

Analysis Of The Influence Of Product Quality, Lifestyle And Promotional Strategy On The Decision To Purchase Samsung Smartphone Products

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Article's History:

Received 20 Oktober 2023; Received in revised form 12 November 2023; Accepted 28 November 2023; Published 1 Desember 2023. All rights reserved to the Lembaga Otonom Lembaga Informasi dan Riset Indonesia (KITA INFO dan Riset).

Suggested Citation:

Anwar, K., Aprilia, B. N., Durya, N. P. M. A., Hapsari, A. A., & Violin, V. (2023). Analysis Of The Influence Of Product Quality, Lifestyle And Promotional Strategy On The Decision To Purchase Samsung Smartphone Products. JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi). JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 9 (6). 2377-2382.
<https://doi.org/10.35870/jemsi.v9i6.1637>

Abstract:

Today's smartphones are not just a means to fulfill communication needs; they have now become part of the user's lifestyle. Currently, almost every activity and time is spent using a smartphone, such as working, playing, socializing, or carrying out other daily activities. This study intends to examine how lifestyle, marketing, and product quality affect consumers' purchase choices. The basic data used in this study was collected from questionnaires. Using the judgment sampling method, a total of 100 respondents made up the sample. The method of data analysis employs numerous linear regressions. The findings of the study demonstrate that lifestyle significantly affects purchase choices. The high level of lifestyle can be used to explain this influence. Purchase decisions are significantly influenced by promotions. The effect of the significant amount of promotion of 0.000 can be explained. Purchase decisions are significantly influenced by product quality. The impact of the significant degree of product quality of 0.06 can be discussed. The combination of lifestyle, incentives, and product quality has a big impact on buying choices. The substantial level of lifestyle, promotion, and product quality can be used to explain this influence.

Keywords: communication, lifestyle, product quality, promotion, purchase decision.

Introduction

Today's digital environment makes it impossible to separate technology from our daily lives. Technology has advanced quickly over time and is now a crucial component of daily life. Nowadays, technology permeates practically every part of our life. Almost all of the things we do on a daily basis include technology. Telecommunications technology is one branch of technology that plays a significant role in our daily life. Today, the advancement of telecommunications technology is happening quite quickly. This is because humans' need to communicate is increasing. Humans instinctively will always try to communicate with each other. Humans interact with one another to accomplish a variety of tasks, combat feelings of loneliness, express interest, share ideas, and fulfill obligations at work. Telecommunications technology constantly goes through periods of evolution and change as it develops. Earlier forms of communication, such as letters, radio calls, and telegrams, were ineffective and could only transmit information in one direction. However, communication tools have become more useful and simpler to use. Unlike in the past, when we could only use telephones in specific locations, such as at home or in public, we may today use a cellphone anywhere. Even in the current digital era, telecommunications media is becoming increasingly advanced and developing with the existence of smart phones or smartphones (Putra et al., 2022).

Smartphones are internet-enabled telephones that usually provide Personal Digital Assistant (PDA) functions such as calendar, planner, address book, calculator, and note-taking functions. Smartphones have functions like computers, so in the future, it is believed that smartphone technology will eliminate desktop computer technology, especially in terms of accessing data via the internet. In Indonesia itself, the development of smartphones has progressed very rapidly. Based on research conducted by the GFK (Gesellschaft für Konsumforschung) Asia research institute, as reported by The Next Web, in the first quarter of 2014, Indonesia had a smartphone market growth of 68%. The total number of smartphones sold in Indonesia reached 7.3 million units, or two-fifths of total sales in Southeast Asia. This number outperforms other countries in Southeast Asia, such as Vietnam and Thailand, which experienced market growth of 59% and 45% per year, respectively. Indonesia is one of the countries with the largest number of smartphone users in the world. In terms of smartphone usage, Indonesia is sixth in the globe. Only the top 5 nations China, the United States, India, Brazil, and Japan were defeated by Indonesia. According to this information, 47 million active users, or around 14% of all mobile users, are in Indonesia. The data above shows that Indonesia is a potential market for smartphone sales. The high level of smartphone use in Indonesia cannot be separated from the high need of Indonesians for communication. Apart from that, the many other functions offered by smartphones, such as using social media, internet access, music playing, and adequate multimedia content, are also the main reasons why people decide to buy a smartphone compared to other mobile devices (Kasali, 2007).

62% of internet users in Indonesia access the internet using only a smartphone. Apart from that, this research also states that 66% of Indonesians who shop will research products using smartphones before buying. 42% of Indonesians listen to and play music using smartphones, and 59% of Indonesians will search for information at least once a month using their smartphones. Indonesians use smartphones for 189 minutes per day, or more than 3 hours a day. Apart from communication, smartphones are also often used for entertainment activities. For 62 minutes per day, Indonesians use their cellphones for communication, such as calling, sending text messages, and e-mailing. Entertainment activities such as playing games and enjoying multimedia content are also often carried out by Indonesian residents, for an average of 45 minutes per day (Susanti et al., 2022). The other longest activity was fiddling with and understanding newly downloaded applications for 38 minutes per day, followed by internet surfing for 37 minutes per day. Samsung is one company that is both widely used and well-known to the general population. One of the biggest firms in the Indonesian smartphone market right now is the global South Korean company Samsung. It is renowned as one of the businesses that promotes well, and good marketing methods cannot be divorced from its success in dominating the smartphone market. Not only by displaying advertisements on electronic media, the internet, or in mass media, they also often provide incentives for selling their products. Apart from that, they also often hold events to maintain good relations with consumers and attract consumers to buy their products. Apart from that, it is also known as a company that pays attention to the quality of the products it produces (Kotler & Armstrong, 2018). As a company that is experienced in producing various types of products, the company always tries to maintain and improve the quality of the products they have. This also makes consumers feel confident in

choosing the products produced.

Literature Review

The high demand for smartphone products has also made competition between smartphone manufacturers increasingly tight. Smartphone manufacturers are competing to attract consumers to buy their products. One way to attract consumers is by conducting promotions (Salim, 2020). Promotions are a variety of actions used by businesses to showcase the benefits of their goods and convince target customers to purchase them. Because promotions are used to give consumers the knowledge and understanding they need before making judgments about what to buy, their role is crucial. Promotions are also carried out to stimulate consumers to be interested in purchasing the products offered. Promotion can be done in various ways, including by displaying advertisements in mass media, electronic media, or internet media (Pandiangan et al., 2022). In addition, promotions can be carried out through direct marketing, public relations, sales promotions, or personal selling. Manufacturers of smartphones must also produce high-quality goods that live up to consumer expectations in addition to running promotions. In the midst of fierce manufacturer competition, a product's quality is crucial (Schiffman & Kanuk, 2019). A superior product is more valuable than inferior ones. The totality of a product's attributes that depend on its capacity to meet explicit or implicit needs are referred to as its quality. Consumer confidence in a product's selection will increase with product quality. Nowadays, as cellphones advance quickly, a growing number of businesses are entering the market (Pahlawansah et al., 2023). This shows that today's smartphones are not just a means to fulfill communication needs; they have now become part of the user's lifestyle (Tannady & Purnamaningsih, 2023). Currently, almost every activity and time is spent using a smartphone, such as working, playing, socializing, or carrying out other daily activities. Lifestyle is basically how someone spends their time and money (Rembulan et al., 2023). Lifestyle influences a person and ultimately determines a person's consumption choices (Tjiptono, 2018).

Methodology

A smartphone was used as the study's research product. Users using smartphones in the Jakarta region make up the study's population. Some smartphone users who reside in Jakarta served as the study's sample population. The sampling strategy used in this study is a nonprobability sampling strategy. In this study, researchers used judgment sampling as their sample method. The author of this study employed a sample size of 100, which satisfied the prerequisite of 40 sample participants. In this study, the author's main method of data gathering was the distribution of questionnaires. A questionnaire is a method of gathering data in which participants are asked to respond to a series of questions or written comments. Customers who own smartphones were given questionnaires as part of this study. Using previous research, scholarly publications, literature, or the internet, secondary data for this study was gathered. In this study, causal analysis was the chosen analytical approach. The primary goal of causal research is to demonstrate a cause-and-effect relationship or a relationship in which the variables under study both influence and are influenced by other factors. A Likert scale was employed as the measurement scale in this study.

Case studies

According to the respondents' gender classification, there were 58% female respondents and 42% male respondents. This demonstrates that consumers who are female are more interested in owning a smartphone than consumers who are male. According to the respondents' age range, there were 40% of respondents between the ages of 15 and 25, 31% between the ages of 26 and 35, 18% between the ages of 36 and 45, and 11% over the age of 45. This shows that consumers in the 15–25-year-old age range have the largest number compared to consumers in other age groups. This condition cannot be separated from the large number of entertainment media and social media available on smartphones, which can attract the interest of teenage consumers. Based on the latest educational classification, the number of respondents with a junior high school education was 6%, senior or vocational high school was 43%, diploma was 6%, bachelor's degree was 36%, and master or doctoral degree was

9%. This shows that consumers with a high school or vocational school education have the largest number compared to other consumers. As with the age group classification, smartphones have various features that can attract the interest of consumers with a high school or vocational school education, most of whom are teenagers compared to other levels of education. Furthermore, for the proportion of respondents based on type of work, 37% of respondents work as students, 28% of respondents work as private employees, 16% of respondents work as civil servants, 14% of respondents work as entrepreneurs, and 5% of respondents work as housewives. This shows that the largest number of consumers are students in the profession compared to other types of work. Apart from their entertainment media and social media, smartphones also have learning media that can help consumers who are students carry out their duties.

A constant value of 17.3 is indicated by the regression equation. According to this, purchase decisions will remain the same at 17 thousand units if lifestyle, promotion, and product quality variables are taken into account as constants. The lifestyle variable's regression coefficient is 0.18, which indicates that a rise in the lifestyle variable will result in an increase in the purchase decision variable. The promotion variable's regression coefficient is 0.7, which indicates that a rise in the promotion variable will result in an increase in the purchase decision variable. The purchasing decision variable will increase if the product quality variable goes up by one unit, according to the regression coefficient of 0.38 for this variable. The lifestyle, advertising, and product quality independent variables can account for 60% of the dependent variable's purchasing decisions, according to the coefficient of determination (R^2) value of 0.6. While other factors outside the scope of this research model account for the remaining 0.4, or 40%, of the total. It is clear that while the t -table is 1.98, the t -calculated lifestyle coefficient is 2.4. Given that the lifestyle variable has a significant p -value of $0.01 < 0.05$ and because t -count $>$ t -table ($2.4 > 1.98$), H_a is accepted while H_o is denied. Therefore, it can be said that the lifestyle coefficient significantly influences purchase decisions in part. The findings of this study support earlier research titled "The Influence of Lifestyle on Purchasing Decisions on Android-Based Smartphones," which found that lifestyle had a big impact on buying choices. These findings indicate that a person's lifestyle, which includes their hobbies, activities, and attitudes, might have an impact on the choices they make while purchasing purchases.

The t -calculated promotion coefficient is 4.1, while the t -table is 1.98, as can be shown. Given that the promotion variable has a significant p -value of $0.000 < 0.05$ and that t -count $>$ t -table ($4.1 > 1.98$), H_a is approved while H_o is refused. Therefore, it can be said that the promotion coefficient has a major impact on purchasing decisions to some extent. The findings of this study are consistent with earlier research on the impact of 4P on customer purchases of micro-vision projector devices, which found that promotions have an impact on purchases. This outcome can be explained by the fact that a better promotion will persuade customers to purchase the advertised goods more often. Companies can notify customers about the products they are marketing by running promotions. In addition, promotions are used to persuade customers to respond favorably, i.e., make purchases of the products being given, by appealing to their attitudes and preferences in the product selection process.

The t -calculated product quality coefficient is 3.4, while the t -table is 1.98, as can be observed. As a result of the significant product quality variable's p -value of $0.006 < 0.05$ and the fact that t -count $>$ t -table ($3.4 > 1.98$), H_a is approved and H_o is refused. Therefore, it can be said that the product quality coefficient has a substantial impact on purchase decisions to some extent. This outcome can be explained by the fact that more people will be interested in purchasing a product with higher quality. A superior product is more valuable than inferior ones. Customers will be more likely to make purchases as a result of their increased confidence in the goods they are selecting. The F test results can be used to forecast how lifestyle, advertising, and product quality variables would influence purchasing decision variables. The result obtained from computing the f -count value in model 1 is 18.3, while the f -table value is 2.7. With a significance level of $0.00 < 0.05$ and an f -count value of $18.3 >$ an f -table value of (2.7), this regression model can be utilized to predict variables affecting purchasing decisions. Therefore, it may be argued that H_o is refused and H_a is accepted, indicating that the three independent variables lifestyle, promotion, and product quality take into account while making a decision to buy something.

According to the research's findings, lifestyle factors, promotions, and product quality all have a considerable impact on purchasing decisions partially and simultaneously. This demonstrates that corporations must be able to improve lifestyle factors, advertising, and the quality of the products provided if they want to improve consumer purchasing decisions. Companies can pay closer attention to and evaluate consumer lifestyles both in terms of

activities, interests, and opinions in order to improve the lifestyle component. Additionally, businesses must be able to identify these consumers' traits. For example, in the Jakarta area, which has diverse communities with different social classes, of course they will have different lifestyles. This, of course, requires companies to be more careful when producing products that are acceptable to consumers with diverse lifestyles. Apart from that, companies must also be able to increase promotions by being more active in informing and inviting consumers to feel interested in buying the products being marketed. Companies are also required to be more creative in promoting their products. For example, in the Jakarta area, which has many offices, shopping centers, and entertainment centers, companies can open outlets in these locations. Companies can also promote their products by holding events that can attract consumer interest. Additionally, businesses need to be able to raise the caliber of the goods they produce because consumers will value goods with greater caliber more highly. A product with good quality will undoubtedly increase consumers' confidence in using the product, whereas a product with low quality will undoubtedly diminish consumers' trust in the product, which may have an impact on future purchasing decisions.

Conclusion

Purchase selections are somewhat and significantly influenced by lifestyle. The high level of lifestyle can be used to explain this influence. Purchase decisions are somewhat and significantly influenced by promotions. The effect of the significant amount of promotion of 0.000 can be explained. Purchase decisions are somewhat and significantly influenced by product quality. The significant level of product quality can be used to explain this outcome. The combination of lifestyle, incentives, and product quality has a big impact on buying choices. The considerable degree of lifestyle, advertising, and product quality (0.000) can be used to explain this influence. It is recommended that companies create a suggestion box for consumers so that it can become a bridge between consumers and the company, and consumers can submit suggestions or criticisms of the company for further review by the company. For academics, it is hoped that this research can become the basis for research to be carried out in the future. It is known through this research that there are still 44% of more aspects that influence a consumer's purchasing decision, thus those who wish to do further research may include additional variables that can affect purchasing decisions. It is also recommended to look for theories that are relevant to the current situation. Apart from that, it is hoped that further research can use the same research model but on different objects, for example, in other companies or other industries. Apart from that, it would be better for future research to use a larger number of respondents so that more efficient and accurate calculation results can be obtained.

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