THE INFLUENCE OF BRAND AWARENESS AND QUALITY PERCEPTION ON CONSUMER DECISIONS TO USE SAMSUNG BRAND ANDROID PHONES

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5].

Management Study Program, Faculty of Social Sciences Universitas Pembangunan Panca Budi [1,2,3,4,5]
*Correspondence: suprayogir@gmail.com

Abstract

This research aims to test and know clearly how the effect of Brand Awareness and Quality Perseception on Employee Decision to use Samsung Brand Android Hand Phone. This research used quantitative methods that involved 70 respondents. The data was collected using questionnaires division. Data were analyzed using a statistical formula, namely by using multiple regression analysis of the processing performed by SPSS Version 16. The result of quantitative analysis showed that Brand Awareness and Quality Perseception have positive influence on Employee Decision to Use Hand Phone Android Merk Samsung

Keywords: Brand Awareness, Qulity Perception And Decision Making

INTRODUCTION

The company realizes that competition between companies in order to expand the market and increase sales of its products is increasingly fierce and competitive. Only companies that have competitive competitiveness can survive doing business well. The company seeks to study the changing consumer behavior in choosing the desired product. With advances in technology and information, consumer decisions in choosing products to competitors or consumers who switch brands (brand switching) are very possible because of the many choices offered and the ease of consumers accessing information in choosing the desired product. Consumer decisions in choosing a product can be influenced by information obtained by consumers about the product, some information that consumers consider in using a product, namely brand awareness and quality perception. Consumers who are sensitive and aware of the brand of a product show that the product is well known by consumers, this illustrates that the brand of the product can meet the expectations of consumers.

Brand Awareness or brand awareness describes the ability of a prospective buyer to recognize, recall a brand as part of a certain product category (Humdiana, 2009). In general, consumers tend to buy products with brands that are already known on the basis of considerations of comfort, safety, quality, price and others. However, a well-known brand avoids consumers from the risk of use assuming that a well-known brand is reliable. Another important thing considered by consumers in choosing a product is the perception of quality. Quality perception is consumer perception of the overall quality or superiority of a product or service related to what is expected by customers (Durianto, 2013). Consumers often decide to purchase a product based on their perception of the product (Sumarwan, 2011). Consumers have different perceptions of various brands of Mobile Phones.

These different perceptions become consumer considerations in buying a product. Samsung is a brand that is widely known by the public as a Mobile Phone brand that always innovates. Public perception assesses that Samsung is a Mobile Phone that innovates both from design and technology. Many variants issued by the Samsung brand both in terms of diverse market segmentation, diverse designs, and applications offered. So that it can influence consumers in assessing the Samsung brand as a brand that is used as the first choice when making a purchase. Based on data obtained from the trend force page, it is known that the market share of Samsung Hand Phone products has decreased while the market share of Apple Hand Phones has increased, this shows that there is a change in market share. This indicates that Samsung consumers are starting to move to Apple products which indicates that there is a change in consumer behavior that

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]

can be caused by brand awareness and quality perceptions that change in the minds of consumers. The table explains that consumer decisions change every year in choosing a Hand Phone brand, this can be seen from changes in market share. The decision to buy can lead to how the decision-making process is carried out (Suprapti, 2010). With that, companies must be able to learn what influences them in deciding to buy a product in order to increase market share more broadly, how brand awareness and quality perception can influence consumer decisions using Samsung brand android phones."

LITERATURE REVIEW

Marketing Management

Marketing can be defined as activities related to identifying and meeting human and social needs, thus marketing for companies is to meet needs profitably (Gunawan Adisaputro, 2010).

Different from the definition of marketing, the definition of marketing management is broader which is defined as the art and science of how to choose the target market and obtain, maintain relationships, and increase the number of customers through the process of creating, delivering and communicating value to customers (Gunawan Adisaputro, 2010).

Purchasing Decision

Consumer decisions in buying or using a product must be based on several strong considerations so that the product purchased is in accordance with consumer desires and expectations, some definitions that describe buying decisions are the selection of two or more alternative choices that exist, meaning that the condition that someone can make a decision must be available several alternative choices. The decision to buy can lead to how the decision-making process is carried out (Suprapti, 2010).

Brand Awareness

Consumers who are sensitive and aware of the brand of a product show that the product is well known by consumers, this illustrates that the brand of the product can meet the needs and expectations of consumers. Brand Awareness or brand awareness describes the ability of a prospective buyer to recognize, recall a brand as part of a certain product category. In general, consumers tend to buy products with brands that are already known on the basis of considerations of convenience, safety and others. However, a well-known brand avoids consumers from the risk of use assuming that a well-known brand is reliable.

Perceived Quality

Quality Perception describes consumer perception of the brand of a product as customer perception of the overall quality or excellence of a product or service related to what is expected by customers (Wulansari, 2013). According to Schiffman and Kanuk (2013), quality perception is a consumer assessment of the quality of goods or services based on information received based on associations with the product.

METHOD

Research Approach

The research approach used in this study is quantitative, which is research that aims to determine the relationship between two or more variables with this study, a theory will be built that serves to explain, predict and control a symptom (Rusiadi et al., 2016).

Population and Sample

Population is a generalized area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Rusiadi et al., 2016). The research population in this study was 230 students of Universitas Pembangunan

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]

Panca Budi Medan, Faculty of Economics & Business, Management Study Program, Stambuk 2014 Regular Class. According to (Rusiadi et al., 2016), a sample is a portion of the population taken as a data source and can represent the entire population. Sampling must be calculated correctly, so as to obtain a sample that truly represents the true picture of the population. In this study, research sampling used the Slovin formula. The reason researchers use the slovin formula is because the population in this study is less than 500 people and the population in this study is also known. So the sample used in the study based on the calculation of the slovin formula was as many as 70 respondents.

Data Analysis Techniques

Data analysis technique is a process of processing data that has been collected before. The determination of data analysis techniques must be appropriate in order to provide a true and accurate conclusion output. The data analysis technique used in this study is multiple linear regression with SPSS software.

RESULTS AND DISCUSSION
Classical Assumption Test
 a. **Data Normality Test**

The normality test aims to test whether in a regression, confounding or residual variables are normally distributed or not. Regression models are either normal or near-normal data distribution.
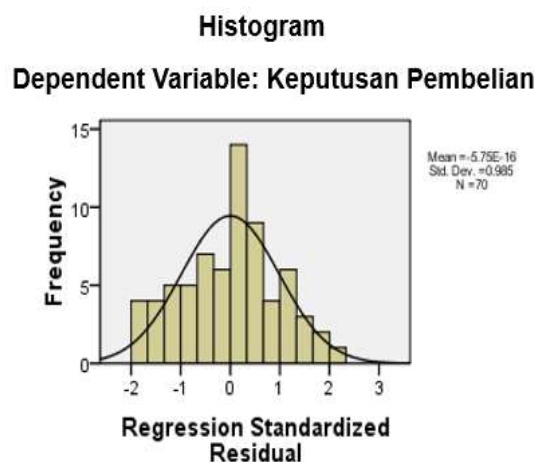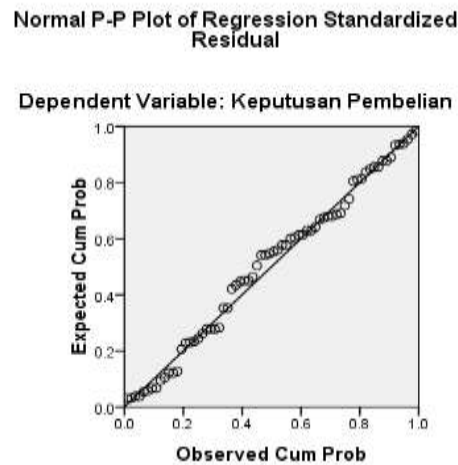

Source : SPSS Processing Results
Figure 1. Normality Test Histogram

Based on Figure 1., the results of data normality testing are known that the data has been normally distributed, where the histogram image has a bell-forming line and has a balanced convex in the middle.

THE INFLUENCE OF BRAND AWARENESS AND QUALITY PERCEPTION ON CONSUMER DECISIONS TO USE SAMSUNG BRAND ANDROID PHONES

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]

Source : SPSS Processing Results
Figure 2. PP Normality Test Plot

Based on Figure 2. above, then for the results of testing data normality using the PP Plot image, it can be seen that the data points for the consumer satisfaction variable are spread around the diagonal line so that the data has been distributed normally. From the two figures above, it can be concluded that after testing the normality of the data, the data for the Brand Awareness variable and quality perception are normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. This test is carried out by looking at the value of tolerance and variance inflation factor (VIF) from the results of the analysis using SPSS. If the tolerance value > 0.10 or VIF < 10, it is concluded that multicollinearity does not occur. Multicollinearity test from questionnaire results that have been distributed to respondents can be seen in the following table.

Table 1. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	Variance
Brand Awareness	0,896	1,116
Quality Perception	0,896	1,116

Based on Table 1. It can be seen that the Variance Inflation Factor (VIF) numbers smaller than 10 include Brand Awareness 1.116 < 10, and Quality Perception 1.116 < 10, and Brand Awareness Tolerance value 0.896 > 0.10, and Quality Perception 0.896 > 0.10, so it is free from multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. A good regression model is one that does not occur heteroscedasticity. In this study, the method used to detect symptoms of heteroscedasticity by looking at the plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID).

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]
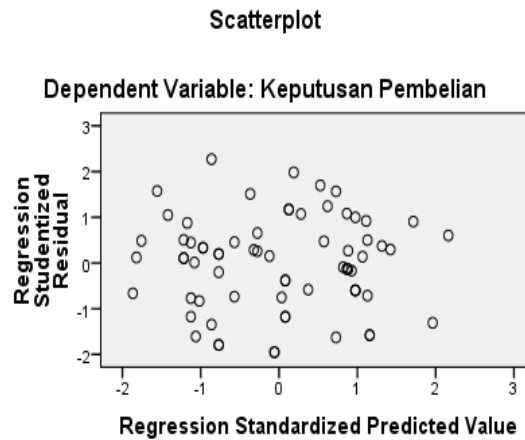
Source : SPSS Processing Results
Figure 3. Scatterplot Heteroscedasticity Test

Based on figure 3., the scatterplot image shows that the resulting points spread randomly and do not form a specific line pattern or trend. The figure above also shows that the data spread is around the zero point. From the results of this test shows that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedasticity.

Multiple Linear Regression

Multiple linear regression aims to calculate the magnitude of the influence of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables.

Table 2. Multiple Linear Regression

Type	Unstandardized Coefficients	
(Constant)	4,468	2,719
Brand Awareness	0,423	0,123
Quality Perception	0,344	0,112

a. Dependent Variable: Purchase decision
Source : SPSS Processing Results Version 16.0

Based on table 4.14, multiple linear regression is obtained as follows: Y = 4.468 + 0.423 X1 + 0.344 X2 + e. The interpretation of the multiple linear regression equation is:
1) If everything on the independent variables is considered zero then the purchase decision (Y) is 4.468.
2) If there is an increase in Brand Awareness by 1, then the purchase decision (Y) will increase by 0.423.
3) If there is an increase in Quality Perception by 1, then the purchase decision (Y) will increase by 0.344

Test Goodness Of Fit
 a. Simultaneous Significant Test (Test F)
The F test (simultaneous test) is performed to see the effect of the independent variable on the dependent variable simultaneously. The method used is to look at the level of significant (=0.05). If the significance value is less than 0.05 then H0 is rejected and Ha is accepted.

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]

Table 3. Simultaneous Test
ANOVAb

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	202.968	2	101.484	15.704	.000a
	Residuals	432.975	67	6.462		
	Total	635.943	69			

a. Predictors: (Constant), Quality Perception, Brand Awareness

b. Dependent Variable: Purchase Decision

Source : SPSS Processing Results

Based on table 3. in it can be seen that Fcalculate is 16.781 while Ftable is 3.13 which can be seen at α = 0.05 (see appendix to table F). The significant probability is much smaller than 0.05, which is 0.000 < 0.05, so the regression model can be said that in this study the Brand Awareness variable and the Quality Perception variable simultaneously have a positive and significant effect on Purchasing Decisions. Then the previous hypothesis is Accept H1 (reject H2) or the hypothesis is accepted.

b. Partial Significant Test (Test t)

The Partial Test (t) shows how far the independent variable individually explains the variation of this test performed using a significance level of 5%. If the significance value of t < 0.05, it means that there is a significant influence between one independent variable and the dependent variable. If the significance value of t > 0.05 means that there is no influence between one independent variable and the dependent variable.

Table 4. Partial Test
Coefficientsa

B	Std. Error		Beta	t	Sig
(Constant)	4,686	2,719		1,723	0,089
Brand Awareness	0,423	0,123	0,365	3,430	0,001
Quality Perception	0,344	0,112	0,329	3,089	0,003

Dependent Variable: Purchase Decision

Source : SPSS Processing Results Version 16.0

Based on table 4. Above it can be seen that:

1) The effect of Brand Awareness variables on Purchase Decisions.
   The calculated value is 3.430 while the ttable is 1.66 and significant is 0.001, so that the tcount is 3.430 > ttable is 1.66 and significant is 0.001 < 0.05, then H1 is accepted and H2 is rejected, which states partially Brand Awareness has a positive and significant effect on Purchase Decisions.

2) The Effect of Quality Perception motivation on Purchasing Decisions.
   The calculated value is 3.089 while the ttable is 1.66 and significant is 0.000, so that the tcount > tt3.089abel is 1.66 and significant is 0.003 < 0.05, thenH1 is accepted and H2 is rejected, which states partially Quality Perception has a positive and significant effect on Purchasing Decisions.

c. Coefficient of Determination

This coefficient of determination analysis is used to determine the percentage of variation in the influence of the independent variable on the dependent variable.

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]

Table 5. Coefficient of Determination

Type	R	R Square	Adjusted R Square
1	0,564943	0,31916	0,298837

Source : SPSS Processing Results Version 16.0

Based on table 5. above it can be seen that the adjusted R Square number of 0.29 which can be called the coefficient of determination which in this case means 29% of Purchase Decisions can be obtained and explained by Brand Awareness and Quality Perception. While the remaining 100% - 29% = 71% is explained by other factors or variables outside the research model.

CLOSING

Conclusion

1) It is recommended for companies to be able to review and analyze consumer behavior in the decision to buy a product against Samsung brand Android Mobile Phone products. One of the purchasing decision behaviors that consumers consider is brand awareness and quality perception. Brand awareness strategy is one of the right strategies for consumers in increasing the number of consumers who decide to buy Samsung brand Android Hand Phone products, several ways to increase brand awareness are through advertising, promotion, product innovation development, improving the quality of products and services provided.

2) Quality perception is also an important factor in consumer decisions so that companies must be able to improve perceptions among consumers through improving product quality, product performance and durability, innovation and others so that companies can increase the number of market shares in the Android Mobile Product market.

3) It is recommended that the next researcher is expected to develop my research by adding other variables related to consumer behavior in deciding on purchases of Samsung brand Android Mobile Phone products. By adding references from various sources of books and journals that support research so that research results are more accurate and useful.

REFERENCES

Durianto, D. (2013). Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Cetakan 10. PT Gramedia Pustaka Utama.

Nasution, M.D.T.P., Rafiki, A., Lubis, A. and Rossanty, Y. (2021), "Entrepreneurial orientation, knowledge management, dynamic capabilities towards e-commerce adoption of SMEs in Indonesia", Journal of Science and Technology Policy Management, Vol. 12 No. 2, pp. 256-282. https://doi.org/10.1108/JSTPM-03-2020-0060

Nasution, M.D.T.P., Rini, E.S., Absah, Y. and Sembiring, B.K.F. (2022), "Social network ties, proactive entrepreneurial behavior and successful retail business: a study on Indonesia small enterprises", Journal of Research in Marketing and Entrepreneurship, Vol. 24 No. 1, pp. 141-160. https://doi.org/10.1108/JRME-07-2020-0095

Purba, Rahima Br.; Aulia, Farid; Tarigan, Vita Cita Emia; Pramono, Agus Joko; Umar, Haryono (2022). Detection of Corruption in Village Fund Management using Fraud Analysis. Vol. 23 Issue 190, p120-128. 9p. http://dx.doi.org/10.47750/QAS/23.190.14

Ritonga, H. M., Fikri, M. E., Siregar, N., Agustin, R. R., & Hidayat, R. (2018). Manajemen Pemasaran Konsep dan Strategi. Medan: CV Manhaji.

Ritonga, Husni Muharram, Indrawan, M. I., & Sari, D. S. (2022). A SEM Analysis Of Visitors' Interest In Pari City Village Tourism, Pantai Cermin District, Serdang Bedagai Region. Journal of Community Research and Service, 6(2), 126. https://doi.org/10.24114/jcrs.v6i2.35011

THE INFLUENCE OF BRAND AWARENESS AND QUALITY PERCEPTION ON CONSUMER DECISIONS TO USE SAMSUNG BRAND ANDROID PHONES

Suprayogi Ramadani[1], Dwi Yuda Syahputra[2], Machyani Syafrianti Indah Tanjung[3], Salwida Nasution[4]. Nurianna Sihombing[5]

Rossanty, Y., Sari, P. B., Amlus, M. H., & Nasution, T. A. (2021). Islam, Opinion Leaders, and Social Media Influencer. In M. Abdul Mutalib & A. Rafiki (Eds.), The Role of Islamic Spirituality in the Management and Leadership Process (pp. 66-84). IGI Global. https://doi.org/10.4018/978-1-7998-6892-7.ch004

Rusiadi, Subiantoro, N., & Hidayat, R. (2016). Metode Penelitian Manajemen, Akuntansi, dan Ekonomi Pembangunan, Konsep, Kasus dan Aplikasi SPSS, Eviews, Amos, Listrel. USU Press.

Sumarwan, U. (2011). Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran. Ghalia Indonesia.

Suprapti (2013). Analisis Pengaruh Brand Awareness, Perceived Quality, Organizational Association Dan Perceived Quality Terhadap Kepuasan Pembelian Konsumen (Studi : Pada Pemilik Sepeda Motor Yamaha Mio CW di Hapindo Semarang). Semarang. Universitas Diponegoro.