

# THE EFFECTS OF CORPORATE IDENTITY AND PRODUCT KNOWLEDGE ON CONSUMER PURCHASE DECISION

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## Article Info

### Article history:

Received October 27, 2022

Revised November 22, 2022

Accepted November 24, 2022

### Keywords:

Corporate Identity  
Product Knowledge  
Buying Decision  
Consumers

## ABSTRACT

The background of this research is that consumer purchasing decisions for the mobile phone Oppo brand are still fluctuating. This is due to Corporate identity, knowledge of the product. Thus, this research focuses on the influence of corporate identity and product knowledge on consumer purchasing decisions. The method used is descriptive qualitative with the following research results. Respondents' responses to corporate identity tend to be good, as well as consumer purchasing decisions. The results of the analysis show that there is a significant influence of corporate identity on consumer purchasing decisions. This means that if corporate identity increases, it will be followed by an increase in consumer purchasing decisions. Respondents' responses to product knowledge tend to be good, as well as consumer purchasing decisions. The results of the analysis show that there is a significant effect of product knowledge on consumer purchasing decisions. This means that if knowledge about the product increases, it will be followed by an increase in consumer purchasing decisions. Respondents' responses to corporate identity and product knowledge tend to be good, as well as consumer purchasing decisions. The results of the analysis show that there is a significant influence of corporate identity and product knowledge on consumer purchasing decisions. This means that if knowledge about the product increases, it will be followed by an increase in consumer purchasing decisions.

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## 1. INTRODUCTION

Decision making is a process approach to problem solving that consists of identifying problems, seeking information, researching alternatives, making buying decisions and post-purchase behavior that consumers pass through [1]. According to Private and Irawan, consumer purchasing decisions require an understanding of the advantages and disadvantages of these products [2]. One of them is Mobile Products.

Purchasing decisions consist of five stages that consumers go through in the buying process, namely, problem recognition, information search, evaluation, alternatives, purchase decisions, and post-purchase behavior [3]. If a marketer is able to identify consumer needs properly, develop quality products, set prices, and promote products effectively, then his products will be in demand in the market [4].

In an effort to attract consumer decisions in purchasing cellphone products, various company strategies are carried out, including by making improvements to product quality and quantity [5]. Mobile phone products at this time are not a tertiary need but have become a secondary need for society. Mobile users are now growing, not only adults but students as well as children who are familiar with using cellphones, with the increasing frequency of requests for the use of OPPO cellphones by the public, many cellphone manufacturers are taking advantage of the opportunity to produce cellphones, with various brands, namely the Oppo brand. Xiaomi, Vivo, Samsung, and many more.

Marketers try to understand consumer buyer behavior so that they can offer consumers greater satisfaction, but whatever also consumer dissatisfaction to a certain degree there will still be some marketers still haven't implemented the marketer's concept and need information about the factors that influence consumers in purchasing a product [6].

OPPO is one of the well-known smartphones in Indonesia, always following the development of cellphones and the lifestyle of its consumers. In April 2013, Oppo officially set foot on the Indonesian market for the first time. Before marketing its products to Indonesia, OPPO first spread its wings to several countries such as America, Vietnam, Thailand, Russia and Qatar.

Seeing the very high public response to mobile devices That smartphone is behind Oppo Electronics Corp., Ltd. to be fair in enlivening the smartphone market. Maybe a lot of people especially in Indonesians who do not know about the history of the Oppo Electronics company. Oppo Electronics Corp., Ltd. was first established in 2004 as manufacturer electronics located in Dongguan, Guangdong, China before entering to smartphone technology, Oppo manufactures electronic equipment such as MP3s Players, Portable Media Players, LCD TVs, eBooks. DVD, and Disc Player then in 2008 Oppo began working on the Smartphone market.

Based on the results of a pre-survey conducted by the author on Geray mobile phone Oppo employees through interviews, it is known that the consumer's decision to buy an Oppo cellphone is a category that fluctuates every month. There are many factors that influence the fluctuation in purchasing Oppo brand cellphones. Among them are the lack of corporate identity and low public knowledge about mobile phone products. The Oppo brand.

Corporate identity or corporate identity is reflected through logos, names, and other displays used by companies such as product packaging, building interiors, employee uniforms, and audio visuals. Company identity can also be non-physical, such as company values and philosophy, service, work style and communication. The goal is to differentiate it from other companies. According to Olins (in Van Riel 1995:36) corporate identity unites the feeling of belonging and makes it visible. Identity also guarantees consistent quality standards and contributes to customer loyalty as well as to other target groups. Company identity or corporate identity is also referred to as a company symbol, whether in the form of a company logo or other symbols [7],[8].

Companies that have a strong and convincing corporate identity are able to reach a wider target audience. A strong corporate identity will be more effective in announcing the interests of customers [9]. Many companies view their customers as a very important target since they acknowledge the existence of the company. For this reason, a well-designed corporate identity will help build customer confidence in building a sustainable relationship base with the company which is very important for the company's survival in the future [10].

In addition to the identity of the company, consumer purchasing decisions are also influenced by knowledge about the products that consumers have. In general, consumers with higher product knowledge will have better memory, recognition, analysis and logic skills than those with lower product knowledge. As a result, someone who thinks they have higher product knowledge tends to rely on intrinsic cues rather than stereotypes to make judgments about product quality because consumers realize the importance of product information [7]. According to Wang and Hwang (2001) quoted from Lin and Lin (2007), concluded that consumers with high product knowledge will evaluate products based on their quality because they are confident in their product knowledge. Thus consumers will become aware of the value of the product and consequently develop a purchase intention. On the other hand consumers who have low product knowledge are more likely to be influenced by environmental cues. In addition, product purchasing decisions by consumers are inseparable from promotions [11],[12].

## 2. RESEARCH METHOD

The research method used in this study is an explanatory research method. By definition, explanatory research is research that is used to explain causal relationships between variables through testing hypotheses that are formulated or often referred to as explanatory research. This research has a high level because it does not only have independent or comparative value but also functions to explain, predict, and also control a symptom with a quantitative approach [12].

While the quantitative research method is a research method based on the nature of positivism, it is used to examine certain populations or samples with the aim of testing predefined and generalized hypotheses [13].

If the opinion above is related to the implementation of research, it means that this research is research conducted to determine the effect of corporate identity and product knowledge on consumer purchasing decisions.

## 3. RESULTS AND ANALYSIS

### 3.1 Results

### 3.1.1 Research Results on Corporate identity Variables

To find out how corporate identity is, then data is collected through a questionnaire with the results as in the recapitulation of corporate identity.

Table 1. Recapitulation of Respondents' Responses to the Variable Corporate identity

No.	Description	Maximum results	Earnings	Percentage	Criteria
1.	Behaviour				
	a. The company Emphasizes on its employees to behave friendly to consumers.	500	284	56,8	Enough
	b. Employees are able to provide maximum service to their customers	500	396	79,2	Good
2.	Communication				
	a. Employees convey information in good communication language	500	388	77,6	Good
	b. Two-way communication between employees and consumers	500	370	74	Good
3.	Symbolist				
	a. The company has a name associated with the logo of the company and is also related to the selection of attractive colors, logo shapes, and the meaning contained behind the selection of the logo.	500	398	79,6	Good
	b. Style of building or space This relates to the state of the garden, office layout, factory layout, to the arrangement of existing facilities in the company	500	406	81,2	Very Good
	c. Company slogan Reflects the performance of the company broadly. This of course affects the quality of service provided to its customers	500	391	78,2	Good
	d. The attributes used have the same. This can be seen in the color selection of the logo, up to the things mentioned above	500	393	78,6	Good
4.	Personality				
	a. Corporate identity is only seen as synonymous with logos or symbols	500	390	78	Good
	b. The company "introduces itself as one of the well-known smsrt phone brands"	500	403	80,6	Very Good
Amount			3.819	763,8	

Based on the table above, it is known that corporate identity is included in the good category, where the overall score obtained from the respondents' responses reaches an average of 394.9. This shows that the response if the percentage reaches 76.38%. Thus, it is clear that the respondents' responses to these variables are included in the good category.

### 3.1.2 Knowledge of products on the OPPO Brand mobile phone Geray in Tasikmalaya Regency

The results of data collection regarding product knowledge appear as in the recapitulation of respondents' responses to the knowledge variable about savings products. Table 2 Recapitulation of Respondents' Responses.

Table 2. Against Knowledge Variables about the product

No.	Description	Maximum	Earnings	Presentage	Criteria
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		results			
1.	Knowledge of the characteristics of a product				
a.	Knowledge of product characteristics or attributes	500	388	77,6	Good
b.	Consumers see a product based on the characteristics of the product itself.	500	387	77,4	Good
2.	Knowledge of product benefits				
a.	The next product knowledge is about product benefits	500	400	80	Good
b.	Benefits that can be felt by a consumer or buyer physiologically	500	392	78,4	Good
c.	The benefits that can be felt by a consumer about the function of the product	500	370	74	Good
d.	Benefits from psychological aspects (feelings, emotions, and moods)	500	398	79,6	Good
e.	A consumer buys an expensive cellphone as his daily vehicle, then the people around him will judge him as a successful person	500	392	78,4	Good
3.	Knowledge of the satisfaction that the product provides to consumers				
a.	consumers use their products properly	500	380	76	
b.	Errors in functioning can result in a product not being able to function or work properly	500	389	77,8	Good
c.	an explanation of how to use the product is an important requirement	500	407	81,4	Very Good
Amount			3934		

Based on the table above, it is known that knowledge about the product is included in the good category, where the overall value of the respondents' responses reaches an average of 393.4 This shows that the responses, if presented, reach 79%. Thus, it is clear that the respondents' responses to these variables are included in the good category.

### 3.1.3 Consumer purchase decision variables on the Oppo Brand mobile phone Geray in Tasikmalaya Regency.

Consumer purchasing decisions are a process where consumers determine their choices by making a decision to use one of the OPPO brand mobile phone products. Smart companies seek to fully understand the buying decision process of their consumers i.e. all their experiences in learning, selecting, using, and even disposing of products. The buying process has started long before the actual purchase and has an impact on the consequences at a later time. To find out consumer purchasing decisions at the mobile phone OPPO Tasikmalaya outlet, it appears as in the recapitulation of respondents' responses to the consumer purchasing decisions variables.

Table 3. Recapitulation of Respondents' Responses to Consumer Purchase Decision Variables

No.	Description	Maximum results	Earnings
1.	Pearson		
a.	The decision of consumers of Geray mobile phone for the OPPO Brand in Tasikmalaya Regency is due to the attractive offers provided by employees	500	388
b.	The decision of consumers of Geray mobile phone Brand OPPO in Tasikmalaya Regency is due to friendly employees	500	363
c.	The consumer decision of the OPPO brand Geray mobile phone in Tasikmalaya Regency is due to interest in the ability of its employees to convince consumers	500	379
2.	Process		
a.	consumers decide to buy because the process is easy	500	396
b.	The process of buying at the mobile phone Oppo Tasikmalaya outlet can be completed immediately	500	383
c.	The requirements needed are not complicated	500	396
3.	Physical		
a.	Consumers decide to buy because the outlet has a comfortable room	500	388
b.	Consumers decide to buy because they have friendly employees	500	370
c.	Consumers decide to buy because they have supporting facilities	500	398
d.	Consumers decide to buy because employees have skills that are qualified in their fields	500	392
	Amount		3884
	Average		388.4

Based on the table above, it is known that the respondents' responses to the consumer purchasing decision variables are included in the good category, where the overall value of the respondents' responses reaches an average of 388.4. This shows that the response if the percentage reaches 79%. Thus, it is clear that the respondents' responses to these variables are included in the good category.

### 3.2 Analysis

#### 3.2.1 Analysis of the influence of corporate identity on consumer purchasing decisions at the Oppo Brand mobile phone Geray in Tasikmalaya Regency.

Based on the results of the study, it was found that the respondents' responses to corporate identity, which were carried out by Geray mobile phone Brand Oppo in Tasikmalaya Regency, were in the good category. The score obtained from the respondents' responses reached an average of 394.9. This shows that the response if the percentage reaches 80%. Thus, it is clear that the respondents' responses to these variables are included in the good category.

The correlation of the corporate identity variable with consumer purchasing decisions at the Oppo Brand mobile phone Geray in Tasikmalaya Regency is 0.785 at a significance level of 0.000. While the value of the coefficient of determination (KD) or R<sup>2</sup> (Adjusted R Square) is 0.617, indicating that the magnitude of the influence of corporate identity on consumer purchasing decisions is 61.7%, while the remaining 38.3% is influenced by other variables.

Meanwhile, the results of the significance test show that corporate identity has a significant effect on consumer purchasing decisions. This is evidenced by the results of the t-test calculation where t-count is greater than t-table. Thus, the results are significant.

Andri Yani's daughter. In his research entitled Analysis of the Effect of Promotion and Knowledge of Products on Interest Decisions of Prospective Consumers (Study at Bri Syariah Branch Office of Kedotan Bandar Lampung), it was found that promotion had an effect on consumer interest decision making. So, the promotion variable has a partial and significant effect on the interest of prospective consumers in BRI Syariah IB dream savings. And the variable knowledge about the product has a positive effect on knowledge about the product influencing the decision making of consumer interest.

#### 3.2.2 The effect of product knowledge on consumer purchasing decisions on the Oppo Brand mobile phone Geray in Tasikmalaya Regency

Knowledge of service products is included in the good category, where the overall score obtained from the respondents' responses reaches an average of 393.4 This shows that the responses, if presented,

reach 79%. Thus, it is clear that the respondents' responses to these variables are included in the good category.

The strategy of product knowledge with consumer purchasing decisions on the Oppo Brand mobile phone Geray in Tasikmalaya Regency is 0.812 at a significance level of 0.000. While the value of the coefficient of determination (KD) or R<sup>2</sup> (Adjusted R Square) is 0.659, indicating that the magnitude of the influence of product knowledge on consumer purchasing decisions is 61.7%, while the remaining 38.3% is influenced by other variables.

Meanwhile the results of the significance test show that product knowledge has a significant effect on consumer purchasing decisions. This is evidenced by the results of the t-test calculation where t-count is greater than t-table. Thus, the results are significant.

The results of his research entitled Promotion and Product Knowledge on Consumer Decisions to Buy at BRI Syariah Cirebon Branch, showed the results that the factor that had a positive and significant impact on consumer decisions to buy at BRI Syariah Cirebon branch was product knowledge with a level [15].

### **3.2.3 Analysis of the influence of corporate identity and product knowledge on consumer purchasing decisions at the OPPO Brand mobile phone Geray in Tasikmalaya Regency**

Respondents' responses to the consumer purchasing decision variables were included in the good category, where the overall value obtained from the respondents' responses reached an average of 388.4. This shows that the response if the percentage reaches 79%. Thus, it is clear that the respondents' responses to these variables are included in the good category.

Based on the results of SPSS calculations for variables X1, and X2 on variable Y of 0.875 and the coefficient of determination R<sup>2</sup> (R Square) of 0.765, meaning that corporate identity and product knowledge can influence consumer purchasing decisions by 76.50%, while the remaining 23.5% is influenced by another variable.

The results of the f test calculation show that f is larger than f table, meaning that corporate identity and product knowledge can influence consumer purchasing decisions. Research entitled corporate identity and product knowledge on consumer purchasing decisions on BSM Savings Products PT. Bank Syariah Mandiri Simpang Patal Palembang Sub-Branch Office, obtaining the results of consumer purchasing decisions can be explained by two independent variables in the study, namely promotion and product knowledge [16]. While the remaining 18.4% is explained by other variables outside this study which is the contribution of the independent variables other than the two variables in the study.

## **4. CONCLUSION**

Based on the results of research and discussion, it can be concluded several things as follows. (1) Respondents' responses to corporate identity tend to be good, as well as consumer purchasing decisions. The results of the analysis show that there is a significant influence of corporate identity on consumer purchasing decisions. This means that if corporate identity increases, it will be followed by an increase in consumer purchasing decisions. (2) Respondents' responses to product knowledge tend to be good, as well as consumer purchasing decisions. The results of the analysis show that there is a significant effect of product knowledge on consumer purchasing decisions. This means that if knowledge about the product increases, it will be followed by an increase in consumer purchasing decisions. (3) Respondents' responses to corporate identity and product knowledge tend to be good, as well as consumer purchasing decisions. The results of the analysis show that there is a significant influence of corporate identity and product knowledge on consumer purchasing decisions. This means that if knowledge about the product increases, it will be followed by an increase in consumer purchasing decisions.

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