

Xiaomi Brand Mobile Phone Purchase Decision Influenced by Brand Image, and Product Quality in Jayapura City

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ABSTRACT

Keywords: Brand Image, Product Quality, Purchasing Decision.

This research aims to detect how much influence the brand image and quality of Xiaomi brand mobile products influence consumer purchasing decisions. Research methods use quantitative, qualitative, and associative types of research. The population is all people in Jayapura who buy Xiaomi brand mobile phones, so the number is unknown. The sample amounted to 100 people taken with certain criteria, using purposive proportional random sampling techniques. Tools using SPSS version 26 with multiple linear regression analysis. The results showed a direct relationship between brand image 24.8%, and product quality 26.2%, in the purchase decision of Xiaomi brand mobile phones in the city of Jayapura. While together 24.33%. This means that there is a correlation between brand image and product quality in the purchase decision of Xiaomi brand mobile phones in the city of Jayapura.



Introduction

One of the ways that entrepreneurs can get a place in the hearts of consumers is by knowing the needs of consumers who are always moving dynamically according to the times (Ah'sani & Purnomo, 2022). With this fierce competition, companies are required to be able to use various marketing strategies that aim to attract consumer purchasing power so that companies can win the market (Effendi, Sentosa, & Nursina, 2022).

Mobile phones are one of the technologies that are developing rapidly from year to year. Many new brands have emerged in the world of mobile phone competition that compete with each other to create their superior products (Emiliani & Habib, 2024). Manufacturers are required to not only create products but also to understand the wants and needs of consumers. This is needed by producers to compete with other producers (Pratama & Suryandani, 2023). By understanding consumer behavior, manufacturers can create products according to consumer desires. Some factors that can affect consumer purchasing decisions are brand image and product quality (Agustina & Sunrowiyati, 2016). Here are some of the mobile phone brands that became Top Brands in 2021 and 2022:

Brand	2021	2022	2023	2024
iPhone	-	11.00	12.00	14.40
Oppo	17.70	19.30	20.60	22.90
Samsung	46.50	37.10	33.00	32.70
Vivo	7.90	7.90	9.70	8.50
Xiaomi	10.10	12.40	11.20	10.60

Figure 1
List of Top Brand Index smartphones in 2021, 2022,2023,2024

Consumer purchasing of Xiaomi smartphone products is currently declining, as can be seen in the picture table above from year to year. Based on initial observations, buying Xiaomi smartphones because they like the features found in the latest and high-tech products (Khotimah & Widiyanto, 2023).

Brand image is also a result of consumer perception of a certain brand. Which is based on considerations and comparisons with several other brands, on the same type of product (Yunaida, 2017). Brand image shows an accurate perception of a brand itself. Product quality is the understanding that the products offered by sellers have more selling value that competitors do not have. However, a product with the best appearance or even with a better appearance is not the highest quality product if the appearance is not what is needed and desired by the market (Lia, Ibdalsyah, & Hakiem, 2022).

High consumer purchase decisions can result in high sales volumes so that the profits that will be obtained by the company are higher. In order for a company to achieve high profits, it must take into account consumers' purchasing decisions for the product (Kurniasari & Budiarmo, 2018). There is a phenomenon that Xiaomi smartphones are included in the top brands in Indonesia even though the percentage has fluctuated, but it is necessary to know what factors cause competitive competition between Xiaomi smartphone brands. According to data from smartphone companies, the Xiaomi brand will experience a drastic decline in 2024. It is suspected that Xiaomi brand smartphones in that year have not been able to innovate smartphone products to the maximum (Wijaya, 2017).

The purpose of this research is to find out the influence of brand image and product quality on the purchase decision of Xiaomi brand mobile phones in the city of Jayapura and the benefits of this research are expected to contribute to the community, companies, and researchers.

Research Methods

Types and Designs

Associative is used as a type of research, is a type of research that is commonly used in analyzing the relationship between dependent variables and independent variables (Washburn et al., 2018). The design used by the researcher (Aizzat et al., 2010) is to sort out research problems; observation; problem formulation; formulate existing hypotheses;

Xiaomi Brand Mobile Phone Purchase Decision Influenced by Brand Image, and Product Quality in Jayapura City

approach analysis; data sources in variables; Instruments arranged and determined; data collection; data analysis; conclusion; and a report is made.

Location and Time of Research

Research activities were carried out in the community of Jayapura City.

Population & Sample

The population in this study is all consumers who buy Xiaomi brand mobile phones in Jayapura City, with a sample of 100 people taken with certain criteria, with purposive proportional random sampling techniques.

Research Variables

X is an independent variable

X1 is the Brand Image

X2 is Product Quality

Y is a dependent variable

Y is Purchase Decision

Operational Definition

There are three in this study and their indicators, namely Brand Image (X1) Independent, Product Quality (X2) Independent, and Purchase Decision (Y) Dependent. The definition of each of these variables will be outlined in the table, as follows:

Table 1
Variable Operational Definition

It	Variable	Variable definition	Indicator	Measuring Instruments
1	Brand image (X1)	A positive brand image for consumers can also be a consideration for consumers in buying products because brands are an indicator of the value of a product for consumers	1. Product Introduction 2. Loyalty 3. Product attributes 4. Corporate image 5. User image 6. Product image	scale <i>Likert</i>
2	Product quality (X2)	The quality of the product is by consumer expectations so that consumers can experience satisfaction and the desire to make a repeat purchase.	1. Technology 2. Functional 3. Design and variants	Scale <i>Likert</i>
3	purchase decision (Y)	A purchase decision is a consumer's decision to buy a product before and after thinking that it is not appropriate to buy the product by considering the	1. Environmental Factors 2. Social Factors 3. Technology Factors 4. Personal Factors 5. Cultural Factors 6. Product Factors	Scale <i>Likert</i>

information he gets
about the product.

Data Analysis Methods

Test research instruments:

1. Test Validity
2. Reliability Test
3. Classic Assumption Test

The tools used to complete this research used SPSS 26 and Multiple Linear Regression in analyzing the quality of the proposed model.

$$Y = a + b_1X_1 + b_2X_2 + \epsilon$$

Results and Discussion

Test Validity

Table 2
Validity Test Results

Variable	Indicator	r _{calculate}	r _{table}	Information	
Brand	X1.1	0,598	0,1638	Valid	
	Image	X1.2		0,586	Valid
		X1.3		0,749	Valid
		X1.4		0,699	Valid
		X1.5		0,510	Valid
		X1.6		0,603	Valid
Product Quality		X2.1		0,736	Valid
	X2.2	0,783		Valid	
	X2.3	0,784		Valid	
	X2.4	0,715		Valid	
	X2.5	0,358		Valid	
	X2.6	0,744		Valid	
	X2.7	0,739		Valid	
Purchase Decision	Y1.1	0,565		Valid	
	Y1.2	0,613		Valid	
	Y1.3	0,516		Valid	
	Y1.4	0,667		Valid	
	Y1.5	0,632		Valid	
	Y1.6	0,529	Valid		

Based on Table 2, the indicators used to measure each variable have a correlation coefficient value greater than the r table with a sample of 100 = 0.1638 (df=N-2) which means that each indicator is declared valid.

Reliability Test

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Admission Standards	Information
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Xiaomi Brand Mobile Phone Purchase Decision Influenced by Brand Image, and Product Quality in Jayapura City

Brand Image	686	0,60	Reliable
Product Quality	831	0,60	Reliable
Purchase Decision	615	0,60	Reliable

The instrument can be said to be reliable if the value of the Cronbach Alpha coefficient is greater than or equal to ≥ 0.6 or 60%. Based on Table 4.2, it can be concluded that the statement items of each of the variables studied are declared reliable because the Cronbach Alpha value of each variable is > 0.6 or 60%.

Model Assumption Results

Test Normality

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.18004705
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.054
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}
Sumber: Diolah, 2024		

Sig. (2-tailed) of 0.200 can be seen that the Kolmogorov-Sminrov value is normally distributed because it does not have a significant level below 0.05. The value of variables that have met the set standards can be seen from Asymp. Sig. (2-tailed).

Multiple Linear Regression Test

Table 4
Multiple Linear Regression

		Coefficients				Collinearity Statistics		
		Standardized		Unstandardized Coefficients				
		ed		s				
		Std.				Toleranc		
Model		B	Error	Beta	t	Sig.	e	VIF
1	(Constant)	11.588	1.961		5.909	.000		
	X1	.248	.098	.270	2.535	.013	.604	1.657
	X2	.262	.076	.368	3.453	.001	.604	1.657

a. Dependent Variable: Y

Persamaan: $Y = 11,588 + 0,248X_1 + 0,262 X_2 + e$

The value of the purchase decision is 11,588 if the brand image and product quality are worth 0. Meanwhile, the brand image value and product quality value are 0.248 and 0.262, respectively, meaning that every improvement in brand image and purchase decision per unit will increase purchase decisions by 24.8% and 26.2%.

Partial Test (t-Test)

Table 5
Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.588	1.961		5.909	.000
	X1	.248	.098	.270	2.535	.013
	X2	.262	.076	.368	3.453	.001

a. Dependent Variable: Y

The test criterion is that if t counts > t table (df = 96 sig 5%, t table = 1.986) the results show that the hypothesis is accepted, meaning that the brand image and product quality influence the purchase decision.

Simultaneous Test (F-Test)

Table 6
Simultaneous Test (F-Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	236.082	2	118.041	24.335	.000 ^b
	Residual	470.508	97	4.851		
	Total	706.590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The results of the statistical calculation showed that the value of $F_{cal} = 24,335$ with a significance of $0.000b < 0.05$. These results show that simultaneously the variables of brand image and product quality have a significant effect on the purchase decision.

Determinand Coefficient (R2)

Table 7
Uji Koef. Determinant Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.320	2.20241

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Xiaomi Brand Mobile Phone Purchase Decision Influenced by Brand Image, and Product Quality in Jayapura City

The determination coefficient table of R^2 is 0.334 or 33.4%. This means that the contribution of independent variables to dependent is 33.4% while the remaining 66.6% is influenced by other variables outside the model that are not studied.

Brand Image to Purchase Decisions

Based on the results of the study, the brand image variable (X1) partially has a positive and significant effect on purchase decisions. This is supported by the results of research conducted by (Gusman et al., 2022).

Product quality to purchasing decisions

The research found that product quality affects the formation of purchase decisions. This is supported by the results of research conducted by (Gusman et al., 2022) The results of this study show that there is an influence of product quality on the decision to buy a Vivo smartphone.

Brand image and product quality on purchasing decisions

A good brand image and good product quality make consumers make a purchase decision. The decision to buy a product is greatly influenced by the assessment of the quality of the product. The better the brand image of a product, the more consumers will be interested in buying the product. Purchase decisions will be carried out using the rules of balancing the negative and positive sides of a brand or searching for the best alternative from the consumer's point of view after use will be evaluated again. This is supported by the results of research conducted by Yoel David Sampe & and Marie Tahalele (2023) The results of this study show that the variables of purchase decisions can be influenced or explained by the variables of brand image and product quality.

Conclusion

Purchase decisions by consumers for Xiaomi brand mobile phone products in the city of Jayapura will increase if there is an influence on brand image and product quality. This shows that people in the city of Jayapura have begun to be able to educate themselves about the diversity of mobile phone brands and technological advancements. Where the use of mobile phones is prioritized on product quality and a well-known brand image.

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Xiaomi Brand Mobile Phone Purchase Decision Influenced by Brand Image, and Product Quality in Jayapura City

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