

The Effects of Brand Image and Price on Purchase Decision of Vivo Smartphones in Pampangan District

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Abstract

This study aims to investigate the effects of brand image and price on purchasing decisions for Vivo cell phones at Renni Cell Pampangan outlets, Ogan Komering Ilir Regency (OKI). Measurement of the sample used the Slovin formula with a final total of 53 respondents. Data were analyzed using the multiple linear regression method. Partially, the results evidence that each brand image and price affects purchasing decisions. Simultaneously, brand image and price influence purchasing decisions. This research is beneficial for the smartphone brand Vivo. To market its products, especially in the demographics outside the city, Vivo must consider brand image and price because these two factors influence purchasing decisions.

Keywords: price, brand image, purchasing decision, consumer behaviour

1. Introduction

Consumers in choosing a product brand will go through the experimental stage first, at this stage consumers will often try different brands. If it is felt that the brand fits and fulfills what is expected from a similar product, then consumers will continue to look for that brand. Price is also a consideration for consumers in choosing products to use. Currently, many companies are competing to produce mobile phones with quite complete and attractive features at very competitive prices, from low prices to relatively high prices. Therefore, the business world of cellular communication products is competing to attract consumers and decide to buy and use their products. This is also a step or a way for a company to provide satisfaction to their consumers who already use certain types of cellphone or smartphone products

The Vivo smartphone manufacturer outlet is located in the Ogan Komering Ilir (OKI) district. The outlet was founded in 2010 and sells various types of smartphone brands and accessories. This smartphone manufacturer outlet is known for its friendly service and also sells various smartphone brands such as Vivo, Oppo, Realme, Samsung and Xiaomi. The outlet has a large space. The Vivo brand cellphone manufacturer outlets also provided a number of facilities for consumers to get smartphones and various Vivo accessories at this brand-new concept outlet, one of which was by collaborating with a number of bank partners for payment channels, as well as presenting trade-in programs for loyal Vivo consumers. Vivo mobile phone manufacturer outlets also provide repair services or (service). Sales data for the Vivo brand smartphone from July to December 2019 at the outlet of the Vivo Pampangan producer in OKI Regency can be seen in Table 1.

Based on Table 1, it can be concluded that smartphone sales data, especially in the last 6 months (July to December 2019), smartphone sales have decreased in October due to the emergence of other smartphone brands sold at these outlets. The following is a comparison of smartphone sales data in October for several other smartphone competitor brands, based on data from the International Data Corporation (IDC).

Tabel 1. Vivo sales from July to December 2019

Month	Sales (Unit)	%
Juli	9,638	14,75
Agustus	10,104	15,48
September	10,989	16,81
Oktober	8,657	13,25
November	12,863	19,58
Desember	13,107	20,05

Source: Renni Cell Pampangan (2020)

Based on the table above, it shows that sales of Samsung, Xiomi, RealMe, Oppo smartphones in October 2019 were higher than Vivo, because the smartphone issued a new product and therefore decreased sales of the Vivo brand smartphone. Smartphones are one of the needs of today's modern society that will support their activities. The need for smartphones has become a lifestyle requirement that is considered important for some modern societies today. This phenomenon supports the emergence of many smartphone competitors who offer their products to meet people's needs for technology in terms of communication. The many types and brands of smartphones offered on the market make consumers have many choices and this really encourages producers to sell their products with good quality and competitive prices. Smartphone manufacturers who see a phenomenon that the increasing number of smartphone users in Indonesia make them compete to meet the needs or desires of their consumers and also continue to try to dominate the existing market share.

Tabel 2. Smartphones sales comparison

Month	Company	Sales (Unit)	%
October - 2019	Samsung	10.100	20
	OPPO	7.809	16
	VIVO	8.100	16
	Xiaomi	9.080	18
	Realme	9.680	19
	Others	5.400	11
Total		50.169	100

Sumber: International Data Corporation (2019)

Market share always sees Brand Image and Price which greatly affects the number of sales obtained by Vivo Pampangan producer outlets. Brand image must be considered by the owner of the Mobile manufacturer outlets by analyzing customer complaints such as product prices, after sales service, friendliness of service, product completeness, existing promotions, etc. Factors that can affect customer satisfaction, improve service quality in order to increase sales and earn profits. Based on the description above, the authors are interested in conducting a research entitled "The Influence of Brand Image and Prices on Purchasing Decisions of Vivo Brand Smartphones in Pampangan District, Ogan Komering Ilir Regency" with the hope that the sale of Vivo brand smartphones can continue to exist in the market amid increasingly fierce competition. Based on this the research questions for this study are: (RQ1) How is the influence of brand image on purchasing decisions? (RQ2) How Does Price Influence Purchasing Decisions? (RQ3) How do brand image and price influence each other on purchasing decisions?

2. Literature Review

2.1 Management

Management comes from the English word management with the verb to manage, which is generally defined as take care, Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals (Susan, 2019).

2.2 Organization

according to Syamsudin (2017), organizing is a process of determining, grouping and arranging the various activities needed to achieve goals. As well as placing people in each of their activities, providing the necessary tools, assigning relatively delegated authority to each individual who will carry out these activities.

2.3 Marketing Management

Marketing Management as the art and science of selecting target markets and getting, maintaining and getting consumers through the delivery and superior value of consumer communication (Kotler and Keller, 2018).

2.4 Organizational behavior

Organizational behavior is crucial to be able to understand, explain, predict and influence / change human behavior that occurs in workplace organizations. This definition contains three elements of understanding, namely according to Prasetyo (2018): (1) Organizational behavior observes visible behavior, such as discussions with colleagues, operating computers, compiling reports; (2) Organizational behavior studies human behavior as individuals and as members of organizational groups; (3) Group behavior also analyzes the behavior of the group and the organization itself.

2.5 Brand Image

According to Tjiptono (2015) brand image is a description of associations and consumer beliefs in certain brands. Brand image is the observation and consumer trust, as reflected in associations or in consumer memories (Arifai & Trihandayani, 2018) . According to Sunyoto (2012), several characteristics of a good brand, namely: (1) Easy to read, pronounce and remember; (2) Short and simple; (3) Has its own characteristics and is loved by consumers such as Samsung, Sony, National, Toshiba, Panasonic, etc.; (4) The brand must describe the quality, prestige, product

features and so on; (5) Can be adapted by new products that may be added in the product line; (6) A mark must be registered and have legal protection.

2.6 Price

Setting the price too high will cause sales to decrease, but if the price is too low it will reduce the benefits that can be obtained by the company organization (Irawan, Marnisah, & Azrai'e, 2018). There are several strategies for pricing a product, namely:

1. Get maximum profit by setting a competitive price, the company will gain optimal profit.
2. Maintaining the company from the profit margin the company gets will be used for the company's operational costs. Example: for salaries, employee wages, to pay electricity bills, underground water bills, purchase raw materials, transportation costs, and so on.
3. Reaching ROI (Return on Investment) the company definitely wants a return on investment from the investment invested in the company so that setting the right price will accelerate the achievement of return on capital / ROI.
4. Controlling market share by setting low prices compared to competitors' products, can divert consumer attention from competitor products on the market.
5. Maintaining the status quo when the company has its own market, it is necessary to have the right price setting in order to maintain existing market share.

2.7 Buying decision

According to (Schiffman and Kanuk 2011) buying decision is several stages carried out by consumers before making a decision to buy a product. Purchasing decision making is the process of problem recognition (problem recognition), information search, evaluation (assessment) and selection of alternative products, selection of distribution channels and implementation of decisions on products to be used or purchased by consumers (Marnisah, Saputra, & Azra'ie, 2016; Susanti, Halin, Kurniawan, 2018; Annisa, Roswaty, Setiawan, 2020; Saputra & Roswaty, 2020; Hidayatullah, Wadud, & Roswaty, 2020; Batu, Suryani, Septia, & Sekaryahya, 2020).

2.8 Theoretical Framework

Based on the descriptions in the previous section, this research has a framework in which the variables to be analyzed in relation to the framework include variables (X1), (X2), and variable (Y) from the following frame of mind that will be seen and analyzed the influence of brand image and price on the decision to buy a smartphone from Vivo. This research framework is intended to provide the following description:

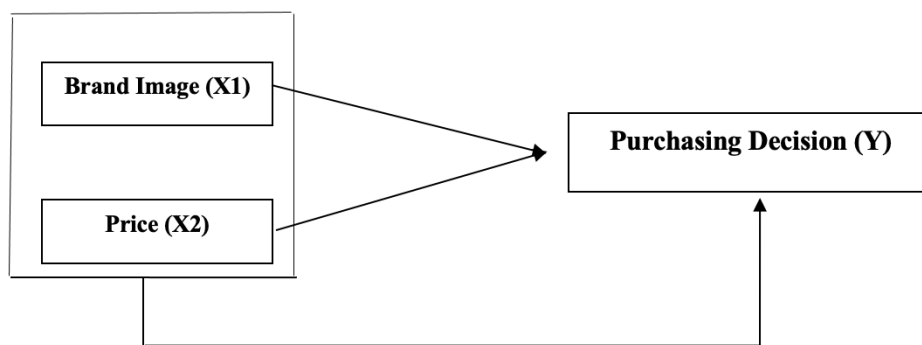


Figure 1. Theoretical framework

2.9 Hypothesis

The hypothesis is a temporary answer to the formulation of the research problem, where the formulation of the research problem has been stated in the form of a question sentence. It is said temporarily, because the answers given are only based on relevant theories, not based on empirical facts obtained through data collection. Hence, the hypothesis can also be stated as a theoretical answer to the formulation of the research problem, not an empirical answer Sugiyono (2012).

H1: Brand image has a positive influence on purchasing decisions of Vivo smartphones in Pampangan District

H2: Price has a positive influence on purchasing decisions of Vivo smartphones in Pampangan District

H3: Brand image and price influence purchasing decision of Vivo smartphones in Pampangan District

3. Research Method

3.1 Types and sources of data

The type of data used in this research is quantitative data collection using research instruments, data analysis is quantitative statistics, with the aim of testing the predetermined hypothesis (Sugiyono, 2017). Then this research uses primary data sources. Primary data is a source of data obtained directly from the original source (not through intermediary media).

3.2 Data collection technique

Data collection techniques in this study include:

1. Field research, including: (a) Observation is the process of recognizing and recording events and objects in a relevant way (Sunnyoto, 2012). Observations in this study were carried out through observing the daily activities of the respondents in this study; (b) Interview is a method to obtain direct, in-depth, unstructured and individual information used; (c) Questionnaires, namely through data collection and distribution of a list of questions / questionnaires submitted in connection with the research material to respondents who have been selected to be answered, then the score for each question is determined using a Likert scale.
2. Library research using literature study and other literature that has something to do with the research conducted where the data needed by the researcher will be obtained.

3.3. Population

The data used in this study as a population is the number or sales data of Vivo brand smartphones in Pampangan District, OKI Regency from July to December 2019, which is quite a lot, namely 113 units, with the type of smartphone brand Vivo products. According to Riduwan (2005), sampling is calculated using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where :

n: Number of Samples

N: Total population

e: Estimated or used error rate (10%)

3.4 Sample

The sample is part of the study population. The large population makes it impossible for researchers to study all parts of the population. So that the sample taken from the population must truly represent the population. An unrepresentative sample causes conclusions to be wrong or incorrect (Sugiyono, 2017). This researcher will take a total sample of 53 respondents in the past month.

3.5 Analysis techniques

3.5.1 Partial Test (t)

Used to test the significance of the regression coefficient individually for the independent variable and the dependent variable. The test criteria is if the significance value or probability value < 0.05, then the t test is significant and Ho is rejected. If the significance value or probability value > 0.05, then the t test is not significant and Ho is accepted.

3.5.2 Simultaneous F Test

Used to test the coefficient of regression together the independent variable affects the dependent variable simultaneously. If $F_{count} < F_{table}$ means there is no influence of the independent variable on the dependent variable, Ho is rejected if $F_{count} > F_{table}$ which means there is an influence of the independent variable on the dependent variable.

3.5.3 Multiple Linear Regression Analysis

In multiple linear regression to predict the effect of three or more variables, consisting of one dependent variable and two or more independent variables. multiple regression model with three independent variables (independent variables) can be stated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where,

Y: Variabel keputusan pembelian

α : Konstanta

β : Koefisien regresi

X1: Variabel Citra Merek

X2: Variabel Harga

E: standar error

3.5.4 Validity test

Used to measure valid (valid) or not a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal what will be measured by the questionnaire. The validity test is calculated by comparing the calculated r value (correlated item-total correlation) with the r table value, if $r_{count} > r_{table}$ and the value is positive then the item or question is declared valid (Ghozali, 2013).

3.5.5 Reliability Test

Data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a question is consistent or stable over time. Reliability concerning the consistency of answers if tested repeatedly on different samples. SPSS provides facilities to measure reliability with the Cronbach Alpha (α) statistical test of a construct or variable that is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2013).

3.6 Operational Definition and Variable Measurement

Research is anything in the form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn (Sanusi, 2014). Variables are placed as a concept regarding the properties contained in the research subject and are the focus of research activities. The following describes the research variables and definitions, namely:

Table 3. Operational Definition

Variable	Definition	Indicator	Scale
Brand Image (X1)	The effect of positive differentiation is that if the customer is familiar with the brand name, the customer will respond to the product or service. One measure of brand equity is the extent to which customers are willing to pay more for that brand (Kotler and Armstrong, 2008)	1. Memorable 2. Meaningful 3. Likeable 4. Transferable 5. Adaptable 6. Protectable (Kotler & Armstrong, 2008)	Likert
Price (X2)	Price according to Kotler and Armstrong (2001) is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service.	1. Price affordability 2. Price Match with Product Quality 3. Price competitiveness 4. Price match with benefits (Kotler & Armstrong, 2008)	Likert
Purchase Decision (Y)	Purchasing Decision is a consumer's self-instruction to make a purchase for a product, plan, take relevant actions (initiator), such as proposing recommendations (influencer), choosing and finally making a decision to make a purchase (Rossiter and Percy in Luh Nisa Ditriami <i>et al.</i> , 2014)	1. Attention 2. Interest 3. Desire 4. Conviction (Lucas and Britt, 2003)	Likert

4. Findings and Discussions

4.1 Validity and Reliability Testing

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal what will be measured by the questionnaire. The validity test is calculated by comparing the value of r count (correlated item-total correlation) with the value of R table if $R \text{ value} > R \text{ table}$ and the value is positive then the item or question is declared valid (Ghozali, 2013).

Data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a question is consistent or stable over time. Reliability concerning the consistency of answers if tested repeatedly on different samples. SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) reliable test, a construct or reliable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali: 2013).

4.2 Hypothesis Testing

4.2.1 T test

The t test is to see whether there is an influence individually on the independent variable on the dependent variable. In this study, there are three independent variables, namely brand image and price and the dependent variable in purchasing decisions, so it is necessary to test for each variable that has the same effect and even the opposite (Sugiyono, 2013).

Table 4. Testing the significance of brand image (X1)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.156	.818		-1.413	.164
	Total_X1	.495	.067	.753	7.408	.000
	Total_X2	.187	.096	.198	1.945	.057
a. Dependent Variable: Total_Y						

Because the t value is $7.408 > t \text{ table } 2.6778$ and a significant value of 0.00 H_1 is accepted and H_0 is rejected. This shows that the Brand Image variable partially affects the Purchasing Decision.

Because the t value is $1.945 > t \text{ table } 2.6778$ and the significant value is $0.057 < 0.05$, then H_0 is accepted and H_1 is rejected. This shows that the price variable partially has no effect on purchasing decisions.

4.2.2 F test (simultaneous)

The F test is known as the simultaneous test, which is a test to see how the influence of all independent (independent) variables simultaneously (simultaneously) on the dependent

variable (dependent) or to test whether our regression model is good / significant or not good / insignificant.

Table 5. F test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	493.002	2	246.501	153.524	.000 ^b
	Residual	80.281	50	1.606		
	Total	573.283	52			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X2, Total_X1						

Because the significant value (0.000) < error rate ($\alpha = 0.05$) then H_0 is rejected and H_a is accepted, so it can be concluded that brand image and price have a significant effect on purchase satisfaction. This means that the third hypothesis of this study can be accepted.

4.2.3 Multiple Linear Regression Analysis

Multiple Linear Regression Test is a linear relationship between two or more independent variables (X) and the dependent variable (Y), this test is conducted to determine the direction of the relationship between Brand Image (X1) and Price (X2) as independent variables and purchasing decisions (Y) as the dependent variable.

The multiple linear regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Table 6. Multiple regression linear test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.156	.818		-1.413	.164
	Total_X1	.495	.067	.753	7.408	.000
	Total_X2	.187	.096	.198	1.945	.057
a. Dependent Variable: Total_Y						

Based on the table 6 above, the constant values and regression coefficients can be formed into:

$$Y = -1.156 + 0.495X_1 + 0.187X_2$$

So, the decision to multiply will decrease by -1,156 Purchase Decision variable $Y = -1,156 + 0.495X_1 + 0.187X_2$

The regression equation above can be interpreted as follows:

1. The constant coefficient of 1.156 states that if X_1 and X_2 are zero (0), then the Purchase Decision is worth 1.156.
2. The regression coefficient for the Brand Image variable is 0.495. This means that each increase in the Purchasing Decision variable by 1% will increase the purchase decision by 12.8% assuming other variables have a fixed value.
3. The regression coefficient for the price variable is 1.87. The meaning is to show that each increase in the price variable by 1% will increase consumer decisions by 1.87 with the assumption that other variables have a fixed value.

5. Discussion

5.1 The Influence of Brand Image on Purchasing Decisions

Brand image and purchasing decisions are closely related, because consumers before making a purchase place brand image as one of the important considerations in purchasing decisions. A product with a good brand image and which consumers believe can fulfill their needs and desires, will automatically foster consumer purchasing decisions for the products offered and even these products will last a long time in the market. On the other hand, if a product with a brand image is not good in the view of consumers, the consumer's purchasing decision for the product will also be lower.

Brand Image has a significant effect on the decision to purchase a Vivo smartphones in Pampangan. This means that the better the Vivo Brand Smartphone Brand Image, the consumers will be interested in buying the product because the product has a good Brand Image. This shows that consumers are more interested in well-known brands so that they are convinced and interested in buying these products. It can be seen that the Vivo Brand Smartphone is quite new so that there are still many consumers who are hesitant to buy Vivo products, but with the high image of the Vivo brand in other fields, the Vivo Brand Smartphone still has a high Brand Image.

Brand image has positive and significant effects on purchasing decisions based on hypothesis testing, it can be proven that partially brand image has a positive and significant effect on purchasing decisions for Vivo smartphones, because the t test results are obtained with $t_{count} > t_{table}$ or $7.408 > 2.6778$ and $sig. 0.000 < \alpha = 0.05$. This means that the better the Vivo brand is known in the market, the more it will influence consumers in deciding to buy a smartphone with that brand, therefore Vivo must continue to maintain its product image in the eyes of consumers because it is competitive with the types of smartphones that keep changing every year, making the brand a trend. when it attracts consumer attention to own it.

the influence of brand image on purchase decisions brand image, price and purchase decisions have a simultaneous effect on the purchase decision of the Vivo smartphones in Pampangan, , this is in accordance with the F test results obtained by Fcount of 153.524 at a significance of $0.000 \leq 0.05$) which means brand image, price, influence on purchasing decisions.

5.2 The Effect of Price on Purchasing Decisions

The results of testing hypothesis 2 indicate that price does not have a positive effect on purchasing decisions. This result explains that some consumers do not consider price as a purchase decision, even though the price is high or low but does not match the quality of the product obtained, consumers will certainly feel disappointed. Maybe consumers from the lower class who consider the price more. For the middle class, especially the upper class, price is not a problem. For them the most important thing is a product that suits them or the latest product that is a trend. This means that consumers tend to compare products with high or low prices if the benefits felt are proportional to the product. with the assumption that if the perceived benefits are less than the money that has been spent, consumers will say that the product is expensive and consumers will think twice about making repeat purchases. vice versa, however, consumers tend to choose products with greater perceived benefits and cheaper prices. and then consumers take the decision to buy a product. the better the price offered and the same as the perceived benefits, the higher the level of consumer decisions in buying smartphone products with Vivo.

6. Conclusion

This research was conducted to determine whether brand image and price influence purchasing decisions. This research was conducted with a total of 53 respondents. Based on the data obtained and tested, there is a conclusion as follows:

1. Based on the research results, in this study, brand image and price have a significant effect on purchasing decisions.
2. Individually, the brand image has an effect and the price has no effect because the value obtained is below 0.05, this proves that there is a significant effect on purchasing decisions at the smartphone manufacturer Vivo Renni cell Pampangan KAB outlets.
3. The relationship between the independent and dependent variables is categorized quite strong, this proves that brand image and price have a significant effect on t-count 7.408 and sig 0.00 on purchasing decisions, and there is an explanation of the independent variable of 85.4%. Brand image and price together produce value have a significant influence on purchasing decisions. The owner / owner must have a better attitude and provide something that makes consumers feel satisfied in buying and price is a driving factor in influencing purchasing decisions both internally and externally

The study suggests for improvements related to the research being carried out. So far, the outlet owner's lack of attention to the brand image has resulted in many customer complaints, especially problems with product prices and sales services. The attractiveness of Vivo smartphone products towards purchasing decisions for other brands is less competitive than promotions. Lack of services provided by the owner of the Vivo smartphone outlet, Pampangan District.

Further research can add other variables as independent variables either from external or internal factors, in order to find out which variables can strengthen or weaken the dependent variable. The results of this study are expected to be used as previous research and also for future researchers, it is suggested to further develop other variables in order to make a better contribution.

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