



The Influence of Brand Equity, Price and Product Quality on Purchase Decisions for iPhone Brand Mobile Phones

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Abstract

The purpose of this research is to see whether Brand Equity, Price, and Product Quality have partial and simultaneous effect on the Decision to Purchase Iphone Brand Mobile Phones in Minasatene Village, Pangkep Regency. This research is a quantitative descriptive study involving 50 participants. Information was collected by distributing Likert scale questionnaires. Descriptive statistical analysis and inferential statistical analysis were used to analyze the data. The results of the study reveal that the variables of Brand Equity (X1), Price (X2), and Product Quality (X3) all have a positive and significant effect on the Purchase Decision (Y) of iPhone Brand Mobile Phones in Minasatene Village, Pangkep Regency.

INTRODUCTION

For businesses located around the world, time offers new business opportunities and difficulties. There is no shortage of goods, but there is a dearth of clients, as seen by the recent increase in the number of commodities and rivals. As a result, the client becomes king. Consumers have a variety of choices and information at their disposal. Telecommunications technology has evolved over time, not only as a tool to increase the effectiveness and efficiency of companies, but also as a valuable business field in its own right. In recent years, the era of communication technology has developed into a commercial field which is being challenged by a large number of corporate players because of its enormous potential. Mobile phone is one of the telecommunications equipment that is now widely sold in the United States. Smartphones, which are often referred to as mobile phones, are electronic devices that look similar to computers (Kamang, 2016). Iphones manufactured by Apple suppliers and running on the iOS operating system are one of the most popular and sought after mobile phones available to consumers today. Apple Inc. is a developer and distributor of mobile device operating systems that manufactures and distributes iOS (formerly iPhone OS). In 2007 apple debuted the iOS operating system which was designed to work with the iPhone and iPod Touch. Since then the system has been expanded to work with additional Apple devices including the iPad.

Brands are very important for marketing products because they reflect characteristics that distinguish them from other products (Hasan, 2008). Brands are focused on consumer perceptions so that competition is basically a brand perception war with a product battle. On the basis of previous use or closeness as well as linkages with other brand attributes, brand equity can influence customer trust in decision-making (Durianto, 2008). The better the brand equity of a product, the more attractive it is for customers to use the product, which in turn influences purchasing decisions (Durianto, 2008).

Another element that influences the purchase decision is the price of the product. The amount of value exchanged in the form of money or other products to obtain the right to own or benefit from certain products or services is called price (Kotler & Armstrong, 2001). Customers often use price as a symbol of value when it comes to the perceived benefits of a product or service. Pricing is a solid policy that takes a variety of factors into account including the nature of an object to ensure that no harm is done.

Smartphones are currently increasingly competitive, especially between one company and another. In order to remain competitive in business an organization must focus on product quality. Consumers will judge the quality of a product after they use it. Consumers will replace a product or goods if the quality is not as expected. In terms of product concept, it is the producer's subjective perception of something that can be delivered to meet organizational goals by fulfilling expectations (Kotler & Armstrong, 2001). In addition, from the buyer's point of view, product production can be seen as a reflection of the buyer's point of view. Customers want to be satisfied with their purchase and loyal to the business.

Companies must also have a thorough understanding of customer buying behavior, which is one of the prerequisites for competitive success. The market offers a wide selection of brands enabling consumers to choose goods from the companies that best suit their needs and wants. Purchasing decision is the point where the customer has made a decision and will buy and consume an item (Suharno, 2010).

Consumers are becoming more informed when they make purchasing choices for the things they want to acquire in today's world. As a result telecommunication manufacturers are in a state of constant competition to increase the efficiency and efficacy of their products. To attract the attention of clients and consumers every smartphone company competes by offering the same high-quality goods with the same features but at different price points. Purchase choice is the result of a five-stage process that includes the following stages: Need identification, information distribution, option evaluation, purchase choice, and post-purchase behavior (Kotler & Armstrong, 2008).

Literature Review

A. Brand Equity

According to Kotler, Philip, & Keller (2012) Brand equity is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to the brand as well as the price, market share and profitability that the brand provides for the company.

Brand equity is a set of associations and behaviors that are owned by brand customers, distribution channel members and companies that enable a brand to gain strength, durability, and excellence that can differentiate it from competing brands. Astuti & Cahyadi (2007).

B. Price

From the consumer's point of view, price is often used as an indicator of value where the price is associated with the perceived benefits of an item or service. Pricing is a company policy that has considered several things and the nature of an item so that no party is harmed. According to Kotler and Armstrong (2001) price is the amount of value that consumers receive for the benefits of owning or using a product or service charged to a product or service or the amount of value exchanged. Meanwhile, according to Tjiptono (2012) price is a monetary unit or other measure (including other goods or services) that is exchanged in order to obtain ownership rights or use of an item or service. This understanding is in line with the concept of exchange in marketing. The conflict between the two interests and the influence of prices on both parties is a process that is not easy.

C. Product Quality

According to Kotler and Armstrong (2001), a product is anything that can be offered to a market for attention, purchase, use or consumption that might satisfy a want or need. Conceptually, the product is the subjective understanding of the manufacturer of something that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and activities, in accordance with organizational competence and capacity as well as market purchasing power. In addition, products can also be defined as consumer perceptions that are described by producers through their production results. Interested in buying potential customers want the product to be satisfied and loyal to the company (Jackson, 2013).

Talking about the product, the aspect that needs to be considered is the quality of the product. This definition is a consumer-centered definition of quality so that it can be said that a seller has provided quality when the product or service has met or exceeded consumer expectations. Product quality is the

understanding that the product offered by the seller has more selling value that is not owned by competing products (Listyorini and Evelina, 2012).

D. Buying Decision

In the context of consumer behavior, consumer decision making is a process in which consumers evaluate various alternative choices and choose one or more alternatives based on certain considerations. The decision process to buy is influenced by various drives. Even though the decision to buy cannot be forced by consumers at all, the existence of purchase motives means that producers can influence or increase the tendency of these consumers to buy in various ways, including by holding promotions to communicate the advantages of the products produced so that prospective interested buyers. Purchasing decision making is the most important part of consumer behavior in general and is the starting point of the overall consumer consumption pattern. Purchasing decisions are the result of a process consisting of five stages: recognition of needs, dissemination of information, evaluation of alternatives, purchase decisions and post-purchase behavior (Kotler and Armstrong, 2008).

METHODS

This is a descriptive quantitative research conducted in this way. Descriptive research was conducted to determine the value of the independent variables, or the variables studied and assessed to reach a conclusion. Brand equity (X1), price (X2) and product quality (X3) are independent variables not bound in this study but purchasing decisions (Y) are limited (bound). The Likert scale is used in this study to measure attitudes toward social phenomena. This scale is used to assess how people or groups of people feel about social issues.

This research was conducted in Kelurahan Minasatene, Pangkep Regency with an emphasis on research on those who use iPhone brand cell phones. The process of selecting a sufficient number of components from the population is known as non-probability sampling, namely determining a sample with extra thought so that it meets the requirements to be sampled. The number of people or respondents needed ranged from 10 to 20 people with a sample size of 30-60 people and a period of 10 to 20 days. Based on the results of the field survey, it was determined that 50 respondents were considered to represent the population and in accordance with the characteristics needed by researchers as representatives of students or students, adolescents or adults who were considered sufficient to answer the research problem formulation.

Table 1. Affirmation of Variables

Variable	Definition	Indicator	Measurement Scale
Purchase decision (Y)	The five-step process that customers go through before making a purchase choice and then after purchase	1. Buy stability 2. Compatibility of attributes with needs and desires 3. Considerations in buying	Likert
Brand equity (X1)	Consumers' assessment of a brand is based on how they perceive the quality and convenience of a product or service (Kotler, 2009).	1. Brand association 2. Brand awareness 3. Perceived quality 4. Brand loyalty	Likert
Price(X2)	The amount of money charged for a product or service (Kotler and Armstrong, 2001).	1. Affordable price 2. Quality according to price 3. Competitive price 4. Prices according to benefits	Likert
Product quality (X3)	Refers to the ability of a product or service to perform its purpose, which includes durability, reliability, robustness, ease of use and maintenance, and other product features (Kotler, 2014).	1. Show 2. Reliability 3. Compliance with specifications 4. Durability 5. Aesthetics	Likert

RESULTS AND DISCUSSION

A. Result

The topic of this research focuses on the people who use the iPhone brand mobile phone. Respondent variables in the sample were determined using respondent variables such as gender and level of education. This is intended to provide a fairly clear picture of the respondent's situation and how it relates to the problem formulation and research objectives.

Table 2. Respondent Identity

Gender	Number	Percentage (%)
Male	21	42
Female	29	58
Total	50	100
Last education	Number	Percentage (%)
SD/MI	-	0
SMP/MTs	1	2
SMA/MA/MK	38	76
S1	10	20
S2	1	2
Total	50	100

Source: Primary Data, 2022

Based on the table above, there were 21 male respondents with a response rate of 42%, while there were 29 female respondents with a response rate of 58%. The majority who answered were women. In this case the number of iPhone brand cellphone users is almost comparable between women and men even though the number is still dominated by women.

Furthermore, the data shows that iPhone users with education level of SMP/MTs are 1 person, SMA/MA/MK are 38 people, S1 are 10 people and Masters are 1 person. It can be said that typical iPhone users are dominated by students at the SMA/MA/MK level in the Minasatene Village, Pangkep Regency.

Next will be explained descriptive statistical analysis. A total of 20 question items were distributed to 50 respondents who were divided into each variable. The following is a description of the variables by determining the value (range) of the interval based on SPSS data processing using the Descriptive Statistics method.

Table 3. Descriptive Statistical Analysis
Brand Equity Variable Frequency Distribution

Number.	Class Interval	Frequency	Percentage (%)	Category
1	21-25	42	84	Very high
2	16-20	7	14	High
3	11-15	1	2	Low
4	6-10	-	0	Very low
Total		50	100	

Price Variable Frequency Distribution

Number.	Class Interval	Frequency	Percentage (%)	Category
1	21-25	40	80	Very high
2	16-20	10	20	High
3	11-15	-	0	Low
4	6-10	-	0	Very Low
Total		50	100	

Product Quality Variable Frequency Distribution

Number.	Class Interval	Frequency	Percentage (%)	Category
1	21-25	45	90	Very high
2	16-20	5	10	High
3	11-15	-	0	Low
4	6-10	-	0	Very low
Total		50	100	

Purchase Decision Variable Frequency Distribution

Number.	Class Interval	Frequency	Percentage (%)	Category
1	21-25	40	80	Very high
2	16-20	9	18	High
3	11-15	1	2	Low
4	6-10	-	0	Very low
Total		50	100	

Using the frequency distribution table as a guide, the brand equity variable has the highest score of 84%, it can be concluded that people really consider the selection of mobile phone products based on brand when they decide to make a purchase.

Based on the table, the price variable has the highest score of 80%, the high category is 20%. It can be concluded that in considering whether to buy a smartphone or not, consumers tend to consider the price of the product in relation to the quality of the product obtained.

Based on the frequency distribution table, the product quality variable has the highest score of 90%, which means product quality is an important factor before deciding to buy a mobile phone. The higher the price of a product should reflect the better the quality of the product and vice versa.

Furthermore, the purchasing decision variable is in the very high category of 80%, the high category is 18% according to the table. This shows that the features to be achieved such as convenience of use, product quality, and self-existence are very important in the choice of buying a mobile phone.

Hypothesis testing using multiple linear regression and the coefficient of determination test is shown in the table below:

Table 4. Regression Results-Dependent Variable: Purchase Decision

	Model	Koefficient		t	signature	
		Nonstandard koefficient	Standard koefficient			
		B	Error standard	Beta		
1	(Constant)	-6.242	5.563		-1.122	.268
	Brand equity	.394	.134	.352	2.946	.005
	Price	.494	.157	.368	3.156	.003
	Product quality	.383	.192	.236	1.996	.052

Dependent variable: Purchase decision

Table 5. Determinant Coefficient Test

Models Summary				
Model	R	R box	Customized R Square	Standard error of estimate
1	0,624 -	.389	.349	1.756

A predictor: (Constant), Product Quality, Price, Brand Equity

Source: SPSS Data Processing, 2022

By using multiple linear regression analysis, researchers can determine the relationship between the independent variable and the dependent variable. The following are the results obtained using SPSS 22 for Windows.

$$Y = -6.242 + 0.394X_1 + 0.494X_2 + 0.383X_3$$

Findings from multiple linear regression equation tests were used to make this decision. The following are examples of possible interpretations: Brand equity, price, and product quality do not exist or are considered constants in the above equation. As a result, the purchase decision is -6.242 if the three variables do not exist or are considered constant in the equation above.

Brand equity has a beta value of 0.394 and the table shows that brand equity variable (X1) has an influence on purchasing decisions with a coefficient of 0.394. This graph illustrates the number of additional purchase options that occur as a result of each percentage point increase in brand equity.

The value of the beta coefficient on the price variable is 0.494 indicating that a price increase has an impact on the purchase option. This is shown in the table with a beta coefficient value of 0.494 on the price variable. This figure reflects the addition of a purchase decision for each price increase.

Based on the data in the table, the beta coefficient for the product quality variable is 0.383 which indicates that product quality influences purchasing decisions with a value of 0.383. This graph illustrates the number of additional purchase decisions that occur as a result of each product quality improvement.

The correlation value (R) in the table is 0.624 indicating that brand equity, price and product quality all have an effect of 62.4 percent on purchasing decisions as shown in the graph. Brand equity, price, and product quality together influence purchasing decisions by 38.9% according to the coefficient of determination (R-Square) while other components are influenced by variables outside the study (R-Square 0.389).

B. Discussion

The Effect of Brand Equity on Purchase Decisions for Iphone Brand Mobile Phones in Minasatene Village, Pangkep Regency

According to the findings of this study, brand equity has a beneficial and substantial impact on purchase choices for iPhone branded mobile phones. In other words, the stronger the brand equity, the better it will affect the decision to buy an iPhone brand mobile phone.

The results of the descriptive analysis of brand equity variables show that people who use iPhone brand cellphones pay attention to the brand equity of the cellphone used because the quality is higher compared to other cellphone brands such as excellence in camera quality then using iPhone brand cellphones can increase self-confidence because the product display is exclusive and attractive and many artists also use iPhone brand cell phones.

The results of this study are similar to (Moslehpour, 2014) and (Oyenuga et al., 2021) who found that consumer perceptions of brand quality and brand prestige are the two main elements that influence the likelihood of purchasing HTC and iPhone phones. It can be said that customers who are emotionally involved and loyal to a brand are more likely to make repeat purchases. This only happens when the brand and the user have a close relationship and the user has an emotional attachment to the phone brand. This study recommends that companies interested in expanding customer behavior to repurchase their product categories should pay special attention to brand loyalty, brand awareness, brand associations related to the social identification guarantee function and circumstances. Also based on research (Fathony & Basuki, 2020) and (Krypton, 2020) that brand equity is the most important element that influences customer purchasing decisions. In selling a product, the image of a brand influences people's desire to obtain a product (Yulia et al., 2020).

The consumer behavior model shows how brand equity influences purchasing decisions (Kotler & Keller, 2010). Purchase decisions are driven by marketing stimuli in the form of a marketing mix which includes goods and one of the most significant product qualities is the brand (Fathony & Basuki, 2020). Having understood the brand name, brand equity has a positive differentiating effect on consumer responses to products or services with that brand.

Brand equity is an important indicator for indirect consumer purchasing decisions. This is a good example of word of mouth marketing (Habib & Sarwar, 2021) . The added value of a product brand that allows consumers to psychologically associate the brand with its existence is known as brand equity.

Consumer purchasing decisions are very important for the success of the company because it is the ultimate goal of the company. This problem also occurs in e-business because several competitors promote comparable goods in the same category which necessitates the ability of the electronics device company to influence customer purchasing decisions to dominate the target market. Examining consumers' lives and strengthening brands is one of the company's techniques to influence consumer purchasing decisions (Badjama, 2019).

Because the brand is an important aspect of a product to be promoted to customers to give a positive impression on consumers and get the desire to buy goods, the product must have a positive brand image (Fattah, 2017). In the current era of modernization or globalization, a brand is important because information about the brand is communicated to customers through various forms of connecting media, especially technological media. Companies can create new, high-quality service items that convey brand value to customers.

The Effect of Price on Purchase Decisions for Iphone Brand Mobile Phones in Minasatene Village, Pangkep Regency

The price of iPhone brand mobile phones has a positive and statistically significant effect on purchasing decisions according to the results of this study. The positive effect in this example shows that the higher the price combined with a high level of customer happiness the better, the more likely consumers will buy the goods or services provided by the company.

The results of a descriptive analysis of the price variable show that consumers who use iPhone brand phones agree that the prices set by iPhone manufacturers are comparable to the quality provided, and are affordable to all levels of society.

The findings of this study are supported by findings (Mulyati & Jaya, 2020) that price has a large and beneficial impact on purchasing decisions. This goes to show that buyers appreciate the iPhone's performance and the price paid in relation to the quality received.

Further research has also been found by (Silaban & Ardila, 2017) and (Wdiatmoko & Hadi, 2016) that the effect of price is important on purchasing decisions. When a buyer has difficulty deciding what to buy, price can be used as a substitute for measuring product quality. This also means that the buyer needs the price to be evaluated before making a purchase choice.

Providing low prices compared to other companies' prices is certainly the main concern of consumers in making purchasing choices. The community certainly wants to be able to buy at low prices in accordance with their purchasing power and there is price compatibility with benefits as well as price and product quality compatibility. If the company is able to meet the low price requirements, it will encourage an increase in customers to make purchases (Wdiatmoko & Hadi, 2016).

Selling price is one of the most important factors for any business. The selling price of a product or service has an impact on the amount of product or service sales (Crisdandi, 2015). Sales volume has an impact on production volume which ultimately has an impact on reducing production costs (Santi et al., 2019). To optimize revenue, each company must check the selling price of the goods it produces. The selling price must represent the costs incurred during production.

The Effect of Product Quality on Purchase Decisions for Iphone Brand Mobile Phones in Minasatene Village, Pangkep Regency

Based on the conclusions of this study, product quality has a positive and significant effect on purchasing iPhone brand mobile phones. Product quality has become one of the most significant factors to consider before making a purchase as seen from its influence. The higher the product quality, the more it will influence the buyer's decision.

The results of the descriptive analysis of product quality variables show that one of the main factors consumers buy iPhone brand phones is because the quality offered is very good. The iPhone has high quality standards so that product defects are rarely found, the iOS operating system is always up to date so users can enjoy new features and better security and a one-stop download system from the IOS App store is supported by continuous monitoring so that it is not susceptible to viruses .

To support this conclusion, Mulyati and Jaya (2020) found that product quality is a significant factor that can influence customer purchasing choices. Developing high-quality and sophisticated Smartphone devices that meet the needs of today's society is Apple iPhone's commitment in the future. Screens as well as battery life, camera technology, and processors are just a few of the advancements that have been implemented. Apple continues to work to ensure that the iPhone is in great demand by Indonesian people from all socio-economic backgrounds including the upper and middle class. Items with the iPhone brand name on one hand are more expensive than products with other brand names. On the other hand, low or high price of a product has its own characteristics, advantages and attributes.

This research is also in accordance with the findings (Erlitna & Soesanto, 2018) that product quality has an impact on whether people choose to buy an iPhone cellphone or not. The Smartphone business sector is currently increasingly competitive, especially between one company and another. In order to remain competitive in business an organization must focus on product quality. Consumers will judge the quality of a product after they use it. Consumers will replace a product or goods if the quality is not as expected.

Due to intense competition among Smartphone makers, iPhone has to be able to foresee changes and respond to people's needs. To survive and thrive in a highly competitive environment, every organization needs a competitive advantage. Especially now that there are many Smartphone models available. It's hard to rule out the possibility of some competing brands spreading over time. As a result, customer purchasing choices must be based on high-quality goods (Arianto & Albani, 2019). When making purchases, customers often judge product quality. If a product is of high quality it will meet the demands and expectations of its customers (Hendro & Hidayat, 2018).

The Influence of Brand Equity, Price, Product Quality Together on Purchasing Decisions in Minasatene Village, Pangkep Regency.

As a result of the results, all the independent factors (brand equity, price, and on the dependent variable (product quality), the independent variable (product quality) have a statistically significant influence (purchasing decision). A company must have the ability to influence the client's purchasing decision taking into account factors such as brand equity, price and product quality.

Product quality, price and brand image all have a beneficial and statistically significant effect on consumer purchasing choices for the iPhone brand in the city of Semarang Indonesia according to the latest research results (Hendro & Hidayat, 2018). This means that product quality, price, and brand image all play a role in influencing a customer's decision to buy.

When companies combine marketing mix methods they look at how goods are made and packaged (Product), how much they sell (Price), where they sell (Place) and how they promote their product (Promotion). The application of the marketing mix has an impact on customer perceptions of brand quality. In terms of brand extension, the perception of quality or proximity to a particular brand is very important because it can affect purchase choices (Krypton, 2020). The consumer behavior model reveals how brand equity influences purchasing decisions. Marketing stimuli are in the form of a marketing mix, which consists of various things that drive purchasing decisions and one of the most important product characteristics is the brand. In a sea of commodities the product brand is the distinguishing feature. If sponsored by a number of strong alliances, an established brand will have a prominent place in the competition. This brand association according to Keller (1993) represents the customer's view of a brand.

Even though the price of iPhone cellphones is more expensive than other smartphone brands, the advantages in terms of quality and profit will be the capital of the product, which will probably be highly appreciated by the public. This is similar to the finding (Jaya & Sriningsih, 2018) that price influences purchasing decisions profitably and importantly. Consumers are influenced by various factors when buying goods and services. For example, customers consider product quality and price. Purchase choice refers to a person's decision to choose one of many possibilities. The price affects whether or not the clothes are purchased. The most important factor for customers is price which influences whether they buy an item or not.

Consumers are more likely to choose and buy goods if they have a strong belief in product quality. One of the criteria that clients check before buying a product is its quality. According to Kotler and Armstrong (2012) product quality refers to the product's ability to achieve its functions which include durability, reliability, accuracy, simplicity of use and product improvement. The sales opportunity provided by the company that is not owned by competitors is product quality.

Smartphones are one of the few gadgets that are improving every year. There are various brands, facilities and price ranges to consider (Ahmad et al., 2021). When people hear or see a brand name they think and feel it. Everything about a business including quality, price and service to clients is a determinant of brand image. In addition, clients consider price when making purchasing decisions, high prices have an impact on whether to make a purchase or not. Aspects of a client's buying decision on mobile include product quality ranging from speed to high camera quality to high capacity memory. The brand image created by a product is what causes the product to be widely known (Hendro & Hidayat, 2018).

Many new businesses provide a variety of products with various marketing methods to attract potential customers to use their services, especially in the digital era. Many companies sell their products and services using a variety of digital media, with varying degrees of success. The material

outweighs the many advantages of the company's products. It is estimated that by supplying goods through various marketing media, the company will be able to take advantage of previous marketing efforts.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the results of the study it can be concluded that the results of the t-test variable brand equity, price, and product quality have a partial effect on purchasing decisions for Iphone brand cellphones in Minasatene Village, Pangkep Regency. And based on the results of the F test, it can be concluded that the variables of brand equity, price, and product quality simultaneously influence the purchasing decision of Iphone Brand Mobile Phones in Minasatene Village, Pangkep Regency.

B. Suggestions

The suggestions put forward by researchers are for companies. Companies must consider issues such as brand equity, price, product quality and other factors that may influence the choice to buy an iPhone or any other brand of mobile phone when attracting customer interest. For iPhone brand mobile users. Consumers have been able to make purchasing decisions with various considerations such as aspects of brand equity, price and quality of the products used. It is hoped that consumers will continue to consider the three aspects referred to by the researcher and look for other aspects that can convince consumers more when making further purchases. For future researchers, in addition to the factors examined in this study, further researchers can look at other factors that influence purchasing decisions. By expanding the number of statement item indicators and the number of variables the researcher can add or improve research instruments.

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