

PRODUCT QUALITY, PRODUCT DESIGN, AND BRAND IMAGE INFLUENCE ON THE DECISION TO PURCHASE A REALME SMARTPHONE IN PADANG CITY

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Abstract: This study aims to empirically examine the influence of product quality, product design, and brand image on realme smartphone purchase decisions. This study is quantitative and uses primary data obtained through questionnaires. The population of this study is the entire consumer of realme smartphone users in Padang City. Sampling technique is purposive sampling. A sample of 150 respondents was obtained. Data analysis with the help of SPSS software version 26. The results of this study showed that the quality of the product has a partial influence on the purchase decision, the design of the producer has a partial influence on the decision of the purchaser, and the The image of the brand has no influence in part on the purchasing decision

Keywords: *Product Quality, Product Design, Brand Image, Purchase Decisi*

INTRODUCTION

In today's rapidly developing digital era, smartphones have become an important device in everyday life. Its function is not only limited to a communication tool, but also as a tool to access information, social media, entertainment, and much more. This has created fierce competition in the smartphone market, with a variety of brands and models available to consumers.

One smartphone brand that has received significant attention is Realme. Realme is a brand that originates from China and was launched in 2018. In recent years, Realme has succeeded in winning the hearts of consumers in various global markets, including the city of Padang, Indonesia. Product quality, product design and Realme brand image are several factors that have influenced consumer purchasing decisions in Padang City.

Product quality is an important aspect that influences consumer purchasing decisions. Product quality

refers to the extent to which Realme smartphones meet consumer expectations in terms of performance, durability and reliability. Consumers in Padang City, like in other cities, have high expectations for the products they buy. They want a smartphone that not only functions well, but is also durable and of good quality.

According to Kotler and Keller, (2018) product quality is "the level of conformity between the physical characteristics and quality of the product expected by customers and the actual product characteristics." Therefore, good product quality can increase consumer confidence and influence their purchasing decisions.

Apart from product quality, product design also has a significant role in influencing consumer purchasing decisions. Product design includes the physical aspects of the smartphone, such as appearance, size, weight and aesthetics. An attractive and ergonomic design can attract consumers and make them feel proud when using a Realme smartphone. Apart from

that, product design also reflects the user's lifestyle and personality.

Design is the process by which we shape the universe around us to suit ourselves. Therefore, product design that suits consumer preferences can play an important role in generating positive purchasing decisions (Kotler and Keller, 2018)

Realme's brand image is another factor that cannot be ignored. Brand image includes the brand's reputation, company image, and how the brand is seen by the public. Realme has succeeded in building a strong brand image as a brand that is affordable but still provides high quality products. A positive brand image can increase consumer trust and motivate them to choose Realme smartphones over other brands.

According to Kotler and Keller, (2018) Brand image is the perception that consumers obtain from a brand, as a result of their experience and contact with the brand in various forms. Therefore, a strong brand image can shape consumers' beliefs about products and influence their purchasing decisions.

In the context of Padang City, where competition in the smartphone market is increasingly fierce, understanding the influence of product quality, product design and Realme brand image on consumer purchasing decisions is very important. In-depth research on this topic will help Realme and other stakeholders to identify factors that need improvement and understand consumer preferences in this region. Apart from that, the results of this research can also provide valuable insights for other technology companies operating in Padang City and the surrounding area.

Through this research, it is hoped that it will reveal how product quality, product design and Realme brand image influence consumer behavior in choosing a smartphone, so that it can provide

strategic guidance to increase Realme's competitiveness in the city.

LITERATURE REVIEW

According to Schiffman and Kanuk (2015), purchasing decisions are a type of reliability where someone is persuaded to make a purchase by choosing more than one good or service, and there must be choices available when making a purchasing decision.

Kotler and Armstrong (2015) emphasize that consumers' decisions to buy or not buy a product are based on their desires. A general consideration for buyers when purchasing a good or service is whether the quality of the product is known to the general public.

According to Kotler and Armstrong (2017), purchasing decisions are a step in identifying purchasing decisions that consumers will almost certainly make a purchase. Purchasing decisions are based on previously available information and can be used by consumers as consideration. Meanwhile, according to Karimi et al., (2018), when a product is purchased several details related to the product influence the buyer's perception. The information above will inevitably influence every consumer decision that is being made regarding the purchase of a particular product.

According to Kotler and Keller (2018), the structure of purchasing decisions made by consumers is: (1) Product Selection; Consumers may have a desire to buy goods or use their money for other purposes. In this situation, the company must show consideration to everyone who wants to buy its products. (2) Election Brand; Consumers must have knowledge about the source of the goods they want to buy. Every person has unique differences. In this situation, companies must understand how consumers choose certain products. (3) Purchase Channel Selection; Consumers must have knowledge about which dealer to introduce. Each consumer is unique in terms of dealer triggers, and this is caused by

various factors, including proximity to the store, affordable prices, quality of product packaging, friendliness regarding shopping, atmosphere of the establishment, and others. (4) Purchase Time; Consumer buying habits can vary depending on their needs, for example, some buy every day, every other day, every other day, even every month. (5) Payment method; Consumers must have knowledge about how to pay for purchased goods, whether by cash or credit card. In this situation, companies need to understand customer concerns over payment methods.

Kotler and Keller (2018) state that the factors that influence purchasing decisions consist of:

1. Cultural Factors, culture has the strongest and most comprehensive influence on purchasing premises. Marketers need to understand how buyers' cultures, subcultures, and social groups operate.
2. Social Factors, social factors which include the consumer's social position, reference group, family, and role will have an impact on the decision making process.
3. Personal Factors, Purchasing decisions are also influenced by age and Stage of the Purchasing Life Cycle, Work and Economic Environment, Nursing, Principles of Independence, and Style and Values.
4. Psychological Factors: A person's purchasing choices are also influenced by psychological factors, namely motivation, perception, learning processes, as well as beliefs and attitudes.

Kotler and Keller (2018) product quality is defined as the number of product or service attributes that enable it to meet explicit or implicit needs. Every business that seeks to meet the demands and desires of its customers will strive to provide high quality goods, which is demonstrated by the core of the product as well as its external features (design). Therefore, a

product must have advantages over competing goods, one of which is the quality of the product. One of the foundations for obtaining consumer satisfaction is product quality.

Kotler and Armstrong (2014), product quality is the ability of a product to perform its function, this includes the overall durability, reliability, accuracy, ease, operation and repair of the product, as well as other product attributes.

According to Schiffman and Kanuk (2010) in Rahmiyatul et al., (2023) Product quality is the capacity of a business to provide a unique identity or characteristic to each of its products so that customers can easily identify the product.

Product quality relates to the ability of a product to carry out its intended purpose to the highest degree. Based on product quality, it has a value that can satisfy consumers both physically and psychologically. In essence, the aim of creating, producing and distributing goods and services is to fulfill client or consumer demand (Assauri, 2015).

Based on the definitions above, it can be concluded that product quality is the ability of a company to provide characteristics to each product so that consumers recognize it.

Several product characteristics or attributes that cause consumers to hesitate in making purchases include Kotler and Armstrong (2016): (1) Product shape, (2) The size, (3) Uses, (4) Suitability and need, (5) Its durability, (6) Product maintenance requirements

Kotler and Keller (2018) define product design as all product elements that have the potential to influence its existence. One of the elements that makes a product attractive is its design, and design will be the best technique for positioning the product in marketing activities.

Design is also seen as a management tool to evaluate the results of activities and developments carried out before becoming a strategy that will be carried out by producers

in terms of producing products that will be marketed. Kotler and Keller (2016) define that product design refers to all aspects that influence how a product looks to consumers, is felt by them, and performs for them.

Reven & Ferdinand, (2017) clarifying that product design is one of the features that increases usability and value for consumers who then realize the benefits. Agustine (2017), product design teaches how to create products that meet human needs while still considering the aesthetic, functional and user-friendly qualities of the final product.

Kotler and Armstrong (2014:254) in Nofrianto et al., (2022) emphasizes that product design is an idea that goes beyond style. Style is limited to the appearance of the product. Style can be attractive or unattractive. While sensational styling may attract attention and provide a beautiful appearance, it does not actually improve the product's performance. Unlike style, design is the core of the product—not just the outside.

Brand image presents all relevant opinions about the product and is based on previous knowledge and experience with the product. According to Kotler, "brand image" is a "reflection of associations" that are "retained" in the minds of consumers and represent the vision and beliefs in the hearts of consumers. According to Kotler and Keller (2016), Brand Image is the perception and key beliefs that consumers have, such as associations, which are stored and planted in the minds of consumers, which are always ignored the first time they hear a slogan and are embedded in the minds of consumers.

Kotler and Armstrong (2017) brand image is an important idea about brands today. The brand image is a representation of all opinions that have ever been expressed about meek, as well as all information that has existed about meek in the past.

Based on the definition of brand image given above, it can be concluded that brand image is a collection of opinions that consumers have about a particular product expressed in their own words. Therefore, the main goal of all advertising is to create a positive consumer perception of certain goods and services. This makes it easier for consumers to make purchases.

According to Kandampully, the company image consists of two main components (Fristiana, 2012) that is : (1) Functional, where company characteristics can be easily evaluated and collected. (2) Emotional, such as feelings, behavior and beliefs that a person has towards the company. This component is the result of accelerated learning by consumers while they work with the company.

METHOD

The population of this research is all realme smartphone users or buyers in Padang City. The sampling technique uses a purposive sampling technique where sample selection will be carried out with consideration according to the criteria set by the researcher, such as having purchased a realme smartphone, being 17 years old or above, and residing in Padang City. The sample obtained was 150 respondents

Descriptive analysis is used to describe or describe a collection of data or the results of data observations, grouping data, determining values and statistical functions. In other words, descriptive analysis is a phase that discusses description and description, including presenting data in a frequency distribution table and calculating the level of respondent achievement (TCR). The TCR calculation aims to determine the level of achievement of a research variable which is measured based on the answers given by respondents.

RESULT AND DISCUSSION

There were 150 questionnaires distributed to all realme smartphone users, where all questionnaires were returned by the respondents.

Validity testing is carried out using the Construct model or called factor validity testing. In contrast validity testing, each statement item is valid if in the factor loading table each variable is represented by a factor loading coefficient value >0.45.

From the results of testing the purchasing decision variables, product quality, product design, and brand image, it is found that each statement item has a coefficient value above 0.45 and is declared valid.

Reliability testing can be done with Cronbach alpha, to state that a variable can be said to be reliable if the Cronbach alpha value is greater than 0.70.

From the results of testing the purchasing decision variables, product quality, product design and brand image, there were Cronbach alpha results greater than 0.70. In other words, all statement items used have stability and consistency in measuring each research variable, so that all variables used in research can be used in the next stage of data processing.

The results of descriptive analysis testing show that the average purchase decision score is 3.85 with a percentage of 77.0%. This can be interpreted that consumers who decide to buy a realme smartphone in Padang City are in the quite good category.

The results of descriptive analysis testing show that the average product quality score is 3.95 with a percentage of 79.0%. This can be interpreted as saying that the quality of realme smartphone products used by consumers is in the quite good category.

The results of descriptive analysis testing show that the average product design score is 3.90 with a percentage of 78.0%. This can be interpreted as saying that the realme smartphone product design

used by consumers is in the quite good category.

The results of descriptive analysis testing show that the average product design score is 3.93 with a percentage of 78.6%. This can be interpreted as saying that the brand image of the realme smartphone that consumers know is in the quite good category.

The F test shows whether all the independent variables in the research have a simultaneous influence on the dependent variable. With a significant value of $F_{count} > F_{table}$ greater than 0.05, H_0 is accepted and H_a is rejected and vice versa (Ghozali, 2016).

Table of F Test Results

Model	F count	Sig.
The Influence of Product Quality, Product Design and Brand Image on Purchasing Decisions	74,112	0,000

Based on the test results above, it can be seen that the F test results obtained a calculated F value of 74.112 with a significant value of 0.000 or less than 0.05. These results can be interpreted that the variables Product Quality, Product Design and Brand Image have a stimulus effect on the Realme Smartphone Purchase Decision in Padang City.

The T test shows how far the influence of an independent variable has on the dependent variable (Ghozali, 2016). This test was carried out using a significant value of 0.05.

Table 1. Test Results Table

Constants and Independent Variables	Regression Coefficients	T count	Sig.	Information
Constant (a)	3,856	3,588	0,000	-
Product Quality (X1)	0.309	5,804	0,000	H1 Accepted
Product Design (X2)	0.156	2,064	0,041	H2 Accepted

Brand Image (X3)	0.133	1,41 7	0.14 3	H3 Rejected
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Based on the table, the results of hypothesis testing can be explained as:following:

1. The Product Quality variable (X1) has a regression coefficient value of 0.309 and t count of 5.804 and a significant value of 0.000 (smaller than 0.05). This finding can be interpreted as meaning that product quality influences purchasing decisions for Realme smartphones in Padang City. Thus the first hypothesis (H1) can be accepted.
2. The Product Design variable (X2) has a regression coefficient value of 0.156 and t count of 2.064 and a significant value of 0.041 (smaller than 0.05). This finding can be interpreted as meaning that product design influences purchasing decisions for Realme smartphones in Padang City. Thus the second hypothesis (H2) is accepted.
3. The Brand Image variable (X3) has a regression coefficient value of 0.133 and t count of 1.471 and a significant value of 0.143 (greater than 0.05). This finding can be interpreted as meaning that brand image has no influence on purchasing decisions for Realme smartphones in Padang City. Thus the third hypothesis (H3) is rejected.

The results of the descriptive analysis reveal that the product quality provided by realme smartphones to users is in the quite good category. This is proven by obtaining an average score for the product quality variable of 3.95 with a TCR of 79.0%. Meanwhile, purchasing decisions for realme smartphones are classified as quite good, as evidenced by the average score for the purchasing decision variable being 3.85 with a TCR of 77.0%.

Based on the results of testing the first hypothesis, it can be concluded that product quality influences realme smartphone purchasing decisions. This explains that the product quality on realme smartphones will influence consumer interest in making purchasing decisions.

The findings of this research are in line with or supported by several previous studies such as(Fera & Pramuditha, (2021)who found that product quality had a positive effect on purchasing decisions. Other research conducted byMartini et al., (2021)also found that product quality has a positive effect on purchasing decisions. Likewise with research conducted byDoni et al., (2021)found that product quality has a positive effect on purchasing decisions.

The results of the descriptive analysis reveal that the product design provided by realme smartphones to users is in the quite good category. This is proven by obtaining an average score for the product quality variable of 3.90 with a TCR of 77.8%. Meanwhile, purchasing decisions for realme smartphones are classified as quite good, as evidenced by the average score for the purchasing decision variable being 3.85 with a TCR of 77.0%.

Based on the results of testing the second hypothesis, it can be concluded that product design influences realme smartphone purchasing decisions. This explains that an attractive product design will influence consumer interest in making purchasing decisions

This finding is in line with or supported byDoni et al., (2021)who found that product design influences purchasing decisions. Other research conducted byNofrianto et al., (2022)that product design influences purchasing decisions. Likewise with research conducted by Handayani andDwi Handayani & Kurnianingsih, (2021) found that product design influences purchasing decisions.

The results of the descriptive analysis reveal that the brand image provided by realme smartphones to users is

in the quite good category. This is proven by obtaining an average score for the brand image variable of 3.93 with a TCR of 78.6%. Meanwhile, purchasing decisions for realme smartphones are classified as quite good, as evidenced by the average score for the purchasing decision variable being 3.85 with a TCR of 77.0%.

Based on the results of testing the third hypothesis, it can be concluded that brand image has no influence on realme smartphone purchasing decisions. This explains that the brand image on realme smartphones does not influence consumers' interest in making purchasing decisions

The findings of this research are in line with or supported by several previous studies such as Maupa, H. (2019) which found that brand image has no effect on purchasing decisions. Other research conducted by Nasution et al., (2020) also found that brand image has no effect on purchasing decisions. Likewise with research conducted by (Wowor et al., 2021) found that brand image has no effect on purchasing decisions.

CONCLUSIONS AND SUGGESTION

Based on the results of research on product quality, product design and brand image on purchasing decisions, the following conclusions can be drawn: (1) Product quality influences the decision to purchase a realme smartphone in Padang City, (2) Product design influences realme smartphone purchasing decisions in Padang City, (3) Brand image does not influence the decision to purchase a realme smartphone in Padang City

The realme company is expected to improve the quality of their products. Considering that product quality is one of the variables that consumers consider when deciding to purchase a smartphone. The better the product quality, the higher the level of purchasing decisions. The realme company is expected to improve their product design from fairly good to very

good condition with product designs that are always up to date and comfortable for consumers to use for the future.

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