ANALYSIS OF PRODUCT QUALITY, PRICE, PROMOTION, AND BRAND IMAGE OF IPHONE PHONES ON PURCHASING DECISIONS

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ABSTRACT

The purpose of this study was to analyze product quality, price, promotion and brand image of iphone phones on purchasing decisions. This research method is quantitative. The data source for this research is primary data. The population in this study were all people who used iphone phones. In this study using nonprobability sampling techniques with Incidental Sampling techniques. Nonprobability Sampling. The number of samples in this study were 210 respondents. The data analysis technique used in this research is descriptive analysis and Structural Equation Model (SEM) analysis with Smart Partial Least Square (PLS). The result of this study is that product quality has no effect on purchasing decisions. Price also has no effect on purchasing decision variables. Promotion has a positive and significant influence on purchasing decisions. Brand image has a positive and significant influence on purchasing decisions.
Keywords: Brand Image, Purchasing Decisions, Product Quality, Price, Promotion.

A. INTRODUCTION

With the rapid development of the times, technology and smart phones have become an important necessity for every individual. Initially, smartphones were used to fulfill tertiary needs. But today, technology and smart phones have become a primary or basic need that can be used as a tool to develop the digital economy, access information from all parts of the world, transaction tools, communication tools, and so on. Smart phones are currently experiencing very rapid development. There are several choices of various cellphones with innovations and increasingly sophisticated features with a very attractive appearance that makes consumers increasingly think about which product to choose. In general, people buy smartphones to help and facilitate daily activities and also to get a prestige that will give satisfaction to the owner. The magnitude of the role of smart phones in helping individuals carry out daily life activities makes the demand for smart phones even higher, so the competition between smart phone manufacturers to get consumers' hearts is increasing and tight.

One of the smart phone manufacturers that is well known to the world is the Apple company from the United States which is famous for producing the iPhone. The Apple company has been listed as the most valuable trademark in the world since 2013 and until now the title is still maintained by the Apple company. Based on data published by International Data Corporation in 2021, Apple Inc. is the number one best smartphone brand in the world because it has the highest market share value. Apple's growth and development in the world today can be achieved by the company because the company's value proposition has been proven or conveyed well and there are several factors that make the world market accept products positively and be interested in buying Apple company products (Aurelia et al., 2022).

Based on *Business of Apps* data, the number of active iPhones worldwide reached 1.33 billion units in 2022. This figure increased by 8.13% from the previous *year (year-on-year/yoy)* of 1.23 billion units. For more than a decade, the number of iPhones active globally has continued to grow every year. Noted, the number of active iPhones worldwide in 2022 is the highest since 2008. Previously, Apple Inc. recorded its revenue fell 1.4% *year-on-year* to US$81.79 billion in the third quarter of 2023. This was due to sluggish sales of iPhones, Macs, and iPads in that period. Based on the company's financial statements, iPhone sales in the third quarter of 2023 amounted to only US$39.66 billion. This figure decreased by 2.44% on an annualized basis *(yoy).*

The iPhone creates a characteristic that is different from other smartphones, namely the iPhone has a name that is easy to remember with its logo characteristics and product innovation for each new release which indirectly becomes its promotion strategy, along with specifications that are arguably the superior point that is comparable to the price. The iPhone is modified with an operating system that is different from other smartphones because this Apple product creates its own os, os is the operating system for Apple hardware, the reason Apple uses its own os is because the device produced will work optimally, and the os is very much following technological advances that are able to master various other os, this will affect consumer purchasing decisions iPhone. Kotler and Armstrong (2016) in (Hendriyani, 2022) stated, "Purchasing decisions are the final purchasing behavior of consumers, both individuals and households who buy goods and services for personal consumption".

Consumer purchasing decisions can be used as a reference by companies to expand and develop products or services because purchasing decisions have become a central part of consumer behavior According to (Aurelia et al., 2022) purchasing decisions are reasons that encourage consumers to make decisions or make choices in purchasing a product according to their needs to achieve the desired satisfaction. (Kotler & Keller, 2016) states that there are three indicators for determining purchasing decisions, namely stability in a product, habit of buying products, and giving recommendations to others (Aurelia et al., 2022).

Factors that influence purchasing decisions include product quality, price, promotion, and brand image. The main choice underlying purchasing decisions is Product Quality. According to (Wahyuniari et al., 2023) the quality of a product in meeting customer wants or needs which includes durability, reliability, ease of use and other valuable attributes can be categorized as product quality. Therefore, the quality of a product can be said to be one of the things that potential consumers consider when choosing goods or services (Hendriyani, 2022).

In this study, researchers still find gaps from previous research results. Research conducted by (Hendriyani, 2022) stated that product quality has a significant effect on purchasing decisions. However, different results were obtained by (Sari & Chandra, 2023) states that product quality has no significant effect on purchasing decisions.

Apart from product quality, another factor that influences purchasing decisions is price. Price is an attribute of a product that is most often used by some consumers to evaluate a product. Price is the main factor that is always considered in a decision to select and purchase a product (Sangadji Etta Mamang and Sopiah, 2013: 132) in (Hendriyani, 2022). High prices can be viewed favorably and positively by certain market segments. As a result of balance or equilibrium. Equilibrium according to (Khumaeroh et al., 2023) is a situation where market prices have reached a level where the quantity of products offered by producers is equal to the quantity of products demanded by consumers. In the equilibrium price curve, there is an intersection between the demand curve and the supply curve, which is called the Equilibrium Price. Equilibrium Price, according to (Hendriyani, 2022) is a price that balances the amount of supply from producers and the amount of demand from consumers. At the equilibrium price, the supply is by producers who are willing to release the product, while the demand is by consumers who are willing to pay the price (Hendriyani, 2022).

In this study, researchers still find gaps from the results of previous studies. Research conducted by (Sari & Chandra, 2023) states that price is not significant to purchasing decisions. However, different results obtained by (Mulyati, 2020) state that price has a significant effect on purchasing decisions.

A factor that has an important role in purchasing decisions is promotion. Promotion is no less important in influencing the marketing of a product. If the company wants its products to be widely recognized by consumers and successful in the target market, the producers must also think of more creative ways to promote (Pasaribu, Kakana, Hutahuruk, & Hutsoit, 2019). Purchasing Decision is a decision-making process in buying, the decision to buy a product that

starts from problem experience, information search, alternative assessment, making a Purchase Decision and finally getting behavior after buying, namely being satisfied or dissatisfied with the product he bought.

In this study, researchers still find gaps from the results of previous studies. Research conducted by (Wahyuniari et al., 2023) states that promotion has no significant effect on purchasing decisions. However, different results obtained by (Khumaeroh et al., 2023) state that promotion has a significant effect on purchasing decisions.

Another factor that has an important role in purchasing decisions is Brand Image. Brand Image According to Diputra and Yasa (2021) in (Aurelia et al., 2022) brand image is a picture in the minds of consumers about a product that is seen as a whole. According to (Aurelia et al., 2022) brand image has three indicators, namely company image, user image, and product image. It can be concluded that brand image is the name, term, symbol, sign, and design used by the company to distinguish products from competitors (Sari & Chandra, 2023).

In the research above, researchers still find gaps in the results of previous research. Research conducted by (Junaidi et al., 2023) states that brand image has no significant effect on purchasing decisions. However, different results obtained by (Sari & Chandra, 2023) state that brand image has a significant effect on purchasing decisions.

The purpose of this study was to analyze product quality, price, promotion, and brand image of iphone phones on purchasing decisions.

B. RESEARCH METHOD

The type of research used in this research is quantitative descriptive research, the data obtained in this study are quantitative data in the form of numbers. Quantitative research methods can be interpreted as research methods based on sampling techniques generally carried out randomly, data collection using research instruments, quantitative data analysis (Sugiyono, 2013).

Population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were all people who used iphone phones. The sample is part of the number and characteristics possessed by the population. Nonprobability sampling technique with incidental sampling technique. Nonprobability Sampling is a sampling technique that does not provide opportunities or opportunities for the population. Provide the same opportunity for each element or member of the population to be selected as a sample. To be selected as a sample. In this study, the considerations and sample criteria are as follows:

a. People who use iphone cellphones.
b. Above 17 years old.
c. Indonesian citizen.

This study uses primary data in its preparation. According to (Sugiyono, 2013) primary data is a data source that directly provides data to data collectors, this data is actual because it occurs at the time the research is conducted. Data obtained from respondents through questionnaires that have been distributed. (Arifin et al., 2023)

The data analysis technique used in this research is descriptive analysis and Structural Equation Model (SEM) analysis with Smart Partial Least Square (PLS). PLS has several specification models consisting of three types of relationships, namely inner model, outer model, and weight relation.
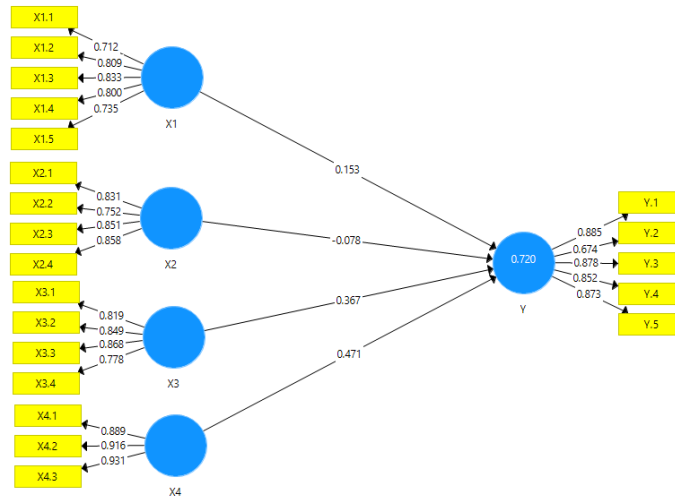
C. RESEARCH RESULTS AND DISCUSSION

Figure 1. Outer Model

Outer model testing is used to determine the specification of the relationship between latent variables and their indicators, this test includes validity, reliability and multicollinearity.

Convergent Validity

An indicator is declared to meet convergent validity in a good category if the outer loading value is> 0.7. The following is the outer loading value of each indicator on the research variables.

Table 1. Outer Loading Value

Variable	Indicator	*Outer loading*
Product Quality	X1.1	0.712
	X1.2	0.809
	X1.3	0.833
	X1.4	0.800
	X1.5	0.735
Price	X2.1	0.831
	X2.2	0.752
	X2.3	0.851
	X2.4	0.858
Promotion	X3.1	0.819
	X3.2	0.849
	X3.3	0.868
	X3.4	0.778
Brand Image	X4.1	0.889
	X4.2	0.916
	X4.3	0.931
Purchase Decision	Y.1	0.885
	Y.2	0.674
	Y.3	0.878
	Y.4	0.852
	Y.5	0.873

Source: Data processing results, 2024

Based on the table 1, it is known that each indicator of the research variable has many outer loading values> 0.7. However, according to Chin, (1998) the measurement scale loading value of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.5,

so all indicators are declared feasible or valid for research use and can be used for further analysis.

Descriminant Validity

Assessingdiscriminant validity, namely by looking at the AVE (Average Variance Extracted) value> 0.5 so that it can be said to be valid in discriminant validity. The following is the AVE value of each variable in this study:

Table 2. *Average Variance Extracted* **Value**

Variable	AVE (Average Variance Extracted)	Description
Product Quality (X1)	0.607	Valid
Price (X2)	0.679	Valid
Promotion (X3)	0.688	Valid
Brand Image (X4)	0.832	Valid
Purchase Decision (Y)	0.699	Valid

Source: Data processing results, 2024

Based on the table 2, each variable in this study shows the AVE (Average Variance Extrancted) value, which is > 0.5. Each variable in this study has a respective value for product quality of 0.607, price of 0.679, promotion of 0.688, brand image of 0.832, and for purchasing decisions 0.699. This shows that each variable in this study can be said to be valid in terms of discriminant validity.

Reliability Test

Reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct (Abdillah and Hartono, 2015). Reliability testing in this study used Composite Reliability and Cronbach Alpha.

Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value> 0.7. Below is the composite reliability value of each variable in this study:

Table 3. Composite Reliability

Variable	Composite Reliability
Product Quality (X1)	0,885
Price (X2)	0,894
Promotion (X3)	0,898
Brand Image (X4)	0,937
Purchase Decision (Y)	0,920

Source: Data processing results, 2024

From the table 3, it can be shown that the composite reliability value of all research variables is> 0.7. With a product quality value of 0.885, price of 0.894, promotion of 0.898, brand image of 0.937, and for purchasing decisions 0.920. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

The second reliability test is Cronbachs Alpha. Cronbachs Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. The construct is said to be reliable if the Cronbach alpha value is more than 0.60. below is the Cronbachs Alpha value in this study.

Table 4. Cronbach Alpha

Variable	Cronbach Alpha
Product Quality (X1)	0,838
Price (X2)	0,842
Promotion (X3)	0,848

Brand Image (X4)	0,900
Purchase Decision (Y)	0,891

Source: Data processing results, 2024

Based on the table 4, it shows that the Cronbach alpha value of all variables in this study is above> 0.7, which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

Multicollinearity Test

The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut off value that shows a tolerance value> 0.1 or the same as a VIF value < 10. Below is the VIF value in this study.

Table 5. *Colinearity Statistic (VIF)*

	Purchase Decision (Y)
Product Quality (X1)	3,194
Price (X2)	3,405
Promotion (X3)	3,167
Brand Image (X4)	2,939
Customer Loyalty (Y)	

Source: Data processing results, 2024

From the table 5, the results of the Collinierity Statistics (VIF) to see the multicollinearity test with the results of the product quality variable on purchasing decisions of 3.194, the price variable on purchasing decisions of 3.405. promotion on purchasing decisions of 3.167 and the brand image variable on purchasing decisions of 2.939. Each variable has a cut off value> 0.1 or the same as the VIF value < 10, so it does not violate the multicollinearity test.
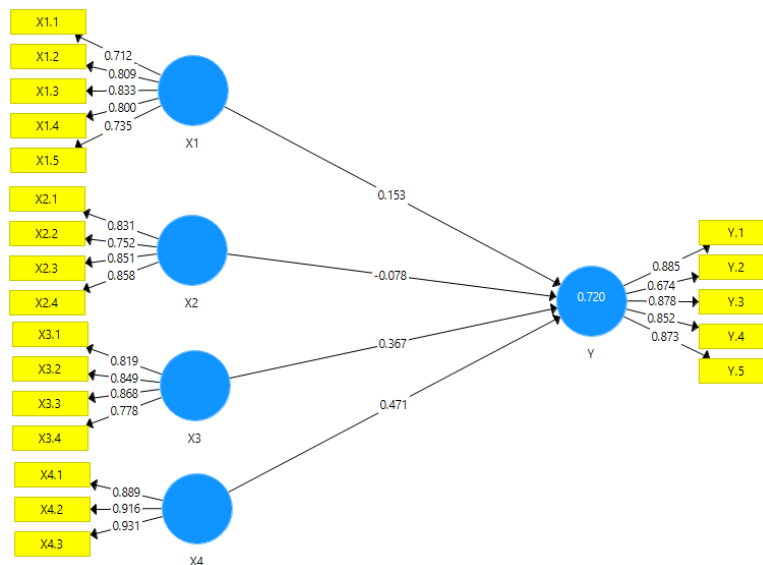

Figure 2. Inner Model

Goodness of Fit Test

Structural model evaluation is carried out to show the relationship between manifest and latent variables from the main predictor, mediator and outcome variables in one complex model. This model goodness test consists of two tests, namely R Square (R2) and Q-Square (Q2).

The R2 or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R2 value indicates a better level of determination. R2 values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015). The following is the value of the coefficient of determination in this study.

Table 6. *R-Square* Value

	R-Square
Customer Satisfaction (Z)	0,720

Source: Data processing results, 2024

Based on the table 6, R-Square is used to see the magnitude of the influence of product quality, price, promotion, and brand image variables on purchasing decisions, namely with a value of 0.720 or 72.0%. So, it can be said that this relationship is a moderate relationship.

The next test is the Q-Square test. The Q2 value in structural model testing is carried out by looking at the Q2 (Predictive relevance) value. The Q2 value can be used to measure how well the observation value produced by the model is also its parameter. A value of Q2> 0 indicates that the model has predictive relevance, while a value of Q2 < 1 indicates that the model lacks predictive relevance.

Based on the research results, the Q-Square value is 0.720. This value explains the diversity of the research data can be explained by the research model by 72%, while the remaining 28% is explained by other factors that are outside this research model. Thus, from the results of these calculations, this research model can be declared to have good goodness of fit.

Hypothesis Test

For hypothesis testing in this study, you can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation).

Path Coefficient Test

The p value <0.05 indicates that there is a direct influence between variables, while the p value > 0.05 indicates that there is no direct influence between variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value> 1.96 then there is a significant influence. Below is the path coefficient value of the test results.

Table 7. *Path Coefficient (Direct Effect)*

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Product Quality (X1) -> Purchase Decision (Y)	H1	0,153	1,463	0,144	**Not Significant**
Price (X2) -> Purchase Decision (Y)	H2	-0,078	0,949	0,343	**Not Significant**
Promotion (X3) -> Purchase Decision (Z)	H3	0,367	4,317	0,000	**Positively Significant**
Brand Image (X4) -> Purchase Decision (Z)	H4	0,471	5,996	0,000	**Positively Significant**

Source: Data processing results, 2024

Based on the table 7, the interpretation is as follows:

1. The first hypothesis tests whether service quality has a positive and significant effect on customer loyalty. The table above shows a t-statistic value of 1.463 with an effect of 0.153 and a p-value of 0.144. With a t-statistic value < 1.96 and p-values> 0.05. So (Ho is rejected) (Ha is rejected), the results of this test mean that there is no effect of product quality on purchasing decisions.

2. The second hypothesis tests whether trust has a positive and significant effect on customer loyalty. The table above shows a t-statistic value of 0.949 with an effect of -0.078 and p-values of 0.343. With a t-statistic value> 1.96 and p-values <0 .05. So (Ha is rejected)

(Ho is rejected), the results of this test indicate that there is no effect of price on purchasing decisions.

3. The third hypothesis tests whether service quality has a positive and significant effect on customer satisfaction. The table above shows a t-statistic value of 4.317 with an effect of 0.367 and a p-value of 0.000. With a t-statistic value> 1.96 and p-values <0 .05. Then Ha is accepted (Ho is rejected), the results of this test indicate a significant influence of the promotion variable on purchasing decisions.

4. The fourth hypothesis tests whether trust has a positive and significant effect on customer satisfaction. The table above shows a t-statistic value of 5.996 with an effect of 0.471 and a p-value of 0.000. With a t-statistic value> 1.96 and p-values <0 .05. Then Ha is accepted (Ho is rejected), the results of this test indicate a significant influence of the brand image variable on purchasing decisions.

Discussion

The Effect of Product Quality on Purchasing Decisions

Product quality has no effect on purchasing decisions. This is evidenced by the p-value of 0.144> 0.05. This research is in line with research conducted by (Sari & Chandra, 2023), (Wahyuniari et al., 2023), (Suardika & Dewi, 2022), dan (Berliana et al., 2022). Where the results of the research conducted are product quality has no effect on purchasing decisions. Thus the first hypothesis is rejected.

The Effect of Price on Purchasing Decisions

Price has no effect on purchasing decisions. This is evidenced by the p-value of 0.343> 0.05. This research is in line with research conducted by (Sari & Chandra, 2023), (Pratama & Muhlisin, 2023) (Fuadi et al., 2022),(Cahya et al., 2021), dan (Rusmiyanto, 2022). Where the results of the research conducted are that price has no effect on purchasing decisions. Thus the second hypothesis is rejected.

The Effect of Promotion on Purchasing Decisions

Promotion has a positive and significant influence on purchasing decisions. This is evidenced by the p-value of 0.000 <0.05. This research is in line with the research conducted (Aurelia et al., 2022), (Mulyati, 2020), (Khumaeroh et al., 2023), (Hendriyani, 2022), (Adwimurti & Sumarhadi, 2023), (Kusuma, 2019), (Adina Putri, 2023), (Ariyani et al., 2022) (Sari & Chandra, 2023), (Patimah et al., 2023), (Faramita Dwitama, 2021), where the results of the research conducted are promotions have a positive and significant influence on purchasing decisions. So it can be concluded that this study supports previous research.

The Effect of Brand Image on Purchasing Decisions

Brand image has a positive and significant influence on purchasing decisions. This is evidenced by the p-value of 0.000 <0.05. This research is in line with research conducted by (Aurelia et al., 2022), (Mulyati, 2020), (Khumaeroh et al., 2023), (Hendriyani, 2022), (Adwimurti & Sumarhadi, 2023), (Kusuma, 2019), (Adina Putri, 2023),(Sari & Chandra, 2023), (Patimah et al., 2023), (Faramita Dwitama, 2021), where the results of the research conducted are Brand image has a positive and significant influence on purchasing decisions. So it can be concluded that this research supports previous research.

D. CONCLUSIONS AND SUGGESTIONS

Based on the results and discussion, it is found that the product quality variable has no effect on purchasing decisions. The price variable also has no effect on the purchasing decision variable. The promotion variable has a positive and significant influence on purchasing

decisions. The brand image variable has a positive and significant influence on purchasing decisions.

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