

## **THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON IPHONE PRODUCT PURCHASE DECISIONS IN BANDAR LAMPUNG**

Cindy<sup>1</sup>, Desi Derina Yusda<sup>2</sup>, Umar Bakti<sup>3</sup>

Management Study Program, Faculty of Business, Mitra Indonesia University, Lampung  
[cindyclareta23@gmail.com](mailto:cindyclareta23@gmail.com)

### **ABSTRACT**

This study aims to determine the influence between the variables of brand image, price, and product quality on the purchase decision of iPhone products either separately (partially) or jointly (simultaneously) and to find out which variables of brand image, price, and product quality play a greater role in influencing the purchase decision of iPhone products. The research data collection technique is carried out by observing and distributing questionnaires directly by visiting the research object and distributing the questionnaire link to consumers who have made an iPhone purchase decision. The collected were then tabulated and processed using multiple regression analysis. The study's results show that price variables and product quality significantly affect purchase decisions. Meanwhile, the brand image variable did not have a significant effect. Product quality is the dominant variable.

**Keywords:** Brand Image, Price, Product Quality, Purchase Decision

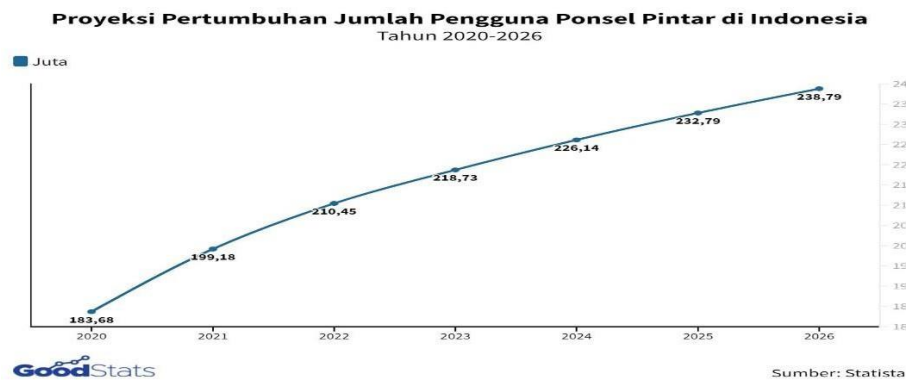
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### **INTRODUCTION**

The smartphone industry is currently experiencing rapid development with technological and information advances that cause competition between smartphone manufacturers. Competition between smartphone manufacturers is increasingly fierce with technological innovation, design, and advanced features as the main focus of smartphone products. The smartphone industry is constantly adapting to keep up with and meet the expectations of today's growing market. Starting with advanced camera features, the presence of 5G networks, the use of full touch screens on mobile phones, wireless charging technology, and security systems with fingerprints. In addition, the number of smartphone users also continues to increase every year.

With the large number of smartphone users, smartphones are a means of communication and information for daily needs. So that it makes the competition even tighter and makes the smartphone industry produce and sell smartphones with various brands that are circulating now. Such as Samsung, Xiaomi, Oppo, Vivo, Realme, Asus and many more.

Figure 1. Graph of the number of smartphone users in Indonesia



Source: Statistics, 2023.

According to predictions by statistics, the use of smartphones in Indonesia is predicted to continue to increase. It is predicted that by 2026 at least 238.79 million of Indonesia's population will use smartphones. This figure refers to predictions in the seven years 2020-2026, related to mobile phone market penetration growing by 25.9%.

The smartphone brand in Indonesia that is quite booming now is the iPhone product. In the iPhone product category, iPhone continues to maintain its reputation as an innovation leader. One of the iPhone products with revolutionary specifications and features is the iPhone. The iPhone not only offers advantages in the camera but is also equipped with augmented technology (AR) and lidar sensors. In addition, user data privacy and security are the main selling points. Although the price of the iPhone is quite expensive, it is still an option for those who prioritize elegant design, high quality, and a perfectly integrated ecosystem.

According to the results of a poll survey (JakPat) from databooks. kata data.co.id, the majority of Indonesia's population as many as 74.2% of respondents chose iPhone products because the quality of the camera used was very good. Most people use smartphones to take pictures in their daily lives. Furthermore, 48.9% of people who answered assessed that iPhone smartphones have exclusive and cool branding. On the other hand, 23.5% of people who answered assessed that iPhone smartphones have a selling price that tends to be stable.

According to data from the Central Statistics Agency (BPS), people in Bandar Lampung are consumptive towards the development of smartphone technology so many outlet companies in Bandar Lampung provide various smartphone gadgets. This is evidenced by the Central Statistics Agency (BPS) with an increase in the number of smartphone users in Lampung by 66.08%.

Smartphone counters in Bandar Lampung have now spread throughout the city. However, only a few counters sell iPhone smartphones. Some of the ones that sell iPhones are Ibox, Erafone, Pasadena Cellular, Global Teleshop, Okeshop, and others.

According to (Santika, Willy, 2017) The level of trust in brand image plays an important role in consumer purchasing decisions. Brand image is the consumer's response to whether or not a brand is remembered by consumers from the experience of using the product (Keller, 2013). Brand image The iPhone has successfully influenced consumers to make purchase decisions. This is evidenced by the fact that most iPhone users choose the iPhone because brand image The iPhone is considered very good in the eyes of the public.

Product quality also has a role in consumer purchasing decisions. According to (Eldiansyah & Suwarni, 2023) When a product manages to achieve a strong performance of its capabilities, it is sorted because of its quality. Product quality includes the technical, design and user experience aspects associated with iPhone products. The quality of the technology in iPhone products such as camera capabilities, processor speed, and operating system functionality are the reasons for consumer purchases.

iPhone manufacturers must know that not all iPhone product users are just to show off. We know that every manufacturer produces the same type of product but with different quality. iPhone products have a quality that is no less good than other mobile phone products. This is evidenced by the results of a survey of previous iPhone mobile phone users.

According to (Harlat, Caliesta Ali Pito, 2016), the price factor is considered an important element that influences consumers' purchasing decisions. The selling price is the amount of money or goods needed to get a good or service. Price creates a perception of value that affects consumer preferences for the products offered. Every company always sets the price of its products with the goal of selling the product and getting maximum profit.

This research refers to the research conducted (Harlat, Caliesta Ali Pito 2016) which shows that the selling price and brand image have a negative and positive effect significantly on the purchase decision of Apple iPhone brand smartphones in Bandar Lampung. Selling prices have a negative and significant effect on the purchase decision of iPhone brand smartphones in Bandar Lampung. Brand image has a positive and significant effect on the purchase decision of iPhone brand smartphones in Bandar Lampung. The difference is that this study adds product quality variables that will be used later.

## **LITERATURE REVIEW**

### **Marketing**

Marketing, according to Philip Kotler (Setiyaningrum et al, 2021), is the process of analyzing, organizing, planning, and supervising resources, policies, and activities related to a company's customers to satisfy the needs and desires of certain customer groups to earn profits. In other words, marketing is the activity of offering a good or service to consumers or the public.

### **Image**

Image is an image of the mentality or ideas generated by imagination or personality that are shown to the public by a person, organization, and so on (Oliver in Yunatan, 2021); 4 dimensions affect the image of the company (Liou and Chuang in Tjandra et al, 2023); that is: Moralities, Management, Performance, and Service.

### **Brand Image**

According to Firmansyah (2019), a brand image consists of information and experiences about the brand and is a general description of consumer perception of the brand. According to Hartanto (2022), brand image consists of a collection of perceptions that customers have toward a particular brand. The three indicators of brand image are: corporation image, user image, product image.

### **Price**

According to (Kotler and Armstrong, 2017); The definition of price is the sum of money, carried out by charging or assessing the exchange of purchases, using goods or services. Price is one component of the marketing mix that generates revenue, while other components generate costs. According to (Tonce and Yoseph, 2022), price indicators are Affordable price, Price compatibility with product quality, price competitiveness, and price suitability.

### **Product Quality**

According to Tjiptono (2015); states that the conventional definition of quality includes product performance, reliability, ease of use, aesthetics, etc. Quality in strategy is everything that can meet customer needs according to customer desires. Product quality indicators according to Kotler (2017) are Performance, feature, reliability, Conformance to Specifications, durability, Serviceability, Esthetica, and Perceived Quality.

### **Buying Results**

According to Tjiptono (Amilia & Asmara, 2023), a purchase decision is a process where consumers understand their problem, seek information about a particular product or brand, and assess how well each alternative can solve their problem. After that, they made a decision. According to Philip Kotler (2021), there are several stages that consumers go through in making a purchase decision: the problem recognition stage, the information search stage, the alternative evaluation stage, the purchase decision stage, and the post-purchase behavior stage.

## **METHOD**

### **Research Design**

This research was designed as quantitative research using method surveys using a questionnaire in Bandar Lampung City in January. This research aims to find out the influence of brand image, price, and product quality on the decision to buy iPhone products in Bandar Lampung.

### **Data Collection Techniques**

To obtain data and information related to the writing material, in this research the researcher uses data collection techniques:

1. Questionnaires, questionnaires are data collection techniques that are carried out by asking questions or statements that are disseminated to the report.
2. Library research studies are carried out by collecting data or informatics from the literature that is relevant to research objects.
3. The website (Website), a website that provides various data and information related to research, and various other sites that are used as a basic basis or referelation, to teach various theories and practices that are such as a thorough researcher.

### **Population and sample**

The sampling used in this research is convenience sampling. Non-probability sampling techniques are every element that can be found in the population that does not have the same number of shares or money to be selected as a sample, even the probability of the members of the group to be selected is not known. All buyers and iPhone users in Bandar Lampung are used in

this research population. In determining the number of samples in this study, the author uses Lemeshow's Formula Equation as follows:

$$n = \frac{z^2 p \cdot (1-p)}{d^2}$$

Description:

n = number of samples

z = score z at 95% probability = 1.96

p = maximum estimate = 0,5

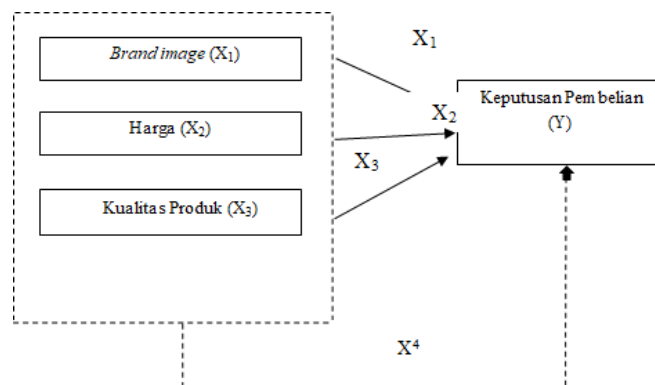
d = sampling error = 10% (Yurindera, 2022).

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2}$$

$$n = 96,4 = 100$$

Based on the calculation using the Lemeshow formula above, the number of samples per be is 96.4 which is rounded to 100 respondents. The use of Lemeshow's formula is expected in this study and the number of populations used in this study is not known with certainty.

### Thinking Framework



Gambar 3.1 Kerangka Berpikir  
Sumber: Data Primer Diolah Tahun 2024

### Hypothesis

1. Brand Image (X<sub>1</sub>) is facing a decision to change (Y) of iPhone products.
2. The price effect (X<sub>2</sub>) faces the decision of the iPhone product (Y).
3. The product quality factor (X<sub>3</sub>) is determined to be the product (Y) of the iPhone product.
4. The influence of brand image (X<sub>1</sub>), price (X<sub>2</sub>), and product quality (X<sub>3</sub>) faces the decision of the iPhone product (Y).e

## RESULTS

Based on the survey, the 100 respondents in this study are 65 women and 35 men with most ages between 12-22 years who are students.

### Data Validity Test

Table 1. Validity Test Instrument

Variable	Statement	r calculate	r table	Information
brand image	Item 1	0.219	0.1946	Valid
	Item 2	0.550	0.1946	Valid
	Item 3	0.434	0.1946	Valid
	Item 4	0.453	0.1946	Valid
price	Item 1	0.435	0.1946	Valid
	Item 2	0.686	0.1946	Valid
	Item 3	0.535	0.1946	Valid
quality product	Item 1	0.539	0.1946	Valid
	Item 2	0.374	0.1946	Valid
	Item 3	0.638	0.1946	Valid
	Item 4	0.525	0.1946	Valid
Purchase Decision	Item 1	0.552	0.1946	Valid
	Item 2	0.435	0.1946	Valid
	Item 3	0.686	0.1946	Valid
	Item 4	0.535	0.1946	Valid

Source: Data Processing, 2024

Based on the results of the questionnaire that has been distributed to 100 respondents, namely iPhone users in Bandar Lampung City, it shows that the results of each item of the statement are valid, it is shown by the value of the coefficient of the correlation of the calculation that is more than the number of the table, which is 0.1946. Therefore, this statement can be used as a data collection tool in the research that is being carried out.

Table 2. Variable Resilience Test

Variable	r alpha	Information
Brand image	0.727	Reliable
Price	0.768	Reliable
Product Quality	0.800	Reliable
Purchase Decision	0.811	Reliable

Source: Data Processed, SPSS 24

Table 2 above shows that the value of variables which includes brand image, price, product quality, and decision of the product has a Coefficient Cronbach alpha value of >0.6.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters,b	Mean	0,0000000
	Std. Deviation	1,33322705
Most Eextreme Differences	Absolute	0,073
	Positives	0,073
	Negatives	-0,061
Test Statistic		0,073
Asymp. Sig. (2-tailed)		.200c,d

Source: Output SPSS 24

It can be seen in the table of normal distribution values with an Asymp Sig value of > 0.05. For this reason, it can be concluded that the number of residual or perturbation variables has a normal distribution value.

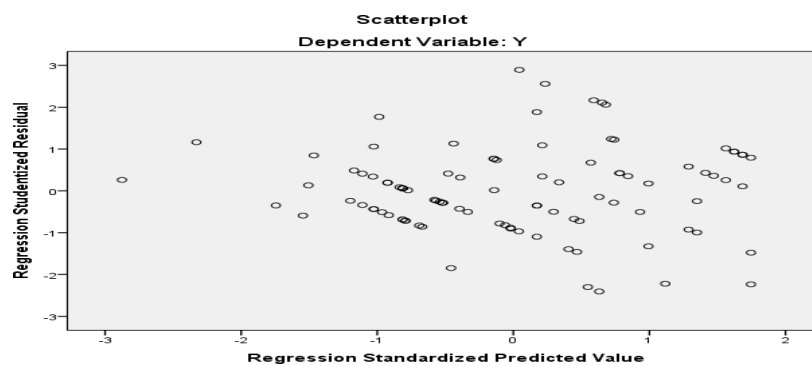
Table 4. Multicolonieritas

Coefficients			
Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	BRAND IMAGE	0,676	1,478
	PRICE	0,568	1,762
	PRODUCT QUALITY	0,589	1,699

Source: Data Processed, SPSS 24

Based on the table above, it is known that the variance inflation factor (VIF) value of the variable brand image, the price, and quality of the product are more than 10 and the tolerance value of the bigger is 0.01. So it can be concluded that there is no multicoloniality between the independent variable which includes the brand image, price, and quality of the product in the face of the decision of the customer.

Figure 2. Heteroskedastivity test



Source: Output SPSS 24

Based on the output of the scatterplot above, it can be seen that the point is spread and does not have a certain pattern, so it can be concluded that there is no problem with heterogeneity.

### Hypothesis Test

#### Partial Test (t)

To determine the coefficients that are not equal to zero, an additional t-test is used. The statistical test t shows how far a variable independent affects the variation of the variable dependent. The significance of this partial coefficient has a distribution of t calculated with the number of degrees of n-k-1, and significant at a = 0.05 it is known that the value t is at a significant level of 5% (tailed) with the same equation as follows:

$$u_{jt} = t(a/2 : n - k - 1)$$

= t (0,025: 95)

t table = 1.984

Table 5. Partial test (t) n

Coefficients						
Modal		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	1,447	1,840		0,787	0,433
	BRAND IMAGE	0,097	0,088	0,089	1,107	0,271
	PRICE	0,465	0,114	0,356	4,066	0,000
	PRODUCT QUALITY	0,431	0,085	0,435	5,068	0,000
a. Dependent Variable: PURCHASE DECISION						

Source: Output SPSS 24

Based on table 4.11 above, it shows the results of a partial hypothesis test of the three variables independent is facing the variable dependent.

Simultaneous Test (F)

The simultaneous test F is used to show whether the independent variable intended in the model has the same influence on the dependent variable. The F test is carried out by comparing the F calculation and the F table. F table can be searched based on statistical table at a significance of 0.05.

F table = F (k:n-k) = F (4:96)

F table = 2.47

Table 6. Simultaneous test (F)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Mr.

1	Regression	246,028	3	82,009	44,740	.000b
	Reesidual	175,972	96	1,833		
	Total	422,000	99			
a. Dependent Variable: PURCHASE DECISION						
b. Predictors: (Constant), PRODUCT QUALITY, BRAND IMAGE, PRICE						

SOURCE: Output SPSS 24

Based on the results of the simultaneous test from the table above, it is known that the significance for X1, X2, and X3 in a simultaneous way facing Y is  $0.000 < 0.05$  and the f value is  $44.740 > F$  is 2.47. It can be concluded that there is an influence on the brand image (X1), price (X2), and product quality (X3) in a way that is equally or simultaneously faced with the variation of the iPhone (Y) in the city of Bandar Lampung.

Multiple Linear Regression

Table 7. Multiple Linear Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	1,447	1,840		0,787	0,433
	BRAND IMAGE	0,097	0,088	0,089	1,107	0,271
	PRICE	0,465	0,114	0,356	4,066	0,000
	PRODUCT QUALITY	0,431	0,085	0,435	5,068	0,000

a. Dependent Variable: Purchase Decision

Source: Data processed 2024, SPSS 24

Based on Table 4.12 above, the results of the above test also show the result of the double lineage of the regression linear, which is  $Y = 1.447 + 0.097 X1 + 0.465 X2 + 0.431 X3 + e$ , from the results of this equation show that the value of the beta on the brand image variation and the price

of the positive sign which means that all X variables have the same relationship with the health of the be.

**Coefficient of Determination Test**

Table 8. Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764a	0,583	0,570	1,35390

a. Predictors: (Constant), PRODUCT QUALITY, BRAND IMAGE, PRICE

Source: Data processed in 2024 with SPSS 24

From the table above, it is stated that the product (R square) is 0.583 or 58.3%, this means that the X variable includes brand image (X1), price (X2), product quality (X3) and affects the decision of the iPhone product in Bandar Lampung City to see 58.3% and the remaining 41.7% is affected by other variables such as promotion, satisfaction, location and product availability, Excellence, social influence, technology, after-sales service, income or power, functional value, social image.

**Discussion**

1. Brand Image Influence e Facing Judgment

The results of the study showed that the image of brand had a negative impact on the results of consumer health, with a coefficient regression of 0.097 and a significant value of 0.271 > 0.05. In conclusion, the more promotions offered by companies, the greater the ability to compete and innovate, the more consumers choose to make a choice.

2. Price Influencers Facing Purchase Decision

The results of the research showed that the price variation of beer had a positive and significant effect on the decision of consumer consumption. With a price of 0.465 and a significant value of 0.000 < 0.05, it can be concluded that the higher the price set, the price that is reached, the price that is competitive, and the price that is by the quality of the product, the higher the level of consumer decision.

3. Influencing Product Quality in the Face of Adverse Decisions

The results of the research showed that the product quality variation, including advanced features, durability, reliability, and extraordinary design, had a positive and significant impact on consumer decision-making. With a regression of 0.431 and a significant value of 0.000 < 0.05, it can be concluded that the level of consumer consumption will increase the quality of the product.

4. Influence of Brand Image, Price and Quality of Products Facing Decision-Making

The results of the research show that the brand image, price, and quality of beer products are positive and significant in the face of the decision. As the basis for the decision-making, it can be seen that the F value is 44.740 with a significance level of 0.000, and the significance value of 0.000 from the results is  $< 0.05$ .

## CONCLUSION

The results of the test on brand image, price, and product quality are facing the decision of the iPhone brand in Bandar Lampung City. It is concluded as follows:

1. Brand image does not have a positive and significant effect on the decision of the iPhone in Bandar Lampung City, with a t-value of 1,107,  $< t$  1,984, and sig 0.27  $< 0.05$ .
1. The decision to buy an iPhone in Bandar Lampung City is affected in a significant way by the price. With a t-value of 4,066  $>$  from a t-table of 1,984 and a sig of 0.000  $< 0.05$ , the results of this test are shown.
2. The quality of the Product has a positive impact on consumer decisions to buy iPhones in Bandar Lampung City. With a t-value of 5,068  $> t$  1,984 and sig 0.000  $< 0.05$ , this is shown as the results of the t-test.
3. The results of the simultaneous test showed that the brand image, price, and quality of products had a positive and significant impact on consumer decisions to buy iPhones in Bandar Lampung City. The results show that the f count is 44.70  $>$  from the f table as big as 2.70, with a significance level (sig) of 0.000  $< 0.05$ .

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