



# The influence of product innovation and brand image on samsung smartphone purchase decision at bandung city

Didi Tarmidi<sup>1</sup>, Ayunda Tri Mulyani<sup>2</sup>

<sup>1,2</sup>Economic & Business Faculty, Widyatama University, Bandung City, Indonesia

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## ABSTRACT

The buying decision for consumers is the result of various considerations in deciding to buy a product from various options that include the purchase of smartphone on the various choices available. There is a tendency because the majority of consumers to choose the brand from product innovation, price, service, and brand image for researchers try to reveal the magnitude of the influence product innovation and brand image about the purchasing decision of Samsung Smartphone brand at Bandung city. The method used is quantitative data analysis with multiple linear regression. The results of research from 100 samples taken provided information that product innovation and brand image had a significant influence on purchasing decisions by 49,5%. The variable that must be prioritized to get more significant influence is product innovation. Meanwhile, the product innovation variable is partially proven to have a greater constant than the brand image variable.

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### Corresponding Author:

Didi Tarmidi,  
Management,  
Department of Management,  
Jl. Cikutra no 204 A Bandung Jawa Barat 40124, Indonesia  
Email: [didi.tarmidi@widyatama.ac.id](mailto:didi.tarmidi@widyatama.ac.id)

## INTRODUCTION

Consumers are confronted with a variety of tools and technologies in the era telecommunications digitalization that offers convenience and a variety of very sophisticated and interesting features (Reinartz&Wiegand, 2019). One such tool is the smartphone choice pad, which is increasingly offering more and more choices with better quality. Because there are now more smartphone brands to choose from, such as Realme, Oppo, Asus, Xiaomi, and Vivo, Samsung needs to learn more about customers and how they behave (Kure&Muslim, 2023). The research is about how individuals, groups, and organizations select, buy, and use products and services, ideas, or experiences to satisfy their needs and wants as consumer behavior, according to (Sigar, 2021). When a consumer sees a product being sold, their final choice is whether to buy it or not. A consumer has absolute right to buy decision product because a purchase transaction only involves consumers and producers without involving a third section (Zhao, 2021).

The company's competitive strategy is essential to winning the competition with numerous advantages, including product innovation (Hayati, 2021). Fajerin asserts that innovation is increasingly being viewed not only as a tool for ensuring a company's continued existence but also as a means of bolstering its competitiveness in the market (Fajerin, 2021). Product innovation, as

defined by Kuncoro & Suriani, is an innovation that is used in the overall operation of a company, including the innovation of all functional processes or their use, where new products are created and marketed (Kuncoro&Suriani, 2018). Whether it's in the product's main function, companion function, or even service, innovation can help brands stand out from the competition. According to Tamamudin discussion of Kotabe's research, a company's performance is correlated to the level of product innovation it implements, which in turn increases consumer preference for a brand (Prasetyo, 2020).

Innovation makes it easy to tell the difference between smartphones, but a brand's image will push people further because they will have faith in the brand's credibility (Dwivedi;et.al, 2021). Identity, which includes a brand's symbolic personality, value proposition, essence, and position, is the brand image. Marketers, according to Kotler and Armstrong, need to be able to make them stick in their customers' minds (Kotler&Armstrong, 2018). One way to familiarize customers with the product is to create a strong brand image. This will have an impact on how consumers choose from a variety of competing for well-known brands in the product.

Product innovation is a combination of various processes that influence each other, Myers and the Marquis write in (Kuncoro&Suriani, 2018). It is anticipated that product innovation will enhance consumer decision-making. According to Sekardila Pratiwi's research, there are three dimensions of product innovation: (1) Line extensions, (2) Me to-product, dan (3) New to the world product (Fatahillah, 2023). This is made sense of by the Business Word reference; A brand picture is a remarkable arrangement of relationship in the client's psyche concerning what the brand depends on and the suggested guarantees that the brand makes (Jay Min, 2019). As a result, brand image is a distinct set of associations customers have with the brand's values. In research from Gao, "Perceptions and beliefs held by customers, as reflected in associations held in consumer memory," we learn more about how Kotler and Keller defined brand image (Gao, 2019). This suggests that customers' associations with their perceptions and beliefs are reflected in their memory. According to Kotler&Keller on Mahira&Suyanto, the following are dimensions of brand image: (1) Strength of brand association, (2) Uniqueness of brand association, dan (3) Favorability of brand association (Mahira&Suyanto, 2022).

According to Sumarwan&Tjiptono's book, consumer purchase decisions are the actions of individuals who are either directly or indirectly involved in the effort to acquire and utilize a required product or service (Sumarwan&Tjiptono, 2018). Purchasing decisions as decisions made by consumers that are influenced by factors such as financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes (Herman, 2023). As a result, consumers develop an attitude that encourages them to process all information and draw conclusions in the form of responses that indicate which products will be purchased. The following are dimensions of purchasing decisions according to Kotler and Keller's on Mauldy&Saefurahman's research, namely: (1) Choice of product, (2) Choice of brand, (3) Choice of supplier, (4) Time of buy, (5) Quantity buy, dan (6) Payment method (Mauldy&Saefurahman, 2020).

## RESEARCH METHOD

In this research, we'll look at how Samsung's smartphone purchase decision in Bandung City is influenced by product innovation and brand image. The research's sample consisted of 100 respondents who used Samsung smartphone products in Bandung. Researchers used quantitative data types and sources in this study. According to Sujarweni, quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other means of quantification (Sujarweni, 2019). This study uses quantitative research methods because it uses statistical calculation figures and aims to test hypotheses that have been made before. Descriptive research is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make generally applicable conclusions or generalizations

(Sugiyono, 2019). Meanwhile, in terms of type investigation, this study is causal because it has a causal and consequent relationship, so in this study, there are independent variables (variables that affect) and dependent variables (Sugiyono, 2019). In this study, researchers wanted to find out whether there was a relationship between the influence of price and service quality on the interest in repurchase Citilink airlines in Indonesia. This research used nonprobability sampling as the method of sampling. In this research, questionnaires were used to collect primary data, while textbooks and journal articles were used to collect secondary data. Using SPSS 25 for Windows software, descriptive analysis was used to analyze data using a variety of linear regression analysis (Rahman&Muktadir, 2021).

The opinion of Sekaran and Bougie stated that the independent variable will affect the dependent variable, positively or negatively (Sekaran&Bougie, 2020). This means that if the independent variable appears, then the dependent variable will also appear, either the increase or decrease of the independent variable. Furthermore, Sekaran and Bougie argue that the dependent variable is a variable under the influence of other variables, so this is suitable as research material.

Next will appear operational research variables, where there are main variables, dimensions, indicators and measurement scales, according to this following:

**Table 1.** Operationalization of Variable

Variable	Dimension	Definition	Scale (Ordinal)
<b>Product Innovation (X1)</b>	Product Durability	High value fittings, precision ease of doing	√
	Endurance of Product	operational, durability product reliability, as well repair as implementation of functions.	√
	Spesial Fitur of Product	Product got carry out its function properly	√
<b>Brand Image (X2)</b>	Product Image	brand image is that series real or not shaped like trust,	√
	Image of Booking Product	characteristics, interests, patents, as well as the values owned product make it be	√
	User Image	unique and different with competing products similar	√
<b>Purchase Decision (Y)</b>	Problem Recognition	Buying decision is a procedure	√
	Information Search	place an order for the good product	√
	Evaluation of Several Alternatives	goods or services, processes selection, process purchase even process	√
	Purchase Decision	product use in fulfilling	√
	Purchase	company needs or household needs	√
	Post-Purchase Evaluation	ladder	√

Data acquisition owned based on field research and library research, and a Likert scale where that distribution of respondents' responses was most agreed (5), agreed (4), undecided (3),

disagreed (2), strongly disagreed (5). Data testing was carried out in order when utilizing the results of responses with questionnaires, by distribute the filling forms to obtain completeness responses from customer of samsung's smartphone on purchase decision at Bandung City, through the variables of product innovation, brand image, and purchase decision (Ade, 2021).

## RESULTS AND DISCUSSIONS

Research locus at Samsung's smartphone purchase decision in Bandung City is influenced by product innovation and brand image. This research presents validity and reliability tests by presenting the convergent validity of data.

**Table 1.** Validity and Reliability Test Results

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Product Innovation				
X1.1	0,820			
X1.2	0,897	Valid	0,825	Reliable
X1.3	0,867			
Brand Image				
X2.1	0,658			
X2.2	0,735	Valid	0,758	Reliable
X2.3	0,687			
Purchase Decision				
Y1.1	0,467			
Y1.2	0,402			
Y1.3	0,768	Valid	0,780	Reliable
Y1.4	0,845			
Y1.5	0,889			
Y1.6	0,794			

With the program of SPSS ver.25 for Windows Application, the data has been collected through questionnaires is then analyzed using multiple regression analysis techniques to determine the influence of product innovation and brand image variables on purchase decisions. The equation of the multiple linear regression model can be seen in the table below, and analysis's results will provide an overview of calculation table.

**Table 2.** Multiple Linear Regression

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.586	3.032		0.523	.602
Product Innovation	1.086	.129	.615	8.448	.000
Brand Image	.755	.207	.266	3.654	.000

a. Dependent Variable: Purchase Decision

$$Y = 1,586 + 1,086X_1 + 0,755X_2$$

If variables product innovation and brand image are regarded as constant, the dependent variable of purchase decision has a value of 1.586, as indicated by the constant 1.586. To put it another way, the value of purchase decision also does not change if the independent variable does not change in value. If product innovation variable's regression coefficient is 1,086, this indicates that product innovation variable will receive 1,086 additional points if its value increases by one, and brand image variable, the other independent variable, is considered constant. Product innovation has a positive impact on purchase decisions when the value of the regression coefficient is positive. This indicates

that consumers are more likely to make a purchase decision when a product is more innovative, and vice versa.

If the brand image variable's regression coefficient is 0.755, adding points to the purchase decision variable equals 0.755 if the value of the brand image variable increases by one and the other independent variables, such as product innovation variable, are considered constant. The value of regression coefficient indicates that brand image has a positive impact on purchasing decisions if it is positive. This means that customers are more likely to purchase if the brand has a positive reputation, and vice versa.

**Table 3.** Simultaneous Hypothesis Testing

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	625.244	2	312.622	47.567	.000 <sup>b</sup>
	Residual	637.506	97	6.572		
	Total	1262.750	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Innovation, Brand Image

Based on analysis in the table above, with a significance level of less than 0.05 in the following situations. The importance value is 0.000, as shown in the table above. We can therefore conclude, based on its significance and value; product innovation and brand image simultaneously influence the purchase decision.

**Table 4.** Determination Coefficient

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 <sup>a</sup>	.495	.485	2.56363

a. Predictors: (Constant), Product Innovation, Brand Image

b. Dependent Variable: Purchase Decision

According to the table above, the research's R Square was 0.495, or 49.5%. This indicates that product innovation and brand image influence purchase decisions by 49.5%. Outsider of variables or factors have an impact on the remaining 50.5%, or 0.505.

## CONCLUSION

The findings indicate that purchase decisions are influenced by variables of product innovation and brand image. As a result, it is recommended that the company pay close attention to the aspects of increasing product innovation and brand image when developing its strategic policies. Based on the multiple linear regression analysis, a constant value of 1,586 was obtained. This indicates that the value of purchase decision will increase with the same value if product innovation and brand image are equal to zero. A regression coefficient of 1,086 with a positive sign was obtained for the coefficient of the direction of product innovation that influences purchase decisions. The conclusion that can be drawn from these findings is that purchase decisions will increase if the company can increase the value of product innovation. A regression coefficient of 0.755 with a positive sign was obtained for the coefficient of brand image direction that influences purchase decisions. Based on these findings, it is possible to conclude that purchase decisions will rise if the company can raise the value of its brand image. This research's R Square coefficient of determination is 0.495, or 49.5%, indicating that product innovation and brand image influence the purchase decision by 49,5%. While the outsider variables or factors have an impact on the remaining 50.5%, or 0.505.

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