

Testing the Product Quality, Brand Ambassador, Product Design and Lifestyle against the *OPPO* Smartphone Purchasing Decision

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Abstract:

This research is motivated by the smartphone market which is increasing and more and more is interested in smartphone products, so that it becomes one of the backgrounds of *Oppo* smartphones to take part in enlivening the smartphone market. The purpose of this study was to determine the effect of product quality, brand ambassadors, product design and lifestyle on purchasing decisions for the *Oppo* smartphone. The research method used is quantitative research methods. The determination of the samples number are using Rao Purba formula and obtained a sample of 96 respondents. The results show that there is a positive and significant influence between product quality, brand ambassadors, product design and lifestyle on purchasing decisions for *Oppo* brand smartphones.

Keywords:

product quality, brand ambassadors, product design, lifestyle, purchasing decisions

JEL: A10, A11, A19

INTRODUCTION

In the current era of globalization, the development of smartphone technology and communication is growing rapidly. Smartphones are very important for daily life; therefore smartphones are no longer a tertiary need but have become a secondary need.

Smartphones are often also called smart telephones because they can support the application of technological developments, especially the internet. Smartphone users in Indonesia are increasing every year which can be seen from the data released by the ministry of communication and informatics that in 2016 smartphone users amounted to 65.2 million, in 2017 amounted to 74.9 million, in 2018 amounted to 83.5 million, and in 2019 amounting to 92 million (katadata.com).

Kompas.com said that one of the cities in Central Java that has great potential in selling *Oppo* brand smartphones is the city of Solo because the first *Oppo* brand smartphone launched a new product in 2018 sales in Solo really helped in sales growth because it showed an increase of 2% - 4% from the previous sales figure of 89,100. In addition, in Solo, there is also a large smartphone retail market center, namely Matahari Singosaren, which has many *Oppo* counters.

LITERATURE REVIEW

Product Quality

Product quality is a hallmark of products and services aimed at providing satisfaction and community needs, Kotler (2005). Product quality is the way the company gives special characteristics to each product so that people are able to remember and recognize the product, Schiffman and Kanuk (2007).

Brand Ambassador

Brand Ambassador is someone (an artist) who is appointed by the company to introduce their products to the public with the aim of attracting the public to be influenced to buy it, Royan (2004). Brand Ambassador is one of the strategies used by companies to market their products to the public/society with the aim of increasing sales, Greenwood (2012).

Product Design

Product design is a modification in creating innovative forms of products that can be seen from the colors and models, (Geri and Yuniarinto: 2012). Product design is all the features possessed by the product that can affect its existence. (Kotler and Keller: 2009

Lifestyle

Lifestyle is a person's behavior in everyday life. For the economic side, lifestyle is one's behavior in managing finances and allocating time, the Big Indonesian Dictionary (2008). Lifestyle is human behavior that shows its interests, activities and opinions, Kotler and Keller (2012).

Purchasing Decisions

Consumer purchasing decisions are the final actions taken by consumers, (Ginting: 2011). Purchasing decision is the final decision making process that clearly decides consumers to buy, (Armstrong and Kotler: 2015).

Theoretical Framework

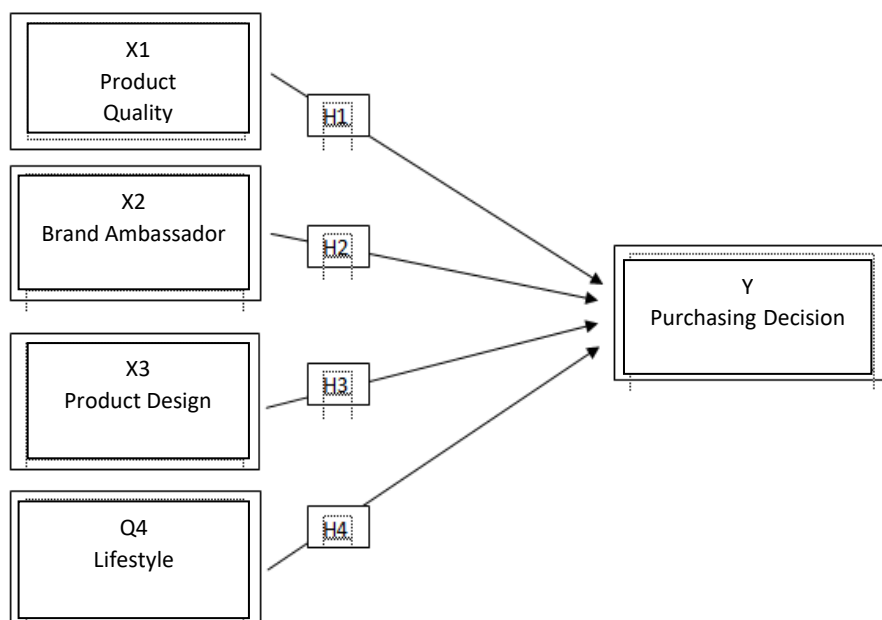


Figure 1. Theoretical Framework

Hypothesis

Based on the theory and theoretical framework, hypothesis can be formulated as follows:

- a. H1: Product quality has a positive and significant influence on purchasing decisions for *Oppo* smartphone products.
- b. H2: Brand Ambassador has a positive and significant influence on purchasing decisions for *Oppo* smartphone products.
- c. H3: Product Design has a positive and significant effect on purchasing decisions for *Oppo* smartphone products.
- d. H4: Lifestyle has a positive and significant influence on purchasing decisions for *Oppo* smartphone products.

METHODOLOGY

This research uses quantitative methods. The retrieval of Solo community who use *Oppo* smartphones. The sample used was 96 respondents.

RESULT AND DISCUSSION

Data Instrument Test

Validity test, the multiple regression models is declared valid because r_{count} greater than r_{table} (0.1689). In the reliability test, the results are declared reliable because the Cronbach alpha value of each variable > 0.6

Classic assumption test

In the normality test results, the results of the Kolmogorov-Smirnov test analysis show that the Sig (2-tailed) value $>> 0.05$ so that it is said to be normal. In the heteroscedasticity test the results are all independent variables do not occur heteroscedasticity because the value of Sig < 0.05 . In the multicollinearity test the results are all independent variables do not occur multicollinearity because the VIF value < 10 or Tolerance value ≥ 0.10 .

Multiple Regression Analysis

Based on the calculations the following results are obtained:

$$Y = -7.221 + 0.196X_1 + 0.399X_2 + 0.292X_3 + 0.321X_4$$

A constant value of -7,221 means that if the purchase decision level (Y) without the product quality variable (X1), brand ambassador (X2), product design (X3) and lifestyle (X4) will be negative or the purchase decision will decrease. The regression coefficient value of the product quality variable of 0.196 has a positive coefficient sign meaning that each increase in the value of the product quality variable will increase the value of the purchase decision by 0.196. The regression coefficient value of the brand ambassador variable of 0.399 has a positive coefficient sign meaning that every increase in the value of the brand ambassador variable will increase the value of the purchasing decision by 0.399. The regression coefficient value of the product design variable of 0.292 has a positive coefficient sign meaning that every increase in the value of the product design variable will increase the value of the purchase decision by 0.292. Lifestyle variable regression coefficient value of 0.321 has a positive coefficient sign meaning that every increase in the value of lifestyle variables will increase the value of purchasing decisions by 0.321.

t test

The test results partially showed that product quality, brand ambassador, product design, lifestyle have a significant effect on purchasing decisions. This is showed that $t_{count} > t_{table}$ (1.986) and the significance level < 0.05 .

Coefficient of determination Test

Based on the Adjusted R Square value of 0.719 this shows the variable quality of the product, brand ambassador, product design and lifestyle has an influence on the purchase decision variable of 71.9% and 28.1% influenced by other variables not discussed in this research.

Discussion

The test results show that product quality has a positive and significant effect on purchasing decisions on *Oppo* brand smartphone consumers in Solo, so the higher the product quality, the higher purchasing decisions for *Oppo* brand smartphones. With the quality of smartphone products such as a good self-camera, smartphone that is easy to operate, three-finger screenshots, and the presence of a service center that can be used by consumers to improve the smartphone it directly has a positive impact on purchasing decisions, so it can be concluded that the majority of Solo people buy *Oppo* brand smartphone because of the good quality. The results of this study are in accordance with research by Kurnia, Djumali and Istiqomah (2016), Erlina (2017) which states that product quality has a positive and significant effect on purchasing decisions.

The test results show that brand ambassadors have a positive and significant effect on purchasing decisions on *Oppo* brand smartphone consumers in Solo, so the higher the brand ambassadors, the higher purchasing decisions of *Oppo* brand smartphones. Brand ambassadors who are able to convey information properly and clearly can be important values for consumers to buy *Oppo* brand smartphone products. This shows that the majority of Solo community buy *Oppo* brand smartphones because their brand ambassadors are very clear and experienced, so people trust *Oppo* brand smartphone products. The results of this study are consistent with the research of Yusiana and Maulida (2016) which states that the brand ambassador variable and the purchase decision variable can be approved by consumers.

The test results show that product design has a positive and significant effect on purchasing decisions on *Oppo* brand smartphone consumers in Solo, so the higher the product design, the higher the purchase decision for *Oppo* brand smartphones. With the product design that is increasingly developing innovative and in accordance with consumer desires such as elegant product design, the number of color variants, products that are not easily damaged and products that have special characteristics in each model or type so that product design will influence the purchasing decisions of brand smartphones *Oppo* especially in Solo. The results of this study are consistent with research by Wulandari (2017), Achidah, Warso and Hasiolan (2016) which revealed that product design has a positive and significant effect on purchasing decisions.

The test results show that the quality of the product has a positive and significant effect on the lifestyle of *Oppo* brand smartphone consumers in Solo, so that the higher the lifestyle, the higher the decision to buy an *Oppo* smartphone. The current lifestyle model is very influential on the decision to purchase a product; in this study the solo community believes that a good smartphone helps consumers in their work or daily activities. People who use *Oppo* brand smartphones feel confident when using *Oppo* brand smartphones as a means of communication or photo media. The results of this study are consistent with research conducted by Tarigan (2016), Wijaya, Sunarti and Pangestuti (2018) who state that lifestyle has a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the results of research that has been done it can be concluded that product quality, brand ambassadors, product designs, lifestyles have a significant positive effect on purchasing decisions for *Oppo* smartphones.

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