



Research Paper

The Influence of Brand Image, Product Quality and Sales Promotion on Oppo Smartphone Purchase Decisions In Sumenep Regency

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ABSTRACT: This study aims to determine how the influence of Brand Image, Product Quality, and Sales Promotion on the Purchase Decision of Oppo smartphones in Sumenep Regency. This type of research uses a quantitative approach. The data analysis technique used in this research is multiple linear regression. From the results of this study, the following results were obtained: Brand Image, Product Quality, and Sales Promotion variables had a simultaneous and significant effect on employee performance. Brand image has a partial and significant effect on employee performance, Product Quality has a partial and significant effect on employee performance, Sales Promotion has a partial and significant effect on employee performance.

KEYWORDS: Brand Image, Product Quality, Sales Promotion, Purchase Decision

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I. INTRODUCTION

Purchase decision is a concept in buying behavior where consumers decide to act or do something and in this case make a purchase or take advantage of certain products or services (Balawera, 2013). Consumer decision making is basically a problem solving process. The researcher uses this purchasing decision variable because the study of purchase decisions is still worthy of research considering the increasing number of products in circulation resulting in the need for various considerations for the public in making purchase decisions. Consumer purchase decisions can be made if the product is in accordance with what consumers want and need. According to Tjiptono (2015: 53) purchase decision is the desire to buy an item that is considered to provide benefits for consumers. Before buying, consumers will be faced with a choice, whether to buy or not. If the consumer then decides on one of them, the consumer has already made his decision. As technological developments make the world an increasingly narrow place, marketers must be able to market their trademark image globally and in a socially responsible manner. A well-positioned brand image with equity A strong brand image provides the basis for building customer value and profitable customer relationships. Therefore, brand image is considered as a business pillar so that it can attract consumers to use the product. Each brand image offered has its own characteristics that distinguish it from competing products. To influence purchase decisions, the company must have a strong brand image in the minds of consumers.

In Gifani's research (2017) Brand image has a significant effect on purchase decisions for OPPO smartphone products with the large influence of brand image on purchase decisions for OPPO smartphone products. According to Tjiptono (2015: 49) "Brand image is the perception and belief of consumers towards a product or company that is embedded in the minds of consumers when they hear the name of a company or product". But not apart from Brand Image, product quality is also considered because it will give a good or bad impression for consumers. The better the impression you get from consumers, the better the image of the brand. If a product can run well according to its function then consumers will be interested in making purchases of the product. According to (Kotler and Armstrong, 2012: 105) Product quality reflects the product's ability to carry out its duties which include durability, reliability, progress, strength, ease of packaging, and product repair and other characteristics. Meanwhile, according to Kotler and Armstrong (2012:230) product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. In the research of Ramadhan, et al (2017), brand image does not have a significant effect on purchase decisions, while product

quality has a significant positive effect on purchase decisions. 230) product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. In the research of Ramadhan, et al (2017), brand image does not have a significant effect on purchase decisions, while product quality has a significant positive effect on purchase decisions. 230) product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. In the research of Ramadhan, et al (2017), brand image does not have a significant effect on purchase decisions, while product quality has a significant positive effect on purchase decisions.

In addition to product quality, the most critical factor that is considered to be able to influence purchase decisions is sales promotion. Sales promotion is one of the factors that can influence purchase decisions. Sales promotion is communication from sellers that informs, persuades and reminds potential buyers of a product in order to influence their opinion or obtain a response (Lamb, hair, Mc-Daniel 2001:43). Promotion is one of the marketing variables used by consumers as a reference in choosing the desired goods/services. Because the relationship between promotions and purchase decisions is a way of introducing, communicating the benefits of a product and inviting consumers to use the products offered. If consumers are interested in using the product being promoted, it will lead to a purchase decision. On the other hand, if consumers have never heard of it and are not sure about the product being promoted, they will not make a purchase. The role of promotion has a big role in the process of communicating products in the form of available goods and services. According to Utami (2010:253), "sales promotion is a retail promotion program in order to encourage sales or to increase sales.

In a study conducted by Natalia (2014) Advertising owned by xl currently has a positive but not significant effect on purchase decisions. Meanwhile, PT Axiata's sales promotions through discounts and contests or events currently have a positive and significant impact on purchase decisions.

The development of the world of technology today is experiencing a very rapid increase, making human needs also increasing and increasingly complex. One of the technologies that has increased in recent years is smartphones, which are currently a trend among the public. Smartphone is a communication tool that is equipped with complete features and specifications as well as advanced technology that can make all community activities easier and more practical. And this convenience has an impact on increasing consumer demand for these products. This gives rise to competition in the business world, such as the many companies that offer various types of smartphone products with certain brands,

One of them is the Oppo smartphone, Oppo is a smartphone brand from China, which has been circulating in the market since its inception. because Oppo appears with the advantage of good camera quality in taking pictures. This is important for users who have a selfie hobby to get the best photos. Therefore, before deciding to buy a smartphone, consumers will be faced with a decision-making process such as recognizing the problem, seeking information, evaluating the product so that they can decide to buy and express an impression after consuming or using the product. As well as factors that influence consumers in deciding to buy one of which has been described above, namely Brand Image, Product Quality, and Sales Promotion.

II. LITERATURE REVIEW

2.1. Purchase Decision

Purchasing decision is a process in which consumers recognize their problems and needs, then consumers make up their minds to choose which product or service to use. Before buying, consumers will be faced with a choice, whether to buy or not. If the consumer then decides on one of them, the consumer has already made his decision. Winardi (2010:200) states that consumer purchase decisions are the point of a purchase from the evaluation process. Meanwhile, according to Tjiptono (2015: 53) purchase decisions are the desire to buy an item that is considered to be able to provide benefits for consumers. From the explanation above, it can be concluded that purchase decisions are a person's behavior in determining a choice after analyzing problem identification, information seeking, evaluation of purchasing alternatives, purchase decisions and behavior after purchase to meet customer needs. In research this use indicator according to Kotler & Keller (2012:479) as follows: Product Selection, Brand Selection, Purchase Channel Selection, Purchase time selection and Payment Method Selection.

2.2. Brand Image

Brand image or Brand Image is a representation of a misperception of the brand and is formed from information and past experiences of the brand. Image is the view of consumers in assessing a brand. The creation of a brand image on a product in the minds of consumers is very important because the brand image is the basis for consumers in choosing a product. The image of the brand is related to attitudes which are beliefs and preferences for a brand. Consumers who have a positive brand image of a brand, will be more likely to make a purchase.

According to Calvin and Samuel (2014: 3), brand image is the beliefs that customers hold of a brand and how customers interpret the products of a brand. According to Kotler and Keller (2012:274) brand image is

the public's perception of the company or its products. Changes in brand image in consumers can occur due to the declining popularity of the product. Because the assumption about the popularity of a product can reflect a good brand image is still attached to the minds of consumers. According to Tjiptono (2015: 49) "Brand image is the perception and belief of consumers towards a product or company that is embedded in the minds of consumers when they hear the name of a company or product".

2.3. Product quality

Product quality reflects the product's ability to carry out its duties which include durability, reliability, progress, strength, ease of packaging, and product repair and other characteristics (Kotler and Armstrong, 2012: 105). According to Kotler and Armstrong (2012:283) the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes". a product in performing its functions, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes.

According to Kotler and Armstrong (2012:230) product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. According to Kotler and Armstrong (2010: 273), defining product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.

2.4. Sales promotion

Sales promotion is a form of direct persuasion through the use of various incentives in order to stimulate consumer attractiveness. consumer buying interest. According to Tjiptono and Chandra (2012: 367) sales promotion is all forms of short-term offers and incentives aimed at buyers, retailers or wholesalers and designed to obtain a specific response. According to Utami (2010: 253), "sales promotion is a retail promotion program in order to encourage sales or to increase sales.

2.5. Hypothesis

- H1 : Allegedly to find out Brand Image, Product Quality and Sales Promotion have a simultaneous effect on Purchase Decisions
- H2 : Allegedly To determine Brand Image, Product Quality Sales Promotion partially influence the Purchase Decision
- H3 : It is suspected that Product Quality Variables have a dominant influence on Brand Image and Sales Promotion variables on Purchase Decisions

III. RESEARCH METHODS

3.1. Variable Operational Definition

The operational definition of a variable is the definition of a variable that is revealed in the definition of the concept, operationally, practically, and actually within the scope of the object of research or the object under study. The operational definition of variables:

- a. Brand Image
Brand Image or Brand Image is a representation of a misperception of the brand and is formed from information and past experiences of the brand. With indicators: Strength of Brand Association, Favorability of Brand Association, and Uniquess of Brand Association.
- b. Product quality
Product quality is the overall quality or superiority of products and services related to everything expected by consumers, with the following indicators: products comply with satisfaction, have long durability, reliability according to needs, buyers are easy to get products and designs according to their preferences.
- c. Sales promotion
Sales promotion is a form of direct persuasion through the use of various incentives in order to stimulate consumer attractiveness, with the following indicators: promotion frequency, promotion quality, promotion quantity, promotion time, and accuracy or suitability of promotional objectives.
- d. Purchase Decision
Purchase decisions are the process by which consumers recognize their problems and needs, then consumers make up their minds to choose which product or service to use: product choice, brand choice, dealer choice, purchase time and number of purchases.

3.2. Population and Sampling Techniques

Population according to Sugiyono (2012:80), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to be studied and then

drawn conclusions. The population in this study were all Oppo smartphone users in Sumenep district whose numbers were not identified with certainty.

The sample is part of the number and characteristics possessed by the population, and part of the population that truly represents the population. The sample used in this study is Oppo Smartphone users, where the total population is unknown. According to Eriyanto (2014: 7), to determine the size of the sample of buyers whose population is unknown, the following formula is used:

$$n = \frac{Z^2 \cdot p(1-p)}{E^2}$$

$$n = \frac{(1,64)^2 \cdot 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{2,6896 \cdot 0,5 \cdot 0,5}{0,01}$$

$$n = \frac{0,6724}{0,01}$$

$$n = 67,24$$

Description:

- Ω = Number of research samples
- Z = Score Z = 1.64 depending on the level of confidence P = Maximum estimate = 0.5
- E = alpha (0.10) or sampling error 10%
- P(1-p) = If the population variation is not known, then the p value is assumed to be 0.5 if the confidence level is 90% and the sampling error is

So based on this formula, the n obtained is 67.24. While the sampling used in this study using the purposive sampling technique, in which a person is deliberately taken as a sample because that person meets predetermined criteria. The criteria for respondents in this study are: Oppo Smartphone users aged 17 to 45, using Oppo Smartphones even though there are competing products that have the same quality and provide recommendations to others. The number of samples taken in this study were 67 respondents

3.3. Data Analysis Technique

The data analysis technique in this study used multiple regression analysis, F test and t test.

IV. RESULTS AND DISCUSSION

4.1. Respondents Overview

The general description of the respondents can be known based on the output data of the questionnaires that have been implemented. The distribution of questionnaires in this study was to 67 respondents. Based on the data obtained, the characteristics of the respondents can be described as follows.

**Table 1
Respondent Description**

No	Description	Number of Respondents	Percentage
Gender			
1	Man	29	43.28%
2	Woman	38	56.72%
Amount		67	100%
Education			
1	senior High School	23	34.33%
2	College	44	65.67%
Amount		67	100%
Age			
1	17-25 Years	31	46.27%
2	>25 – 30 years	25	37.31%
3	>30 - 45 years old	11	16.42%
Amount		67	100%

Source: Processed data.

Based on table 1, it can be seen that most of the respondents are female (56.72%), have tertiary education (65.67%) and are aged 17-25 years (46.27%).

4.2. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the relationship between the independent variable and the dependent variable in a study. In this study, the following values were generated using the function formula:

$$Y = a + b_1x_1 + b_2x_2 + e.$$

Table 2
Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.051	1.363		1,505	0.137
	Brand Image	0.195	0.078	0.213	2,483	0.016
	Product quality	0.503	0.107	0.523	4,706	0.000
	Sales promotion	0.229	0.104	0.239	2,194	0.031

Table 2 produces a multiple linear equation model in this study as follows:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$$

$$Y = 2.051 + 0.195.X_1 + 0.503.X_2 + 0.229X_3 + e$$

Based on the equation model, the results of the multiple linear regression can be used as follows:

- 1) a = is a constant value, meaning that if the variables of Brand Image Effect, Product Quality and Sales Promotion are variable, then the Oppo smartphone purchase decision has a constant value.
- 2) b1 = coefficient is positive, which means that there is a positive and significant relationship between Brand Image regression (X1) and Purchase Decision (Y), every time the value of the Brand Image increases, the Purchase Decision will increase, if the Brand Image decreases, the Purchase Decision will have an impact on the Purchase Decision .
- 3) b2 = coefficient is positive, which means there is a positive and significant relationship between Product Quality (X2) and Purchase Decision (Y), every time there is an increase in Product Quality, the Purchase Decision will be good.
- 4) b3 = coefficient is positive, which means there is a positive and significant relationship between Sales Promotion regression (X3) and Purchase Decision (Y), every increase in Sales Promotion, the Purchase Decision will be good, on the contrary if Sales Promotion decreases, it will have an impact on decreasing purchase decisions.

4.3. Hypothesis Testing

1) F Test (Simultaneous)

Hypothesis tested:

H1: There is an influence between Brand Image, Product Quality, and Sales Promotion on Purchase Decisions.

Table 3
F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.164	3	62.055	69.312	0.000 ^b
	Residual	56.403	63	0.895		
	Total	242.567	66			

Source: Processed data.

From the results of the F test in table 3, it is known that the significance value for the influence of Brand Image ((X1), Product Quality (X2) and Sales Promotion (X3) on Purchase Decisions (Y) is 0.000 < 0.05 and f count 69.312 > f table 3 This proves that H1 is accepted, meaning that there is a joint influence between the variables of Brand Image, Product Quality and Sales Promotion on purchase decisions.

2) **T test (Partial)**

T test is used to determine whether there is an effect between the brand image variable (X1), Product Quality (X2) and Sales Promotion variable (X3) on purchase decisions (Y) partially.

Table 4
T Test Results (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.051	1.363		1,505	0.137
	Brand Image	0.195	0.078	0.213	2,483	0.016
	Product quality	0.503	0.107	0.523	4,706	0.000
	Sales promotion	0.229	0.104	0.239	2,194	0.031

In Table 4 explains the results of the t test (partial), it can be seen that the significance value in this study is as follows:

a. Brand Image (X1)

Hypothesis tested:

H2: There is an influence between Brand Image on Purchase Decision

Based on the model, the t-test results (partial) show that the significance value of the influence of Brand Image (X1) on Purchase Decision (Y) is $0.016 < 0.05$, then H2 is accepted. This means that there is a significant influence of Brand Image on Purchase Decisions.

b. Product Quality (X2) Hypothesis tested:

H3: There is an influence between Product Quality on Employee Performance.

Based on the model, the t-test results (partial) show that the significance value of the influence of Product Quality (X2) on Purchase Decisions (Y) is $0.000 < 0.05$, then H3 is accepted. This means that there is a significant effect of Product Quality on purchase decisions.

c. Sales Promotion (X3) Hypothesis tested:

H4: There is an influence between Sales Promotion on Employee Performance

Based on the model, the t-test results (partial) show that the significance value of Sales Promotion (X3) on Purchase Decisions (Y) is $0.031 < 0.05$, then H4 is accepted. This means that there is a significant influence of Sales Promotion on Purchase Decisions.

4.4. Coefficient of Determination Analysis (R²)

The coefficient of determination is used to determine the high influence of the dependent variable on the independent variable in the form of percent. In this study, the analysis of the coefficient of determination produces the following values:

Table 5
Coefficient of Determination Test Results

Model	R	RSquare	Adjusted R Square	Std. Error of the Estimate
1	0.876 ^a	0.767	0.756	0.946

Based on table 5 the results of the Adjusted R Square coefficient of determination show that the independent variables, namely Brand Image (X1), Product Quality (X2), and Sales Promotion (X3) on the dependent variable Purchasing Decision (Y) obtained the Adjusted R Square value of 0.756 this means that all dependent variables have a contribution of 75.6% to the independent variable, and 24.4% Supported by other factors that are not included in the Standard Error of Estimate (SEE) research based on the table there are 0.946 the smaller the SEE value, the smaller the value of SEE will be. more precise in predicting the dependent variable.

4.5. Implications of Research Results

a. The Influence of Brand Image (X1), Product Quality (X2) and Sales Promotion (X3) on Purchase Decisions (Y)

Based on the results of the analysis and hypothesis testing of brand image, product quality and sales promotion have an effect on purchase decisions. This shows that the Oppo smartphone is a brand that is known by the public and then the Oppo smartphone is a brand that is easy to remember, because just by hearing the

jargon, people already know if the product is an Oppo brand smartphone. In the variable of product quality, the Oppo brand smartphone is proven to have good quality, and as for the sales promotion of the Oppo smartphone, it is very attractive to consumers, where the Oppo sales promotion is good and can attract consumers.

b. Effect of Brand Image (X1) on Purchase Decision (Y)

Based on the results of calculations and hypothesis testing, brand image variables have an effect on purchase decisions. Items on the brand image indicate that the OPPO brand smartphone is a recognizable brand. Then the oppo brand smartphone is a brand that is easy to remember, because just by hearing the jargon, people already know if the product is an oppo brand smartphone. In addition, the Oppo brand smartphone is a brand that is easy to mention, as evidenced by the fact that there are never mistakes when pronouncing the brand. The Oppo brand smartphone is also a brand that displays quality in its use, the Oppo brand smartphone gives a positive impression to consumers, and the Oppo brand smartphone has a strong characteristic. This research supports research conducted by Zamroni (2016), Gifani (2017), Amilia et al (2018) Larika, et al (2020) and Darma et al (2021) which state that there is a significant positive effect of brand image variables on purchase decisions. However, the results of this study do not support Ramadhan et al (2017) and Cahyono (2018) which state that brand image has no effect on purchase decisions.

c. Effect of Product Quality (X2) on Purchase Decisions (Y)

In this study, the respondent's perception of the quality of the Oppo smartphone has an effect on purchase decisions, it can be seen by the different interests of each respondent. Good quality will encourage respondents' buying interest in Oppo smartphones. The majority of respondents who are well off in terms of finance have a tendency to choose a smartphone brand that reflects their personality, they tend to be more concerned with prestige than in terms of quality. To achieve the desired product quality, a standardization of quality is needed, this method is intended to ensure that the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question. Marketers who do not pay attention to the quality of the products offered will bear the disloyalty of consumers so that their product sales will tend to decline. If marketers pay attention to quality, even strengthened by advertising and reasonable prices, consumers will not think long about buying the product. This study supports research conducted by Zamroni (2016), Ramadhan et al (2017), and Amalia, et al (2018) which states that there is a significant positive effect of product quality variables on purchase decisions.

d. Effect of Sales Promotion (X3) on Purchase Decision

Promotional activities can be aimed at informing the target market about a company's offerings. it can be concluded that promotion is a factor that has a major influence on consumer purchase decisions for OPPO brand smartphones. The more attractive and widespread promotions offered to potential consumers will affect the increased curiosity of OPPO brand smartphone products and increase consumer purchase decisions. The results of this study support Natalia et al (2014), Zamroni (2016), Cahyono (2018), Larika et al (2020) and Dharma et al (2021) which state that promotion has a positive and significant effect on product purchase decisions.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of research and discussion, the following conclusions can be drawn:

- 1) Based on the results of this study, the variables of Brand Image, Product Quality, and Sales Promotion have a simultaneous and significant effect on Purchase Decisions.
- 2) Based on the results of this study, the variables of Brand Image, Product Quality, and Sales Promotion have a partial and significant effect on purchase decisions.
- 3) Based on the results of this study, product quality variables have a more dominant influence on purchase decisions.

5.2. Suggestion

- 1) For Companies

For companies should pay attention to the factors that can influence consumer purchase decisions. Pay particular attention to the brand image, because by continuing to form a good brand image, consumers will not hesitate to make purchase decisions. By still maintaining the image of being able to become one of the most powerful brands in the future. In addition, product quality must be maintained, because with good product quality, consumers will not switch to competitors.

- 2) For further researchers

For other researchers who wish to continue this research, it is expected to increase the number of research variables such as price, service quality, and advertising etc.

3) A broader discussion of the object of research.

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