

**ANALYSIS THE INFLUENCE OF PRODUCT ATTRIBUTES ON PURCHASE
DECISION IN CHOOSING A SMARTPHONE APPLE IPHONE XR OR SAMSUNG
GALAXY S10**

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Abstract

Smartphone is a communication tool that is currently very popular. One of the well-known smartphones is the Samsung and Apple brands. This brand image is well known because its electronic products are now increasingly recognized by the public through its telecommunication line. Presenting features with flexible and attractive applications, the image of Samsung and Apple is increasingly recognized by the public as companies that have quality telecommunications equipment. The purpose of this study was to find out the measurement of respondents' assessment of product attribute variables (quality, features, brand, design style and service support) in purchasing decisions (Purchasing Decisions). Knowing the effect of product attributes on consumer buying decisions. Find out the differences in product attributes between the iPhone XR and the Samsung Galaxy S10. Knowing the company's strategy in improving purchasing decisions. This type of research uses descriptive and causal. The nature of the research uses quantitative methods. In this study, two variables will be examined in depth, namely product attributes (X) as the independent or independent variable and the dependent or dependent variable, namely the purchase decision or purchase decision (Y). The population in this study are all consumers who are currently using Apple iPhone XR or Samsung Galaxy S10 products. The sampling technique used was a non-probability sampling technique with 100 respondents each with a total of 200 respondents. The data analysis technique in this study used PLS-SEM. The results of this study stated that all product attributes had a positive and significant effect on purchasing decisions for iPhone XR products. Whereas for the Samsung S10, the results of the hypothesis test show that four variables namely Brand Name, Product Feature, Product Quality, Sales Services with a t-value having a value greater than 1.65 and a p-value having a value less than 0.05 then a hypothesis on the four variables can be accepted. And relate positively or have a positive and significant effect. While the hypothesis for the Style Design variable in this study was rejected because the P Value was above 0.05. And behind it is positive but not significant. The author's suggestion is for the Apple company to further improve product quality in terms of superior cameras and reliable performance quality. Meanwhile, the suggestion for the Samsung company is to further highlight an attractive and unique design style.

Keywords: Smartphone, Attributes, Samsung, Apple, Purchase Decision

INTRODUCTION

With the development of technology is able to affect all aspects of human life. The presence of technology is able to make everything impossible come true. No wonder humans work hard to create innovations every year to help humans in their various activities. Therefore, the importance of this smartphone technology for humans to help solve various problems and life needs in a fast and short time.

In first place, there is Samsung which dominates the smartphone market in Indonesia. As of November 2022, Samsung has a market share of 25.75 percent. This figure tends to decrease from last year, in November 2021 where Samsung had a market share of 29.34 percent. Some types of Samsung smartphones that are classified as best sellers are Samsung Galaxy S10, Samsung Galaxy Note 9, Samsung Galaxy A9 and so on.

While Apple's iPhone smartphone only recorded 5.52 percent, up slightly from the May 2018 period which had a *market share of 3.77* percent. This is influenced by various factors, such as the price is relatively expensive, the battery capacity is smaller and does not have an external memory slot. Even so, the iPhone has advantages that other smartphones do not have, such as better performance and camera, safer privacy and *faster software updates*. Some of the best-selling iPhone series are iPhone XR, iPhone XS, iPhone XS MAX and iPhone 8 Plus.

Problem Statement

Based on data on the best-selling smartphone brands in 2022, the choice can be seen that Samsung and Apple smartphones or commonly called iPhones are chosen by many consumers. In the course of Samsung and Apple's business from year to year, along with the development of industry and free trade, there has been a slight decline and increase in sales. Based on the background that has been described the problems that arise from marketing strategies through a marketing approach, to build purchase decisions specifically on Samsung and iPhone products, can be identified as follows:

Based on data from *gs.statcounter.com*, Apple's market share increased from 27.2% to 28.41% in June to October. While in the following month it tends to stabilize again. Although in Q1 it experienced a drastic decline in January to February, the following months tended to be stable. And still in the top position with Samsung against other smartphone vendors. Conversely, Samsung also experienced a decline in Q3, namely November to December by 0.95%, while the previous month Samsung's sales tended to be good and even rose rapidly. So that this affects the consumer's decision to buy an iPhone XR or Samsung Galaxy S10 smartphone. It is necessary to conduct academic research that discusses the influence of product attributes in choosing *iPhone XR or Samsung Galaxy S10* smartphone products on *purchase decisions*.

Library Survey

Understanding Marketing

Marketing is an activity carried out to promote, advertise, sell, and deliver a product or service they have to consumers or companies. Things related to marketing include strategic places (*place*), quality products (*product*), competitive prices (*price*), good promotion (*promotion*), human resources (*people*), business processes or activities (*process*).

According to Kotler (2007), marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products of value to others.

Understanding Marketing Management

According to Kotler and Armstrong (in Priansa, 2017: 4) Marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is beneficial for the company.

According to Suparyanto & Rosad (2015: 1) marketing management is the process of analyzing, planning, organizing, and managing programs that include the concept, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with the target market to achieve company goals.

So it can be concluded that marketing management is the relationship between consumers and sellers that are interrelated with each other to maintain mutually beneficial desires both individually or in groups in carrying out a business activity.

Product Definition

Kotler and Keller (2014: 85) state that products as everything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Products marketed can be physical goods, services, experiences, places, information, ideas, and organizations.

A result of the production process carried out by producers with the aim that it can be resold by consumers to meet daily needs or just fulfill desires. And it's no wonder that most consumers like products with good quality but at relatively cheap prices. So that a lot of producers are competing to present good quality production results but in terms of prices that are very cheap so that they can be reached by the community. So the meaning of the product itself has a broad meaning not only related to the form of goods but can be in the form of services that can meet the needs and desires of consumers.

Understanding Product Attributes

Tjiptono (2015: 103) states that product attributes are product elements that are considered important by consumers and are used as the basis for purchasing decision-making. Product attributes include brand, packaging, warranty (warranty), service and so on. In a product purchase, consumers have the right to decide which product to choose, for example product attributes.

Product attributes are very important for consumers because they can help provide an overview or description of the things needed when buying a product. So product attributes are very important and fundamental not only for consumers but for producers are also very influential as a consideration tool in carrying out marketing strategies to attract consumer interest. The following grouping of product attributes put forward by experts:

According to Kotler and Armstrong (2012: 255) stated that there are several indicators of product attributes, including:

1. Product Quality

Product quality is one of the main *positioning* tools for marketers. Has a direct impact on product performance. Therefore, quality is closely related to value and customer satisfaction including:

Have good product performance, *Have good product reliability*, good *durability*, *Have good perception* (Perceived Quality).

2. Fitur (Product Features)

Product features are a product can be offered in a variety of features, base models, models without any additions, is a starting point. Companies can create higher levels of models by adding more features. Features are a competitive means of differentiating a company's products from competitors' products. Being the first manufacturer to introduce valuable new features is one of the most effective ways to compete.

Some indicators of assessment on consumers are as follows: *Have good product features*, *Have conformity* (Conformance to specification), *Have good operating system features*, *Have different feature characteristics*. For example, such as *Face ID detection*, *Fingerprint*, *AR Emoji*.

3. Gaya Desain (Style Design)

Design has a broader concept than style. The design in addition to considering appearance factors, also aims to improve product performance, reduce production costs, and increase competitive advantages.

Some indicators of assessment on consumers include the following:

Have a good product aesthetic (*Esthetic*), *Have an attractive and elegant product design*, *Have a bright and sharp screen display design*. Simple examples such as *nodes on the screen*, *flip, friendly in hand, not slippery*.

1. Brand Name

Perhaps the most special skill of professional marketers is their ability to build and manage brands. A brand is a name, term, mark, emblem or design, or a combination of these, which indicates the identity of the maker or seller of a product or service. Consumers will view the brand as an important part of the product, and brand designation can add value to a product. Some assessment indicators measured by consumers include:

Products that are easy to remember, Have pride when using the product. For example, on Samsung products there are several series, *namely* Series *A, J, M, N, S*. Where the *S and N series* are Flagship (premium series). The Iphone consists of series 6, 7, 8, X, XR, XS, XS Max.

2. Service Sales

Customer service is another element in a product strategy. A company's offer usually includes several support services, which can be a small part or a large part of the entire offering.

Some assessment indicators measured by consumers include:

The product has a *manual book*, the product has *serviceability* (speed), competence, comfort, ease of repair, and satisfying handling of product complaints. Another example is, when consumers complain about their products, they can directly go to the service center or when they need additional information, they can contact the Call Center through social media with a fast and friendly response from officers.

According to Kotler & Armstrong (2015: 253-254) some of the attributes that accompany and complement the product (product attribute characteristics) are as follows:

1. *Product quality* is the ability of a product to perform its functions. These capabilities include durability, reliability, precision produced, ease of operation and repairability, and other attributes that are valuable to the product as a whole.

2. *Product Features* Product features are a competitive tool to differentiate a company's products against similar products that become competition. Being an early manufacturer that introduces new features that are needed and considered valuable is one effective way to compete.

3. *Product Style* or style solely describes the appearance of a particular product. Style puts forward the outside look and bores people. A sensational style may get noticed and have artistic value, but not always

1. Make certain products perform well. Unlike style, design is not just a look as thin as epidermis, but design goes to the heart of the product. Good design can contribute in terms of the usefulness of the product and also its appearance. Good style and design can attract attention, improve product performance, cut production costs and provide a competitive advantage in the target market. Good style and design will also contribute to the achievement of company goals. Because the superiority of a product is the company's main weapon to survive and achieve goals.

Frame of Thought

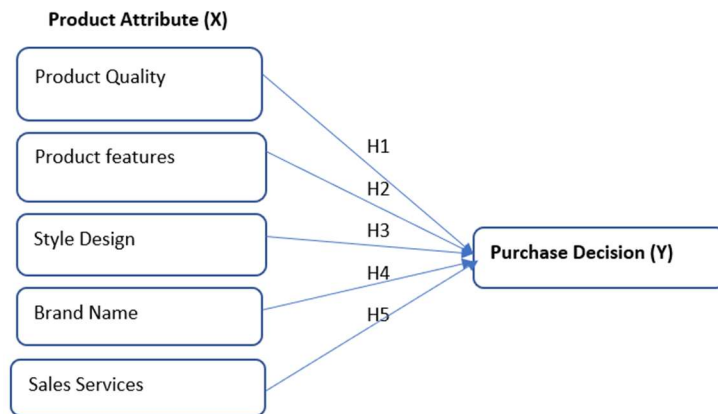


Figure 1 Framework of Thought

Research Hypothesis

The hypothesis of the Purchase Decision study on Apple iPhone XR users is as follows:

H1: Product Quality Positively and Significantly Affects Purchase Decision on Samsung Galaxy S10 Smartphone Purchase

The results of this study show that product quality has a positive and significant effect on purchasing decisions, meaning that if the product quality is higher, it will affect the higher purchasing decisions. (Asih Purwanto, 2008)

H2: Product Feature Positively and Significantly Affects Purchase Decision on Samsung Galaxy S10 Smartphone Purchase

The results of this study show that product features have a positive and significant effect on purchasing decisions, meaning that if product features are higher, they will affect higher purchase decisions. (Asih Purwanto, 2008)

H3: Style Design Positively and Significantly Affects Purchase Decision on Samsung Galaxy S10 Smartphone Purchase

The results of this study show that design style has a positive and significant effect on purchasing decisions, meaning that if the design style is more attractive, it will affect the height of purchasing decisions. (Asih Purwanto, 2008)

H4: Brand Name Positively and Significantly Affects Purchase Decision on Samsung Galaxy S10 Smartphone Purchase

The results obtained from this study show that brand awareness, quality impression, brand association, and brand loyalty both simultaneously and partially have a significant effect on customer confidence. (Sri Wahyuni Astuti, 2008)

H5: Sales Services Positively and Significantly Affect Purchase Decisions on Samsung Galaxy S10 Smartphone Purchases

The results of this study show that Sales Services have a positive and significant effect on purchasing decisions, meaning that if sales service is higher, it will affect the higher purchasing decisions. (Asih Purwanto, 2008)

The hypothesis of the Purchase Decision study on Apple iPhone XR users is as follows:

H1: Product Quality Positively and Significantly Affects Purchase Decision on Apple iPhone XR Smartphone Purchase

The results of this study show that product quality has a positive and significant effect on purchasing decisions, meaning that if the product quality is higher, it will affect the higher purchasing decisions. (Asih Purwanto, 2008)

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The results of this study show that product features have a positive and significant effect on purchasing decisions, meaning that if product features are higher, they will affect higher purchase decisions. (Asih Purwanto, 2008)

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The results of this study show that design style has a positive and significant effect on purchasing decisions, meaning that if the design style is more attractive, it will affect the height of purchasing decisions. (Asih Purwanto, 2008)

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The results obtained from this study show that brand awareness, quality impression, brand association, and brand loyalty both simultaneously and partially have a significant effect on customer confidence. (Sri Wahyuni Astuti, 2008)

H5: Sales Services Positively and Significantly Affect Purchase Decisions on Apple iPhone XR Smartphone Purchases

RESEARCH METHODS

This research is quantitative, namely research by collecting related data in the form of numbers then processed and analyzed to get conclusions in the form of information that supports this research. The data obtained from the study was the answer to the respondent's questionnaire and then processed in the form of numbers based on the Likert scale. This type of research uses descriptive and causal research. Descriptive research is a study that aims to explain or describe phenomena that occur today according to scientific procedures to answer facts actually and

validly. The information studied is the influence of product attributes on the purchase decision (*Purchase Decision*) in choosing an *iPhone XR* or *Samsung Galaxy S10* smartphone.

DISCUSSION OF RESEARCH RESULTS

iPhone XR

Based on the results of hypothesis testing from this study, the coefficient value of the H1 path is 0.256 and has a positive sign. In addition, the acquisition of a statistical T value of 2.944 and a P value of 0.003. The value of the coefficient is positive and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H1(0) is rejected and H1(1) is accepted. The results obtained show that *Product Quality* has a positive influence on *Purchase Decisions*.

The value of the coefficient of the H2 path is 0.211 and is marked positively. In addition, the acquisition of a statistical T value of 2.257 and a P value of 0.024. The value of the coefficient is positive and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H2(0) is rejected and H2(1) is accepted. The results show that *Product Features* have a positive influence on *Purchase Decision*.

The value of the coefficient of the H3 path is 0.165 and is marked positively. In addition, the acquisition of a statistical T value of 1.991 and a P value of 0.047. The value of the coefficient is positive and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One-Tailed) it can be stated that H3(0) is rejected and H3(1) is accepted. The results obtained show that *Style Design* has a positive influence on *Purchase Decision*.

The value of the coefficient of the H4 path is 0.255 and is marked positively. In addition, the acquisition of a statistical T value of 2.89 and a P value of 0.004. The value of the coefficient is positive and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One-Tailed) it can be stated that H4(0) is rejected and H4(1) is accepted. The results obtained show that *Brand Name* has a positive influence on *Purchase Decision*.

The value of the coefficient of the H5 path is 0.198 and is marked positively. In addition, the acquisition of a statistical T value of 2.256 and a P value of 0.024. The value of the coefficient is positive and the value of statistical T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H5(0) is rejected and H5(1) is accepted. The results obtained show that *Sales Service* has a positive influence on *Purchase Decisions*.

Samsung S10

Based on the results of hypothesis testing, the coefficient value of the H6 path is 0.177 and is marked positively. In addition, the acquisition of a statistical T value of 2.140 and a P value of 0.032. The positive value of the coefficient and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H6(0) is

rejected and H6(1) is accepted. The results obtained show that *Product Quality* has a positive influence on *Purchase Decisions*.

The value of the coefficient of the H7 path is 0.201 and is marked positively. In addition, the acquisition of a statistical T value of 2.847 and a P value of 0.004. The positive value of the coefficient and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H7(0) is rejected and H7(1) is accepted. The results show that *Product Features* have a positive influence on *Purchase Decision*.

The value of the coefficient of the H8 path is 0.154 and is marked positively. In addition, the statistical T value is 1.936 and the P value is 0.053. The value of the coefficient is positive and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H8(0) is accepted and H8(1) is rejected. The results obtained show that *Style Design* has a positive influence on *Purchase Decision*.

The value of the coefficient of the H9 path is 0.237 and is marked positively. In addition, the acquisition of a statistical T value of 2.52 and a P value of 0.012. The value of the coefficient is positive and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H9(0) is rejected and H9(1) is accepted. The results obtained show that *Brand Name* has a positive influence on *Purchase Decision*.

The coefficient value of the H10 path is 0.306 and is marked positively. In addition, the acquisition of a statistical T value of 3.777 and a P value of 0.000. The positive value of the coefficient and the statistical value of T is greater when compared to the table T (1.645), then at a confidence level of 5% (One Tailed) it can be stated that H10(0) is rejected and H10(1) is accepted. The results obtained show that *Sales Service* has a positive influence on *Purchase Decision*.

CONCLUSIONS AND SUGGESTIONS

Conclusion

For the iPhone XR, based on the hypothesis test in this study, using a significant level level of 0.05 or 5%. The results of the hypothesis test show that all t-values *have a value greater than 1.65 and p-values* have a value smaller than 0.05 so all hypotheses in this study can be accepted. All path *coefficient* values are between 0-1 so all relationships are positive or have a positive effect. This study used a *one-tailed test type*.

As for the Samsung S10, the results of the hypothesis test show that four variables namely Brand Name, Product Feature, Product Quality, Sales Services with *t-value has a value greater than 1.65 and p-value* has a value smaller than 0.05 then the hypothesis on the four variables can be accepted. And the relationship is positive or has a positive and significant effect. While the hypothesis for the Style Design variable in this study was rejected because the P Value value was above 0.05. And the relationship is positive but not significant.

Suggestion

The results of this study state that all product attributes have a positive and significant effect on the purchase decision of *iPhone XR products*. As for *Samsung S10*, the results of the hypothesis test show that four variables namely Brand Name, Product Feature, Product Quality, Sales Services with *t-value* has a value greater than 1.65 and *p-value* has a value smaller than 0.05 then the hypothesis on the four variables can be accepted. And the relationship is positive or has a positive and significant effect. While the hypothesis for the Style Design variable in this study was rejected because the P Value value was above 0.05. And the relationship is positive but not significant.

Practical advice

The author advises the Apple company to further improve product quality in terms of camera and performance while the advice for the Samsung company is to further improve the attractive design style. The results of this study are expected to be used as a reference to consumers about the specifications owned in smartphone product attributes so as to facilitate consumers in making decisions. In addition, this study can also be used as a reference for the next researcher.

Theoretical Advice

Based on the results of the study, the suggestions for the next researcher are as follows:

1. Researchers are then expected to be able to choose other objects to be researched such as Oppo, Vivo, Xiaomi or others so that they can find out the results of different studies.
2. This study used *smartphone* products to be researched. Further research is expected to select other products for research.
1. This study used quantitative methods. Further research is expected to use a *mix method* where the research uses quantitative data reinforced by qualitative data from observations.

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