for the questionnaire guideline research instrument are that it meets the requirements of validity, namely to determine whether the instrument is valid or not, it is directly consulted on the r product moment, and reliability, namely to determine whether the instrument is valid or not. measure whether a questionnaire which is an indicator of the variable is reliable or not.

8. Data Analysis Methods

a. Descriptive Analysis

Descriptive analysis in this study includes respondents' responses related to the variables in this study, namely Brand Image, Product Quality, and Purchase Decisions on Xiaomi brand Smartphones in Bandung City.

b. Verification Analysis

This study uses a multiple linear regression analysis model. Before the regression analysis is carried out, a classical assumption test (analysis prerequisite test) is first carried out consisting of a normality test, a multicollinearity test, and a heteroscedasticity test. Then the correlation coefficient test (r), partial correlation coefficient, determination coefficient (R²), multiple linear regression, and hypothesis testing include the t test (partial) and the f test (simultaneous).

C. Research Results and Discussion

1. Descriptive Analysis

a) Brand Image

Respondents' responses regarding Brand Image on Xiaomi brand Smartphones in Bandung City with an average score of 368 or 73.54% are in the good category.

b) Product Quality

Respondents' responses regarding Product Quality on Xiaomi brand Smartphones in Bandung City with an average score of 388 or 77.68% are in the good category.

c) Buying decision

Respondents' responses regarding Purchasing Decisions on Xiaomi brand Smartphones in Bandung City with an average score of 379 or 75.85% are in the good category.

2. Verification Analysis

a) Classical Assumption Test

1) Normality Test

The results of the normality test show that all research variables have a significance value greater than 0.05, namely 0.062 > 0.05, so it can be concluded that the research data is normally distributed.

2) Multicollinearity Test

The Tolerance results of the Brand Image and Product Quality variables were obtained at 0.747 > 0.10. And the VIF value of the Brand Image and Product Quality variables was obtained at 1.338 < 10 so that in this study there was no multicollinearity.

3) Heteroscedasticity Test

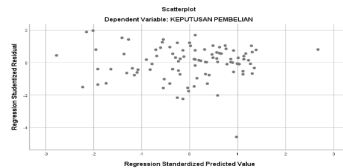


Figure 1.3 Heteroscedasticity Test Result

Based on the Scatterplot output above, it is known:

- The points in the existing data are spread above and below around the number 0.
- The points in the existing data are not only gathered at the top or bottom.
- The distribution of existing data points is not patterned.

So it can be concluded that there is no heteroscedasticity problem so it can be said that the existing regression model is good and ideal.

b) Correlation Coefficient (r)

Correlations				
		CITRA MEREK	KUALITAS PRODUK	KEPUTUSAN PEMBELIAN
CITRA MEREK	Pearson Correlation	1	0.500*	0.439*
	Sig. (2-tailed)		0.000	0.000
	N	100	100	100
KUALITAS PRODUK	Pearson Correlation	0.500*	1	0.560*
	Sig. (2-tailed)	0.000		0.000
	N	100	100	100
KEPUTUSAN PEMBELIAN	Pearson Correlation	0.439*	0.560*	1
	Sig. (2-tailed)	0.000	0.000	
	N	100	100	100

*. Correlation is significant at the 0.01 level (2-tailed).

Figure 1.4 Correlation Coefficient Result

Based on the calculation results above, it can be seen that the correlation coefficient between the Brand Image variable (X1) and the Purchase Decision (Y) is r = 0.439 and the Product Quality variable (X2) and the Purchase Decision (Y) obtained a correlation coefficient value of r = 0.560.

c) Partial Correlation Coefficient

Model		Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		Correlations				
		B	Error Std.	Beta	t	Sig.	Zero-order	Partial	Part	
1.	(Constant)	4.076	0.714							
	CITRA MEREK	0.456	0.206	0.210	2.212	0.029	0.439	0.219	0.162	
	KUALITAS PRODUK	0.530	0.111	0.488	4.790	0.000	0.560	0.437	0.393	

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 1.5 Partial correlation Coefficient Result

Based on the calculation results above, it can be seen that the Contribution of Brand Image (X1) to Purchasing Decisions (Y) is $Kd = 0.210 \times 0.439 \times 100\% = 9.22\%$ and Product Quality (X2) to purchasing decisions (Y) is $Kd = 0.455 \times 0.560 \times 100\% = 25.48\%$.

d) Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.589 ^a	0.347	0.333	5.38308

a. Predictors: (Constant), KUALITAS PRODUK, CITRA MEREK

Figure 1.6 Correlation Of Coefficient Result

Based on the calculation results above, it shows that the R Square value is 0.347. This means that the Purchase Decision variable (Y) is influenced by the Brand Image variable (X1) and Product Quality (X2) by 34.7%, while the remaining 65.3% is influenced by other variables that are not studied.

e) Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constat)	4.879		5.714	0.854	0.395			
Citra Merek	0.456	0.206	0.210	2.212	0.029	0.747	1.338	
Kualitas Produk	0.530	0.111	0.455	4.790	0.000	0.747	1.338	

Figure 1.7 Multiple Linear Regression Analysis Result

From the results of the data processing above, the constant value and regression coefficient can be determined so that a multiple linear regression equation can be formed as follows:

$$Y = 4,879 + 0.456X1 + 0.530X2$$

The equation can be concluded that the known constant value is 4,879 states that when the Brand Image (X1) and Product Quality (X2) variables have a value of 0 (zero), then the value of the Purchase Decision (Y) variable is 4,879. Value the regression coefficient on the Brand Image variable (X1) is 0.456, then purchasing decision variables will increase 0.456. The regression coefficient value on Product Quality (X2) is 0.530, then the purchasing decision variable will experience an increase of 0.530.

f) Hypothesis Testing

1) T-Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constat)	4.879		5.714	0.854	0.395			
Citra Merek	0.456	0.206	0.210	2.212	0.029	0.747	1.338	
Kualitas Produk	0.530	0.111	0.455	4.790	0.000	0.747	1.338	

Figure 1.8 T-Test (Partial) Result

H1: There is an influence of brand image on purchasing decisions for Xiaomi brand smartphones.

The t-test value for the Brand Image variable obtained a result of $2.212 > 1.984$, with probability $0.029 < 0.05$ therefore H_0 is rejected and H_a is accepted, there is a significant influence between Brand Image and Purchasing Decisions on Xiaomi brand Smartphones.

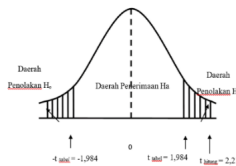


Figure 1.9 T-Test (Partial) Probability Brand Image and Purchasing Decision Result

H2: There is an influence of product quality on purchasing decisions for Xiaomi brand smartphones.

Mark The t-test of the product quality variable obtained a result of 4.790. Therefore, $t_{count} > t_{table}$ because $4.790 > 1.984$. With a probability of $0.000 < 0.05$, H_0 is rejected and H_a is accepted, Product Quality has a significant partial effect on Purchasing Decisions on Xiaomi Brand Smartphones.

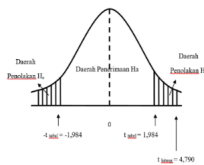


Figure 1.10 T-Test (Partial) Probability Product Quality and Purchasing Decision Result

2) F Test (Simultaneous)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	1492,166	2	746,083	25,747	0,000 ^b
	Residual	2810,824	97	28,978		
	Total	4302,990	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN
 b. Predictors: (Constant), KUALITAS PRODUK, CITRA MEREK

Figure 1.11 F-Test (Simultaneous) Result

H3: There is an influence of brand image and product quality on purchasing decisions for Xiaomi brand smartphones. The f count was obtained as 25.747 > F table 3.947 and the significance value was 0.000 < 0.05. So it can be concluded that Brand Image and Product Quality aresimultaneously has a significant influence on purchasing decisions.

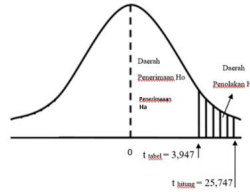


Figure 1.12 F-Test (Simultaneous) influences on purchasing decision Result

D. Conclusion and Suggestions

a) Conclusion

1. Brand imageon Xiaomi Brand Smartphones in Bandung City are in the Good category.
2. Product qualityon Xiaomi Brand Smartphones in Bandung City are in the Good category.
3. Buying decisionon Xiaomi Brand Smartphones in Bandung City are in the Good category.
4. Brand image partially has a significant influence on purchasing decisions for Xiaomi Brand Smartphones in Bandung City.
5. Product quality partially has a significant influence on purchasing decisions for Xiaomi brand smartphones.
6. Brand Image and Product Quality simultaneously have a significant influence on Purchasing Decisions on Xiaomi Brand Smartphones.

b) Suggestion

1. It would be better ifXiaomi makes advertisements that contain education regarding the losses when buying a Xiaomi brand smartphone with a distributor warranty and deactivates advertisements that appear when the smartphone is being operated by its user, so that it can make consumers more comfortable.
2. ShouldSmartphoneXiaomi brand does better quality control before launching its products to the market.
3. In order to improve consumer purchasing decisions, Xiaomi Brand Smartphones need to improve their brand image and product quality even better. Such as creating advertisements that contain education about the disadvantages of buying Xiaomi Brand Smartphones with distributor warranties, disabling advertisements that appear when the Smartphone is used, and conducting better quality control before launching its products to the market, to ensure that product quality is maintained and in accordance with the specified standards.

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