



The Effect of Brand Image, Product Features, and Social Influence on Buying Interest toward Realme Smartphone Products in Padang City

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ABSTRACT

This study aims to analyze the influence of brand image variables, product features and social influence on buying interest in Realme *Smartphone* products in the city of Padang. The scope of this research is on *Smartphone* respondents in the city of Padang. This research is a quantitative approach using a questionnaire. The sample in this study involved 100 respondents in Padang city and this sample was limited to Android *Smartphone* respondents. Non-probability sampling is applied in this research by using purposive sampling. Multiple linear regression is used in technique of data analysis through the help of IBM SPSS Statistics 22. The results of this research are the variable brand image on purchase intention have a positive and significant effect and the variable product features on purchase intention have a positive and insignificant effect, in social influence, variable on purchase intention has a positive effect and significant. Based on the results of data processing, it is also found that the variable brand image and social influence are variables that have a big impact on purchase intention in Realme Smartphone products. The better the brand image and social influence, the more buying interest will be in Realme Smartphone products in Padang City.

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1. Introduction

Currently the growth of the business world continues to grow well, especially in the field of the Smartphone industry in the country today, where there is always an increase from time to time. Also, companies are required to always innovate in order to meet the needs of various types. The trend of playing mobile games on smartphones as entertainment, which used to be games only liked by children but is now liked by everyone from children to adults, they really like to play mobile games on smartphones and has become a phenomenon in today's society.

In order to run the games, such as Mobile Legend, PUBG, Free-Fire and others, the smartphone user must have high performance smartphone specifications, large memory and high resolution. For example, the good processor, RAM, storage memory, and other features in order to maximize their use. With these phenomena and trends, smartphone manufacturers are required to always think about one aspect of this complex user need.

The companies must always innovate to meet the needs of today's complex users, therefore making the interest in buying smartphones high and always growing from year to year, as shown in Figure 1.1 the trend is always increasing.

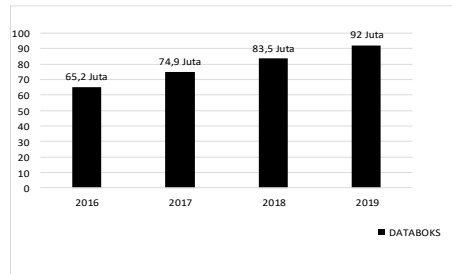


Fig 1. Indonesian Smartphone Users in 2016-2019

Source: <http://databooks.kadata.co.id>

The Realme smartphone itself was officially produced in May 2018, and it is becoming a brand that offers smartphone devices with fast performance and trendy designs. Realme smartphones focus on user needs and present products with strong performance and trendy designs in the broad context of e-commerce sales. Realme products also immediately received worldwide recognition for "Performance" and "Design" after their inaugural launch. Realme also broke sales records in Lazada's e-commerce Southeast Asia region, and became the No.1 brand in the platform's mobile category. Realme is committed to offering strong performance, stylish design, quality after service, and exploring more leading innovations for Realme smartphone products.

According to Blackwell et al., (2001), buying interest is what comes to the mind of customers showing interest in buying (Rahim et al., 2016). Qun et al., (2012) also mentioned that buying interest is related to the future plan related of the purchase of certain products or services and does not have to do buying interest if you do not have the ability to implement it.

Table 1

Sales Data for Realme Smartphone Outlets in Jaya Ponsel, Padang City for 2019-2020

Month	Selling
May	32 Units
June	50 Units
July	55 Units
Augustus	72 Units
September	62 Units
October	53 Units
November	62 Units
Desember	55 Units
January	37 Units
February	35 Units
March	41 Units
April	51 Units

Source: Realme outlet at Jaya Ponsel Padang

Even though the phenomenon of the trend of playing games on smartphones is increasing day by day and making its users also increasing, but for the latest brand smartphones it still has not got a place in the hearts of buyers. This can be seen from several smartphones that have problems such as those mentioned in table 1.1. It can be seen that sales result of Realme Smartphones in 2019 starting from May to December experienced fluctuations in selling each month, and similarly in 2020 starting from January to April they also experienced an increase and decrease in selling every month.

Based on selling information at one of Realme's smartphone outlets in Padang City, namely Jaya Ponsel, Realme is still experiencing ups and downs in selling. Even though, Realme Smartphone experienced an unstable increase which indicated that there were several problems with the interest in buying Realme smartphones in Padang City and how much buyers interest in Realme Smartphone products. Buying interest is a picture of an attitude that is interested in a product in its buying behavior. The variables that influence buying interest are brands, product features, and social influences.

2. Methods

2.1 Research design

This study is an explanatory research type, which used to determine whether there is an influence of a variable in a certain time and situation or not. The approach of this research is a quantitative approach. Quantitative approach uses to counted in number using statistical methods (Sekaran and Bougie, 2016). The scope of time is cross section or one shot because the data is only collected at a certain time in 2020.

2.2 Population

According to Sekaran & Bougie, (2016), population refers to the whole group of people, events, or interests that the researcher wants to investigate. Malhotra, (2012) defined population as a combination of all elements, which have a similar set of characteristics, which cover the universe for the purposes of marketing research problems. In this study, the target population is all Android Smartphone users in the city of Padang.

2.3 Sample

Sekaran (2011) suggested that the sample is part of the population. The sample consists of a number of members selected from the population, the samples in this study are some of the Android Smartphone users in the city of Padang. The sample needed in this study according to Hair et al., (2010), in determining the research sample can be done by calculating a minimum of 5 times the number of indicators contained in the questionnaire, the indicators in this study consist of 3 independent variables and 1 dependent variable. The number of questionnaire items in this study were 20, so $20 \times 5 = 100$ respondents. In the later research, the author gives a questionnaire to respondents who use Smartphones in the city of Padang.

2.4 Sampling Technique

The sampling technique used is non-probability sampling, i.e. all elements in the population do not have a known or predetermined opportunity to be selected, a known or predetermined opportunity to be selected as a sample subject (Sekaran and Bougie, 2016). It is limited to certain types of people who can provide the desired information, either because they are the only parties who have it, or they meet some criteria determined by the researcher (Sekaran and Bougie, 2016).

The sampling method is a purposive sampling method, in which the researcher determines the sample himself taken because there are certain considerations, so the sample is not taken at random, but is determined by the researcher himself according to the requirements (properties, characteristics, characteristics, criteria). Samples were taken on the criteria formulated in advance by the researcher. The criteria formulated in this study are Android Smartphone users. This is done so that respondents can be identified regarding the emergence of buying interest to shop for Realme Smartphones and are at least 17 years old.

3. Results and Analysis

3.1 Test of Validity

Validity shows the extent to which a measuring instrument (instrument) shows what it wants to measure. A concept is composed of several components or variables. The validity test in this study can be seen in the following tables:

Table 2
Brand Image Test Items (X1)

No	Statement	Score	Cut off	Status
1	CM1	0.762	0.300	Valid
2	CM2	0.822	0.300	Valid
3	CM3	0.824	0.300	Valid
4	CM4	0.811	0.300	Valid
5	CM5	0.811	0.300	Valid
6	CM6	0.794	0.300	Valid

Source: Processing Results of SPSS 2020

Table 3

Product Feature Item Test (X2)

No	Statement	Score	Cut off	Status
1	FP1	0.840	0.300	Valid
2	FP2	0.797	.0.300	Valid
3	FP3	0.749	0.300	Valid
4	FP4	0.856	0.300	Valid
5	FP5	0.679	0.300	Valid

Source: Processing Results of SPSS 2020

Table 4

Social Influence Item Test (X3)

No	Statement	Score	Cut off	Status
1	PS1	0.857	0.300	Valid
2	PS2	0.906	.0.300	Valid
3	PS3	0.897	0.300	Valid
4	PS4	0.893	0.300	Valid

Source: Processing Results of SPSS 2020

Table 5

Test Items of Purchase Interest (Y)

No	Statement	Score	Cut off	Status
1	MB1	0.874	0.300	Valid
2	MB2	0.865	0.300	Valid
3	MB3	0.862	0.300	Valid
4	MB4	0.881	0.300	Valid
5	MB5	0.911	0.300	Valid

Source: Processing Results of SPSS 2020

The results of the calculation table above from the question of brand image variables (x1), product features (x2), social influence (x3) if it has an r value (Corrected item – Total correlation) > 0.300 then the question items are valid. And if it has a value of r (Corrected Item – Total Correlation) < 0.300 then the question item is invalid.

3.2 Test of Reliability

Reliability test aims to measure the extent to which measurements are fixed, reliable as a data collection tool, and free from measurement errors. In this study, the reliability test was carried out using the Cronbach Alpha reliability coefficient and the calculations were made using SPSS 22.0. The measuring instrument is said to be reliable if the Cronbach Alpha value is 0.600.

Table 6

Reliability test

Variable	Cronbach's Alpha	Standart	Status
CM	0.933	0,600	Reliabel
FP	0.913	0,600	Reliabel
PS	0.953	0,600	Reliabel
MB	0.954	0,600	Reliabel

Source: Processing Results of SPSS 2020

Based on the results of the reliability test in the table above, it is shown that the brand image variables (x1), product features (x2), social influence (x3), and buying interest (y) have Cronbach's alpha values > 0.600, then these variables have the same value reliable and trustworthy.

3.3 Classic assumption test**a. Normality test**

The normality test is used to test whether in the regression model, the confounding or residual variables have a normal distribution. There are two methods we can use. First by using the Kolmogorov Smirnov (KS) method and the second by using the Graph method. If a variable has an Asymp.sig (2-tailed) value greater than 0.05, the residual value of the variable is said to be normally distributed.

Table 7

Kolmogorov-smirnov test		
One-Sample Kolmogorov-Smirnov Test		
		ABS_RES
N		100
Normal Parameters ^{a,b}	Mean	.2590
	Std. Deviation	.31323
Most Extreme Differences	Absolute	.228
	Positive	.228
	Negative	-.210
Kolmogorov-Smirnov Z		2.278
Asymp. Sig. (2-tailed)		.062

a. Test distribution is Normal.

b. Calculated from data.

Source: Processing Results of SPSS 2020

Based on the table above, consider the Asymp.Sig.(2-tailed) value of the residual value obtained at 0.062, which is greater than 0.05, which means the data is said to be normal.

b. Multicollinearity Test

Multicollinearity test was used to test whether the regression model found a strong correlation between independent variables. The method used to perform the multicollinearity test can use the VIF (Variance Inflation Factor) and tolerance test, if the VIF value is <10 and Tolerance > 0.1, it can be said that there is no strong relationship between the independent variables.

Table 8

Multicollinearity test		
Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Citra Merek	.164	6.109
Fitur Produk	.143	6.974
Pengaruh Sosial	.217	4.609

a. Dependent Variable: Buying Interest

Source: Processing Results of SPSS 2020

Value of VIF and Tolerance for variable Brand Image 6.109 and 0.164, Product Features 6.974 and 0.143, Social Influence 4.609. The three variables have VIF and tolerance values that meet the standards, where the VIF value obtained is smaller than 10 and the tolerance value is greater than 0.1, which means there is no strong relationship between the independent variables.

c. Heteroscedasticity Test

Heteroscedasticity test to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. The method used is the Glejser test (regressed with unstandardized residuals). A variable is said to be free from heteroscedasticity if it has a sig value > from 0.05.

Table 9
Heteroscedasticity test

Coefficients ^a						
Model		Unstand	Stand	t	Sig.	
		ardized	ardized			
		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	(Constant)	.878	.208		4.221	.000
	Citra Merek	-.128	.103	-.283	-1.241	.218
	Fitur Produk	.070	.109	.157	.645	.520
	Pengaruh Sosial	-.093	.061	-.305	-1.540	.127

a. Dependent Variable: RES1

Source: Processing Results of SPSS 2020

In the table above, it can be seen that the Sig values obtained by the three variables are 0.218, 0.520 and 0.127, which are greater than 0.05, which means that the three variables are free of heteroscedasticity.

3.4 Multiple Regression Analysis

Multiple regression analysis is a statistical tool used to determine the effect of one or several variables on other variables. Variables that affect are often called independent variables, independent variables, multiple regression analysis with the following calculations:

Table 10
Multiple regression test

Coefficients ^a				
Model		Unstand	Standardized	
		ardized Coeff	Coefficients	
		icients	B	Beta
			Std. Error	
1	(Constant)	-.463	.299	
	Citra Merek	.386	.148	.274
	Fitur Produk	.181	.156	.130
	Pengaruh Sosial	.518	.087	.543

a. Dependent Variable: Buying Interest

Source: Processing Results of SPSS 2020

3.5 Coefficient of Determination

Table 11
Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.827	.821	.41357

a. Predictors: (Constant), Social_Influence, Brand_Image, Product_Feature

b. Dependent Variable: Buying_Interest

Source: Processing Results of SPSS 2020

Explanation: The Termination Coefficient (R2) is 0.827. The coefficient of determination shows the magnitude of the contribution of the independent variables to Brand Image (X1), Product Features (X2), and Social Influence (X3) in explaining the Purchase Interest variable (Y). In this study, the coefficient of determination reflects the amount of contribution given by the independent variables to the dependent

variable of 0.827 or 82.7%, and the remaining 17.3% is explained by other factors not examined by the author.

3.6 Partial Test (t Test)

The partial effect significant test (t test) is a test carried out to test the significance of the independent variables on the independent variables on the dependent variable separately or individually. To more clearly know the value in this partial test can be seen in the table as follows:

Table 12
Partial Test (t Test)

Coefficients ^a		
Model	t	Sig.
(Constant)	-1.548	.125
1 Citra Merek	2.604	.011
Fitur Produk	1.156	.250
Pengaruh Sosial	5.949	.000

a. Dependent Variable: Buying Interest

Source: Processing Results of SPSS 2020

Testing the influence of the Brand Image variable (X1) on the Purchase Interest variable (Y), with partial testing, the Sig value is 0.011 < 0.05 (Sig value is less than 0.05), then Ha is accepted and Ho is rejected. Thus, it can be concluded that the hypothesis in this study is proven to show that there is a significant influence between the Brand Image (X1) variable on the Purchase Interest variable (Y).

The test has no significant effect on the Product Feature variable (X2) on the Purchase Interest variable (Y). With partial testing, the Sig value is 0.250 > 0.05 (Sig value is less than 0.05), then Ha is rejected and Ho is accepted. Thus, it can be concluded that the hypothesis in this study is proven to show no significant effect between the Product Features (X2) variable on the Purchase Interest variable (Y).

Testing the influence of the Social Influence variable (X3) on the Buying Interest variable (Y), with partial testing the Sig value is 0.000 < 0.05 (sig value is greater than 0.05), then Ha is accepted and Ho is rejected. Thus, it can be concluded that the hypothesis in this study is proven to show there is a significant influence between the Social Influence variable (X3) on the Purchase Interest variable (Y).

Based on the hypothesis test above, the conclusions can be drawn which can be seen in the table below:

Table 13
T test results

Hypothesis	Hypothesis Statement	Results
H ₁	The influence of Brand Image on buying interest is accepted.	Positive and Significant
H ₂	The effect of product features on purchase intention is accepted.	Positive and Not Significant
H ₃	The influence of social influence on buying interest is accepted.	Positive and Significant

4. Conclusion

This research is based on previous research on the influence of brand image, product features, and social influence on buying interest in Realme smartphone products in Padang city. This study used a questionnaire as the primary data source. Questionnaires were distributed to 100 respondents who were android users in Padang city. The results of the research can be concluded that:

- a. Brand image has a positive and significant influence on buying interest in Realme Smartphone products in the city of Padang, which means that when Realme Smartphone products have a good and good brand image in the minds of users, it will increase buying interest in Realme Smartphone products in the city.

- b. Product features have a positive and insignificant effect on buying interest in Realme Smartphone products in the city of Padang, which means that when the features of the Realme Smartphone products are good, the effect is not too big on the increase in buying interest in Realme Smartphone products in Padang city that product features as a support or addition in terms of choosing a product for the user.
- c. Social influence has a positive and significant influence on buying interest in Realme Smartphone products in Padang city, which means that when Realme Smartphone products have a good and good social influence among users, it will increase buying interest in Realme Smartphone products in Padang city.

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