

BRAND IMAGE, PRICE, AND PROMOTION: HOW DO THEY AFFECT SAMSUNG SMARTPHONE PURCHASE DECISIONS

Hendra Prasetya^{1*}, Nurul Azizah²

^{1,2} Faculty of Economics and Business, Universitas Wijaya Kusuma Surabaya
E-mail: ¹⁾ hendraprasetya@uwks.ac.id, ²⁾ nurulazizah@uwks.ac.id

Abstract

This study seeks to analyze how brand image, price, and promotion impact the buying choices of SAMSUNG brand smartphones among students at the Faculty of Economics and Business, Wijaya Kusuma University Surabaya. The target group for this research includes students enrolled in the Faculty of Economics and Business at Wijaya Kusuma University in Surabaya. The sample characteristics include FEB UWKS students who have purchased and used SAMSUNG brand smartphones. The number of respondents in the sample was 96. The findings from the analysis of multiple linear regression and hypothesis testing using t-tests reveal that factors such as brand image, price, and promotion have a strong and favorable impact on the purchasing choices of SAMSUNG brand smartphones among students studying at the Faculty of Economics and Business in Wijaya Kusuma University, Surabaya. To improve consumer purchasing decisions, companies are expected to: (1) Enhance brand image by building a reputable company, increasing consumer satisfaction, and improving product quality; (2) Set more affordable prices that align with quality and benefits and maintain competitiveness; and (3) Conduct promotions that: (a) Utilize various promotional media and (b) Convey clear, interesting, and easy-to-understand messages.

Keywords: Brand image, Price, Promotion, Purchase Decision

1. INTRODUCTION

Nowadays, smartphones are regarded as essential. This is because smartphones are portable, and with them, people can communicate without spatial and temporal constraints—anytime and anywhere. Nowadays, smartphones are no longer considered luxury items. Instead, they have become a basic necessity for most people (Andrian & Colia, 2022). Almost all segments of society, from children to adults, use smartphones.

According to Databoks 2020, as cited by Cahyani and Aksari (2022), smartphone users in Indonesia amounted to 28.6% of the population in 2015, rising to 56.2% in 2018. By 2025, it is predicted that 89.2% of Indonesia's population will be smartphone users.

In addition to Samsung smartphones, other brands available in Indonesia include Xiaomi, Apple, Realme, Vivo, Asus, Huawei, Infinix, and Oppo. The increasing number of smartphone brands intensifies competition in the market. To navigate this competitive environment, smartphone manufacturers must employ effective marketing strategies to expand their market share. Such strategies include enhancing brand image, setting competitive pricing, and promoting their products effectively. Samsung, for instance, has built a positive brand image, adopted appropriate pricing strategies by offering a range of

products at various price points to suit consumer income and needs, and continues to innovate to maintain its presence in the market (Andrian & Colia, 2022). As of April 2022, smartphone market share data, as cited by Cahyani and Aksari (2022), show that Oppo holds 21.23% of the market, followed by Samsung at 20.99%, Xiaomi at 19.56%, Vivo at 14.29%, Apple at 9.23%, Realme at 7.41%, Infinix at 2.31%, Asus at 1.12%, and Huawei at 0.57%, with other unknown brands accounting for 1.5%.

Consumer behavior in deciding to purchase a product is known as the purchasing decision (Effendi, 2016). Consumers make product choices based on various considerations before purchasing, such as their perception of the brand (brand image), price, promotions by the company, product quality, and lifestyle.

Consumers form their perception of a product based on previous interactions, creating the product's brand image (Reinaldo & Chandra, 2020). A vital role is played by brand image in the smartphone industry, as it has the power to sway consumers in their purchase decisions. A compelling brand image has the ability to entice customers towards making a purchase (Cahyani & Aksari, 2022). Manufacturers benefit from a positive brand image, as it increases consumer recognition and the likelihood of purchase (Sangadji & Sopiah, 2014). A good brand image boosts purchasing decisions (Ahmad et al., 2020). Strong branding of products motivates consumers to make buying choices (Mamahit, 2015).

Several studies, including those by Ramadhan (2023), Nayiroh et al. (2023), Lukitaningsih and Lestari (2023), Andrian and Colia (2022), Cahyani and Aksari (2022), Chandra (2020), and Werung et al. (2020), have found that brand image has a positive and significant impact on purchasing decisions. However, contrasting results were found by Dilasari (2019) and Nurhayati (2017), who reported that brand image did not significantly influence purchasing decisions.

According to Kotler et al. (2020), price is the amount that consumers are ready to pay for the advantages of having a product or service. When it comes to selling a product, the price plays a significant role (Dominique-Ferreira & Antunes, 2020). Consumers consider price information to be highly valuable (Olson & Paul, 2014). When deciding to purchase, consumers typically weigh the price factor, especially if alternative products of similar quality are available at lower prices. Kotler, as cited by Andrian and Colia (2022), notes that price is a key element that determines a company's market share and profitability. Affordable prices that offer consumer benefits are more likely to be chosen by buyers (Syafrida, 2018). Purchasing decisions increase when prices align with consumers' purchasing power; conversely, they decline when prices exceed consumers' financial capacity (Dilasari, 2019). Consumers' perceptions of a product are influenced by its price (Ningrum & Sutanto, 2019).

Research by Yahya and Sukandi (2022), Cahyani and Aksari (2022), Ardiansyah and Khalid (2022), Febriana (2020), and Dilasari (2019) concluded that price has a positive and significant impact on purchasing decisions. However, other studies, such as those by Andrian and Colia (2022), Sakurat et al. (2020), and Nurhayati (2017), found that price does not significantly affect purchasing decisions.

Promotion is another marketing strategy that influences consumer purchasing decisions. Kotler and Keller (2016) define promotion as activities that inform consumers about product benefits and entice potential buyers to make a purchase. Tjiptono (2015) describes promotion as a method of informing, persuading, and reminding consumers about a brand or product. Companies use promotional activities to communicate persuasively with consumers, hoping

to spark their interest in the promoted product (Setiawan, 2021). Persuasive communication is characterized by a planned delivery of information to elicit a response from the receiver (Nofri & Hafifah, 2018). When companies run promotions that appeal to consumers, purchasing decisions tend to increase. However, if the promotion fails to capture consumer interest, purchasing decisions decline (Dilasari, 2019).

When promotional content is engaging, clear, and easy to understand, consumers exposed to it through media are more likely to make a purchase. Conversely, even if a product is of high quality, consumers who have never heard of or seen its promotion may hesitate to buy it due to a lack of information and confidence in the product. Thus, promotion can influence consumers' purchasing decisions, affecting their attitudes, intentions, and behaviors.

Previous studies by Nayiroh et al. (2023), Cahyani and Aksari (2022), Chandra (2020), and Nurhayati (2017) concluded that promotion positively and significantly affects purchasing decisions. In contrast, research by Yahya and Sukandi (2022), Ardiansyah and Khalid (2022), Febriana (2020), and Dilasari (2019) found that the act of promoting a product or service does not have a major impact on the choices customers make when it comes to making a purchase.

The main focus of this study is to investigate the impact of brand image, price, and promotion on the purchasing decisions of Samsung smartphones among students at the Faculty of Economics and Business, Wijaya Kusuma University in Surabaya. The goal of this research is to assess the importance of brand image, price, and promotion in shaping the purchasing choices of these students.

2. LITERATURE REVIEW

2.1. Brand Image

The consumers' perception of a brand is what forms its brand image. This perception is based on their interactions and experiences with the brand (Kotler & Keller, 2016). Brand image is measured using the following indicators: (1) corporate image, (2) user image, and (3) product image (Kotler & Keller in Lukitasari et al. 2022).

2.2. Price

According to Shinta (2011), price refers to the value expressed in monetary units (such as Rupiah) used for exchange or transactions. The cost is the value that individuals pay to acquire the advantages of possessing or utilizing a product (Kotler & Armstrong, 2013). Price indicators are determined by considering the affordability of prices, how well they match the quality of the product, competitiveness in pricing, and whether the benefits received by consumers align with the cost (Kotler & Armstrong, 2013).

2.3. Promotion

Promotion involves the dissemination of information about products and the company to attract consumers and encourage them to make purchases (Kotler & Keller, 2016). Promotion is measured based on the media used, the message conveyed, and the timing of the promotion (Kotler & Keller, 2016).

2.4. Purchase Decision

A consumer makes a purchase decision when they choose one product over other options that are available to them (Schiffman et al., 2014). Purchase decisions are measured using the following indicators: (1) Speed—whether the decision is made quickly or slowly, (2) Self-purchase—whether the decision is made independently, (3) Product superiority—the decision is based on the product's quality, and (4) Confidence—the decision is made with full confidence and without hesitation (Schiffman & Kanuk in Prasetya & Azizah, 2022).

2.5. Hypothesis Development

Research conducted on how brand image, price, and promotion affect consumer purchase choices has produced conflicting findings. While certain studies have demonstrated notable impacts, others have not. As a result, the following hypotheses have been put forward:

H1: Brand image influences the purchase decision for Samsung smartphones.

H2: Price significantly influences the purchase decision for Samsung smartphones.

H3: Promotion significantly influences the purchase decision for Samsung smartphones.

3. RESEARCH METHODS

This study seeks to provide explanations for the relationship between the variables under investigation. According to Zulganef, as cited by Chandra (2020), explanatory research aims to provide an explanation for the impact or connection between different factors in order to investigate the causal relationship among variables and shed light on a particular phenomenon. The methodology employed in this research involves quantitative analysis, with statistical measurements used to assess the validity of the research hypotheses.

The individuals in the group are students studying in the Economics and Business department at Wijaya Kusuma University in Surabaya. The selection of participants is based on specific criteria, focusing on students from FEB UWKS who have experience buying and using Samsung smartphones in the past. Information was gathered by handing out surveys. After distributing the surveys, 96 individuals were found to meet the necessary requirements and were then thoroughly examined. The approach used for analysis involved utilizing multiple linear regression, and the hypotheses were tested using the t-test (partial test).

4. RESULTS AND DISCUSSION

4.1. Research Results

The study employs multiple linear regression analysis and hypothesis testing through the use of the t-test or partial test. Prior to the data analysis, tests for validity and reliability were carried out, revealing that all data met the criteria for validity and reliability. The table below displays the t-values and significance levels derived from the multiple linear regression analysis.

Table 1. t-value and Significance Value

Variable	t-value	Significance
Brand Image	3,936	0,000
Price	3,772	0,000
Promotion	5,130	0.000

Source: Summary of The Results from The Multiple Linear Regression Analysis

From the calculations, the t-table value is 1.986. Based on Table 1, the following conclusions can be drawn:

The t-value for the brand image variable is 3.936, exceeding the threshold of 1.986 according to the t-table. Additionally, the significance value is 0.000, lower than the conventional threshold of 0.05. This suggests that the brand image variable significantly influences the purchasing decisions of Samsung smartphones among students at the Faculty of Economics and Business in Wijaya Kusuma University Surabaya.

The t-value for the price variable is 3.772, surpassing the t-table value of 1.986 and with a significance value of 0.000, indicating its impact on the purchase decision of Samsung smartphones among students in the Faculty of Economics and Business at Wijaya Kusuma University Surabaya is both positive and significant. The t-value for the promotional variable is 5.130, surpassing the t-table value of 1.986, with a significance value of 0.000, lower than 0.05. This indicates a strong and significant impact of the promotion variable on the buying decision for Samsung smartphones among students at the Faculty of Economics and Business, Wijaya Kusuma University Surabaya.

4.2. Discussion

4.2.1. The Impact of Brand Image on Purchase Decisions for Samsung Smartphones

The study showed that the brand image of Samsung smartphones influences the purchase decisions of students at Wijaya Kusuma University. When consumers view the brand positively, they are more likely to buy the product. On the other hand, a negative perception can lead to fewer purchases and loss of consumer loyalty. Brand image is based on consumer experiences and can have a lasting impact on purchasing behavior. A positive brand image can increase sales and loyalty, while a negative image can drive consumers away from the product.

To enhance a positive brand image, companies can implement several strategies: (1) improving the company's reputation, (2) continually enhancing consumer satisfaction to improve user image, and (3) continuously innovating and improving product quality to enhance product image. The study's findings confirm earlier research by Andrian and Colia (2022), Cahyani and Aksari (2022), Chandra (2020), Lukitaningsih and Lestari (2023), Nayiroh et al. (2023), Ramadhan (2023), Werung et al. (2020). However, this study contradicts findings by Dilasari (2019) and Nurhayati (2017).

4.2.2. The Impact of Price on Purchase Decisions for Samsung Smartphones

The price of Samsung smartphones has a significant positive impact on the purchase decisions of students at Wijaya Kusuma University in Surabaya, according to an analysis and hypothesis testing. This means that when aspects related to price—such as affordability,

alignment with quality, competitiveness, and suitability with benefits—improve, purchase decisions will also increase. Conversely, if these aspects decline (e.g., price becomes less affordable, misaligned with product quality, or not competitive), purchase decisions will decrease. This aligns with Kotler and Armstrong (2013), who state that price is evaluated based on affordability, alignment with quality, competitiveness, and suitability with benefits. Manus and Lumanauw (2015) also notes the importance of price in consumer decision-making.

To ensure prices are affordable, companies can produce products at various price points, from low to high, to cater to consumers with different income levels. The outcome support findings by Ardiansyah and Khalid (2022), Cahyani and Aksari (2022), Dilasari (2019), Febriana (2020), Yahya and Sukandi (2022). However, the findings differ from those of Andrian and Colia (2022), Nurhayati (2017), Sakurat et al. (2020).

4.2.3. The Impact of Promotion on Purchase Decisions for Samsung Smartphones

The analysis of multiple linear regression and hypothesis testing shows that promoting Samsung smartphones has a strong impact on the buying choices made by students at Wijaya Kusuma University Surabaya majoring in Economics and Business. This indicates that increasing promotional activities will enhance consumer decisions to purchase the promoted product. To boost promotional activities, companies can: (1) use various promotional media such as print media (newspapers, magazines, brochures, etc.), broadcast media (radio and television), and social media (WhatsApp, Facebook, Instagram, TikTok, YouTube, etc.), (2) ensure that promotional messages are engaging, clear, and easy to understand, (3) increase the frequency of promotions, (4) expand the reach of promotions, and (5) use diverse promotional mixes (advertising, sales promotions, publicity, etc.).

This study supports previous research by Cahyani and Aksari (2022), Chandra (2020), Nayiroh et al. (2023), Nurhayati (2017), but contrasts with research by Ardiansyah and Khalid (2020), Dilasari (2019), Febriana (2020), Yahya and Sukandi (2022). Social networking sites have the potential to be utilized for marketing purposes. It facilitates communication that is informative and easily accessible (Thoyibi as cited by Nurhayati (2017). Tjiptono (2015) highlights that promotion is a key element of the marketing mix, focusing on informing, influencing, and reminding consumers about the brand and product to encourage purchases. Thus, promotional activities aim to influence consumer purchasing decisions.

5. CONCLUSION

The study results suggest that (1) brand image greatly influences the buying choices of Samsung smartphones for students at Wijaya Kusuma University Surabaya in the Faculty of Economics and Business; (2) price also plays a crucial role in their decision-making process; and (3) promotions have a significant impact on their purchase decisions as well.

Based on these conclusions, several recommendations for Samsung smartphone producers are: (1) improve product quality, innovate, and enhance product benefits to boost brand image; (2) set varied and affordable prices that meet consumer expectations to encourage purchases; and (3) increase promotional activities through various media, boost

the frequency of promotions, expand promotional reach, and ensure that messages are engaging, clear, and easy to understand to attract more consumers and encourage purchases.

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