

The Influence of Brand Awareness, Product Quality, and Promotion on Samsung Smartphone Purchasing Decisions (A Study on Yogyakarta State University)

Esa Arba Febrianto¹, Barida Rakhma Nuranti²

¹Department of Business and Finance, Faculty of Vocational, Yogyakarta State University, 55281, Indonesia

²Department of Marketing Management, Faculty of Vocational Yogyakarta State University, 55281, Indonesia

ABSTRACT

In the contemporary era, smartphones have become an essential necessity, playing an integral role in various aspects of human life. This increasing dependence has led to a growing demand for smartphones each year, creating opportunities for various smartphone brands, including Samsung. As a brand with a strong market share, Samsung faced a decline in market growth in the second quarter of 2023. This study aims to evaluate the influence of three key factors (brand awareness, product quality, and promotion) on Samsung smartphone purchasing decisions. Additionally, it examines the combined impact of these factors. The research employs a quantitative approach with a survey method. The study focuses on students at Yogyakarta State University, selected using purposive and accidental sampling techniques, with a total of 110 respondents. Data processing techniques applied in this study include descriptive statistics, assumption testing, multiple regression analysis, hypothesis testing, and Adjusted R-Squared calculations. The findings reveal that brand awareness influences purchasing decisions (coefficient = 0.114, $p > 0.05$), product quality has an impact on purchasing decisions (coefficient = 0.242, $p > 0.05$), and promotion also affects purchasing decisions (coefficient = 0.188, $p > 0.05$). Collectively, brand awareness, product quality, and promotion significantly influence purchasing decisions ($F\text{-value} = 41.538 > F\text{-table} = 2.69$, $p > 0.05$). The coefficient of determination indicates that these factors contribute 52.7% to purchasing decisions, while the remaining 47.3% is attributed to other factors not examined in this study.

Keywords:

Brand awareness, product quality, promotions, purchasing decisions.

1. Introduction

Various innovations that affect human life have emerged as a result of industrial evolution in technology. One of the most prominent innovations is the smartphone. Initially known as a mobile phone, the device was designed primarily for long-distance communication with calling and messaging features. Over time, the mobile phone evolved into a smartphone, a device that not only meets communication needs but also plays an integral role in various aspects of human life. According to data covered by katadata.com, in Indonesia, only about a third of the population, or approximately 28.6%, are active smartphone users. However, the trend of smartphone usage

continues to rise, and by 2025, it is projected that 89.2% of the population will be users. The high annual increase in smartphone users indicates a growing demand for smartphones, which should open significant opportunities for the smartphone industry in Indonesia.

Based on research conducted by International Data Corporation (IDC), an interesting phenomenon in the growth trend of the smartphone market in Indonesia is observed. In the second quarter of 2023, the smartphone market showed a decline of 6.3% compared to the previous year. During that period, Samsung led the market with 1.9 million shipments, but its market growth had decreased by 6.3% from the previous year. This data makes Samsung an intriguing aspect of the Indonesian smartphone market in the second quarter of 2023, as it led the market but experienced a growth decline compared to the previous year.

Samsung first made its mark in the smartphone market with the launch of the “Galaxy” series in 2010. This series was a major success, making Samsung one of the most prominent smartphone brands with a strong market share. According to *katadata.com*, from 2022 to 2023, Samsung became the most widely used smartphone brand in Indonesia. Samsung’s popularity is undoubtedly not a coincidence. This success reflects the company’s ability to accurately understand the underlying factors that influence consumer purchasing decisions. The final decision to purchase made by individuals and households for personal consumption is known as consumer purchasing decisions (Kotler & Armstrong, 2020). This study focuses on factors influencing purchasing decisions, including brand awareness, product quality, and promotion. Durianto (2004) defines brand awareness as the ability of potential consumers to identify and recall a brand as an integral component of a product. Purchasing decisions can be influenced by brand awareness as it can foster consumer confidence and recognition. Samsung has successfully built strong brand awareness, making it one of the most frequently used brands in the market.

Kotler & Armstrong (2016) define product quality as the means through which marketers position their products to stand out. Quality influences product performance and is closely tied to customer satisfaction or value. This theory is supported by the views of Taufiq Furqan, Marketing Product Manager at Samsung Electronics Indonesia, who mentions that purchasing decisions and consumer satisfaction in Indonesia are influenced by improvements in product quality, especially hardware (Fahky, 2023). For example, consumers expect smartphones to meet the needs of photo and video editing, as well as gaming, and they ensure that the device is equipped with suitable specifications.

Promotion is a form of marketing communication aimed at expanding the reach of information, exerting significant influence, and enhancing the target market for a company, encouraging consumers to accept, purchase, and remain loyal to the products offered (Alma, 2007). Samsung is actively involved in various promotional strategies involving print, electronic, and online media. Through creative television commercials and innovative online promotions, Samsung consistently works to build a positive brand image and capture consumer attention.

Despite Samsung’s strong market share, several issues have arisen that need attention. Complaints from users on social media highlight issues such as software that cuts memory capacity by up to 60 GB (CNBC Indonesia, 2023). The software system on smartphones, which includes the operating system and pre-installed applications, is often referred to as bloatware. Additionally, according to *validnew.id*, Galaxy S22 users have experienced discrepancies between promotional claims and the actual product. Main issues faced by Galaxy S22 users include performance throttling, camera problems, and missing features. Throttling leads to overheating and drastic performance declines when gaming or using heavy applications. Users also complain of poor image quality, inaccurate autofocus, and lag while taking photos or videos with the Galaxy S22 camera. Moreover, some promoted features, such as 4K resolution, 120 fps, video recording, and 100x Space Zoom, are not available on all models or do not function properly, leading to consumer dissatisfaction and even prompting some users to take legal action (Tirtana, 2022).

Based on the explanations provided, the research problem addressed in this study is whether brand awareness, product quality, and promotion individually or collectively impact Samsung

smartphone purchasing decisions among students, particularly at Yogyakarta State University. This study aims to examine and explore the relationship between brand awareness, product quality, promotion, and purchasing decisions.

2. Method

The methodology of this study was conducted using a survey and quantitative approach. The data collection technique employed in this research was through a questionnaire (survey). The population of this study consisted of students from Yogyakarta State University who have used Samsung smartphones, with purposive and accidental sampling techniques applied. A total of 110 respondents, all of whom have used Samsung smartphones, were selected. Data analysis was conducted using validity tests, reliability tests, descriptive statistical analysis, linear regression, hypothesis test, and coefficient of determination.

3. Results and Discussion

This section presents the data processing results obtained from the survey and their analysis. The following are the findings and discussion:

3.1. Results

The results of this study show that 64 respondents (58.2%) were male, while 46 respondents (41.8%) were female. The respondents' allowance or income characteristics were categorized into six groups. First, 4 respondents (3.6%) had an allowance ranging from IDR 500,000 to IDR 1,000,000. Second, 19 respondents (17.3%) received an allowance between IDR 1,000,000 and IDR 1,500,000. Third, 23 respondents (20.9%) had an allowance ranging from IDR 1,500,000 to IDR 2,000,000. Fourth, 28 respondents (25.5%) received an allowance between IDR 2,000,000 and IDR 2,500,000. Fifth, 24 respondents (21.8%) had an allowance between IDR 2,500,000 and IDR 3,000,000. Lastly, 12 respondents (10.9%) received an allowance exceeding IDR 3,000,000.

The respondents were also categorized based on their faculty, which consisted of five groups. The Vocational Faculty had 43 respondents (39.1%), the Faculty of Economics and Business had 11 respondents (10%), the Faculty of Language and Arts had 25 respondents (22.7%), the Faculty of Education had 19 respondents (17.3%), and the Faculty of Psychology had 12 respondents (10.9%). The distributed questionnaire met the validity and reliability testing criteria. Furthermore, the collected data were analyzed using prerequisite tests, linear regression analysis, hypothesis testing, and the determination coefficient calculation to assess the relationship between variables. The following section presents the research analysis results:

3.1.1 Prerequisite analysis test

This prerequisite testing includes an evaluation of data normality, linearity of relationships between variables, detection of potential multicollinearity among independent variables, and a heteroscedasticity test to verify the uniformity of residual variance.

3.1.1.1 Normality test

Table 1. Normality test results		
		Unstandardized
N		112
Normal Parameter ^{a,b}	Mean	0,0000000
	Std. Deviation	0,93585737
Most Extreme Differences	Absolute	0,061
	Positive	0,053
	Negative	-0,061
Test Statistic		0,061
Asymp. Sig. (2-tailed)		0,200 ^d

The normality test results indicate a significance value of 0.200, which exceeds the threshold of 0.05. Therefore, it can be concluded that all variables are normally distributed.

3.1.1.2 Linearity test

Table 2. Linearity test results

Variable	Significance	Conclusion
Brand Awareness	0.613	Linear
Product Quality	0.782	Linear
Promotian	0.437	Linear

The results of the linearity test indicate that the brand awareness variable has a significance level of 0.613, the product quality variable has a significance level of 0.782, and the promotion variable has a significance level of 0.437. Since all values exceed the threshold of 0.05, it can be concluded that all variables in this study exhibit a linear relationship.

3.1.1.3 Multicollinearity test

Table 3. Multicollinearity test results

Variable	Tolerance	VIF	Conclusion
Brand Awareness	0.984	1.017	No Multicollinearity
Product Quality	0.995	1.005	No Multicollinearity
Promotian	0.982	1.019	No Multicollinearity

Table 3 presents the results of the multicollinearity test, indicating a tolerance value of 0.984 and a VIF value of 1.017 for the brand awareness variable. The product quality variable recorded a tolerance value of 0.995 and a VIF value of 1.005. Meanwhile, the promotion variable had a tolerance value of 0.982 and a VIF value of 1.019. Therefore, it can be concluded that multicollinearity is not present among the variables, as all tolerance values exceed 0.100 and all VIF values are below 10.

3.1.1.4 Heteroscedasticity test

Table 4. Heteroscedasticity test results

Variable	Significance	Conclusion
Brand Awareness	0.984	No Heteroscedasticity
Product Quality	0.995	No Heteroscedasticity
Promotian	0.982	No Heteroscedasticity

Based on Table 5, all variables exhibit significance levels above 0.05. The significance value for the brand awareness variable is 0.306, for the product quality variable is 0.931, and for the promotion variable is 0.967. Based on these test results, it can be concluded that heteroscedasticity is not indicated in any of the variables.

3.1.2 Hypthesis test

The following hypothesis test aims to determine whether the independent variables have a significant influence either individually (partially) or collectively (simultaneously) on purchase decisions.

3.1.2.1 t-test

Table 5. t-test results

Variabel	T hitung	T tabel	Signifikansi
Kesadaran Merk (X_1)	4.948	1.983	< 0.001
Kualitas Produk (X_2)	6.834	1.983	< 0.001
Promosi (X_3)	8.055	1.983	< 0.001

- The results of the t-statistic test show that brand awareness has a t-value of 4.948, which exceeds the critical t-value of 1.983 ($4.948 > 1.983$). With a significance level below 0.05 and a coefficient of 0.192, the hypothesis stating that brand awareness influences the decision to purchase a Samsung smartphone can be accepted.
- The results of the t-statistic test indicate that product quality has a t-value of 6.834, which exceeds the critical t-value of 1.983 ($6.834 > 1.983$). With a significance level below 0.05 and a coefficient of 0.187, the hypothesis stating that product quality influences the decision to purchase a Samsung smartphone can be accepted.
- The results of the t-statistic test show that promotion has a t-value of 8.055, which exceeds the critical t-value of 1.983 ($8.055 > 1.983$). With a significance level below 0.05, the hypothesis stating that promotion influences the decision to purchase a Samsung smartphone can be accepted.

3.1.2.2 F-test

Table 6. F-test results

F hitung	F tabel	Signifikansi
41.399	2.69	< 0.001

Based on the statistical analysis conducted, the brand awareness, product quality, and promotion variables show an F-value of 41.399, which is much higher than the critical value listed in the F-table (2.69). Additionally, the significance value obtained is <0.001, indicating it is below the 0.05 threshold. Therefore, the hypothesis stating that purchase decisions are collectively influenced by brand awareness, product quality, and promotion can be accepted.

3.1.2.3 Coefficient of determination (R^2)

The data analysis yields an Adjusted R Square value of 0.526, which means that 52.6% of the variation in purchase decisions can be explained by the brand awareness, product quality, and promotion variables. The remaining 47.4% is attributed to other factors not analyzed in this study.

3.2 Discussion

The purpose of this study is to determine the impact of product quality, brand awareness, and promotion on the purchase decision of Samsung smartphones among students at Yogyakarta State University. The discussion of this study includes the following points:

3.2.1 Impact of brand awareness on purchase decision

This study finds a regression coefficient score of 0.192, with a t-statistic value of 4.948, which exceeds the t-table value of 1.983. The significance score is less than 0.001, which is below the expected significance level of 0.05. The findings align with previous research, such as Nurahman et al. (2021), Andrenata et al. (2022), and Darayani & Saryadi (2016), which concluded that purchase decisions are influenced by brand awareness. Therefore, this study supports the hypothesis that purchase decisions are influenced by brand awareness.

3.2.2 Impact of product quality on purchase decision

The data processing and testing in this study yield a regression coefficient score of 0.187 and a t-statistic score of 6.834, which exceeds the t-table value of 1.983. The significance score is less than 0.001, which is below the expected significance level of 0.05. This study's results are consistent with previous research, including Nurahman et al. (2021), Putra et al. (2023), Hamidy & Hadi (2023), Bong et al. (2021), Doni et al. (2021), and Andrenata et al. (2022), which explained that purchase

decisions are positively and significantly influenced by product quality. Therefore, this study supports the hypothesis that product quality impacts purchase decisions.

3.2.3 Impact of promotion on purchase decision

This study finds a regression coefficient score of 0.439 and a t-statistic value of 8.055, which exceeds the t-table value of 1.983. The significance score is less than 0.001, which is below the expected significance level of 0.05. These results are consistent with previous studies, such as Nurahman et al. (2021), Larika & Ekowati (2020), and Putra et al. (2023), which state that purchase decisions are influenced by promotions.

3.2.4 Impact of brand awareness, product quality, and promotion on purchase decision

The data processing in the F-test produces an F-statistic value of 41.399, which exceeds the F-table value of 2.69, and a significance score of 0.001. The coefficient of determination in this study is 0.526, which means that brand awareness, product quality, and promotion explain 52.6% of the variation in purchase decisions, with the remaining 47.4% attributed to other factors not included in this study. These findings align with the results of previous research, such as Arif et al. (2023), which states that brand awareness, product quality, and promotion simultaneously impact purchase decisions. Therefore, the hypothesis that brand awareness, product quality, and promotion impact purchase decisions can be accepted.

4. Conclusions and Suggestions

4.1 Conclusions

- a) Brand Awareness has a significant influence on the purchase decision of Samsung smartphones among the students of Yogyakarta State University. This is evidenced by the regression coefficient of 0.192 and the t-value of 4.948, which exceeds the t-table value of 1.983. Additionally, with a significance score of <0.001 , it is well below the expected significance level of 0.05. In today's digital age, abundant access to information allows consumers to more easily and quickly assess various brands. Consumers often assume that well-known brands with established reputations offer higher quality and reliability, fostering trust in both the product and its after-sales services. This strengthens the consumers' desire to make a purchase, particularly for technology products like smartphones, where confidence in quality and after-purchase support is paramount. Moreover, brand awareness enhances customer loyalty, as trusted brands are perceived as consistently meeting user needs, encouraging repeat purchases amidst dynamic market competition.
- b) Product Quality positively and significantly influences the purchase decision for Samsung smartphones among the students of Yogyakarta State University. The research findings indicate a regression coefficient of 0.187 and a t-value of 6.834, which surpasses the t-table value of 1.983. Furthermore, with a significance score of <0.001 , it is considerably lower than the expected significance of 0.05. A product with optimal quality is often chosen by consumers for its reliability, durability, and consistent performance that aligns with their expectations. Consumers tend to perceive high quality as a guarantee of an optimal and sustained user experience, especially with technology products like smartphones, which are long-term investments with frequent purchases. By selecting quality products, consumers assume they are minimizing potential costs related to repairs or product performance degradation.
- c) Promotion positively and significantly impacts the purchase decision for Samsung smartphones among the students of Yogyakarta State University. The research results show a regression coefficient of 0.439 and a t-value of 8.055, exceeding the t-table value of 1.983. Additionally, with a significance score of <0.001 , it is much lower than the anticipated significance of 0.05. Purchase decisions are crucially influenced by promotions. The effective use of promotional strategies helps companies raise brand awareness and capture consumer attention towards the

products offered. Information about special offers, discounts, or bundle packages can create urgency and encourage impulsive buying behavior. To maximize reach, promotional campaigns can be implemented through various communication channels, such as email marketing, television advertisements, and social media. Therefore, how well promotions are executed plays a significant role in attracting consumer interest and influencing purchase decisions.

- d) Promotion, Product Quality, and Brand Awareness collectively and significantly influence the purchase decision for Samsung smartphones among the students of Yogyakarta State University. This is evident from the F-test data processing, which yielded an F-value of 41.399, higher than the F-table value of 2.69, and a significance score of <0.001 , which is below the expected 0.05 significance level. The coefficient of determination value of 0.526 suggests that 52.6% of the variation in purchase decisions can be explained by brand awareness, product quality, and promotion. The remaining 47.4% is attributed to other factors not considered in this study. This indicates that, simultaneously, purchase decisions are significantly influenced by promotion, product quality, and brand awareness. These independent variables (brand awareness, promotion, and product quality) are crucial components shaping consumer behavior when making purchase decisions. High brand awareness enables consumers to better recognize and recall the product, making them more likely to choose that brand during purchase. High quality suggests that the brand is well-established, becoming a key consideration for consumers when making their choice. Furthermore, product quality plays a vital role in shaping consumer perception, as buyers seek assurance that the product will meet their expectations and needs. Effective promotions also serve to capture consumer attention and provide relevant information that can expedite the decision-making process. Therefore, the interaction between brand awareness, product quality, and promotions collectively forms consumer behavior, contributing significantly to their preferences and choices in the marketplace.

4.2 Suggestions

4.2.1 Suggestions for company

- a) Based on the results of the distributed questionnaire, the lowest score for the brand awareness variable was found in the recognition item. This indicates that there is still an opportunity to improve the recognition of the Samsung brand among the general public. Therefore, it is essential for Samsung smartphones to strengthen their brand recognition strategy within the brand awareness context. By enhancing brand recognition, Samsung can improve consumers' ability to recall and identify the brand, which could lead to positive purchasing decisions.
- b) According to the distributed questionnaire, the lowest score for the product quality variable was found in the suitability item. This suggests there is room for the company to better meet consumer expectations and needs. By identifying aspects of suitability that need improvement, the company can innovate and enhance the design and features of their products. This method has the potential to increase consumer loyalty and purchase decisions, as consumers are likely to perceive the company as committed to fulfilling their desires and needs.
- c) Referring to the results of the distributed questionnaire, the lowest score for the promotion variable was found in the publicity item. This result provides insight into the opportunity to improve publicity strategies. It suggests that consumer awareness might not have been fully addressed through the current publicity efforts. The company could explore more innovative and engaging communication methods. This could enhance the effectiveness of promotions and increase product appeal in the market. With the right adjustments, the company could boost consumer engagement and interest in the product, fostering a more positive and long-term relationship.

4.2.2 Suggestions for future researchers

Future researchers are advised to increase the sample size to ensure greater data validity. Additionally, they may consider investigating additional independent variables that could potentially influence purchasing decisions, such as customer loyalty, customer reviews, product quality, and brand image. By doing so, it is hoped that this study will provide more comprehensive and diverse data in the context of purchase decision analysis.

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