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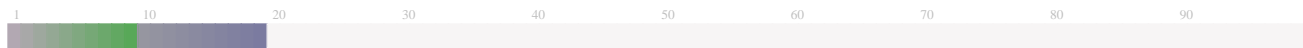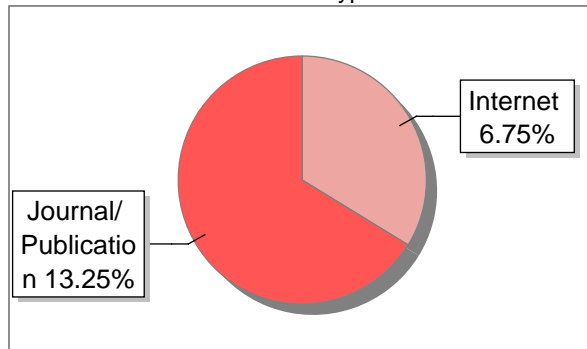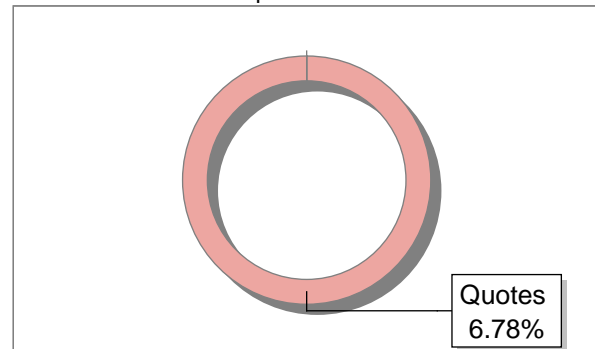
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The Effect of Motive, Product Quality, Price Perception and Brand Image toward Buying Decision Process Suzy Widyasari, Ali Maskur, Mulyo Budi Setiawan, Try Sugiarto Management Department, Economics & Business Faculty Stikubank University Semarang, Indonesia suzy@edu.unisbank.ac.id Abstract—This purpose of this study is to analyze the effect of motive, product quality, price perception and brand image toward buying decision process of Samsung smartphone. The population in this study were consumers who made a purchasing of Samsung smartphone in Semarang, Indonesia. The number of samples studied were as many as 100 people were selected as respondents using convenience sampling technique. Data collection methods used in this study was questionnaire filed out by respondents. The analysis method used in this study was multiple linear regression to examine the effect of motive, product quality and price perception toward buying decision process. The finding of this research showed that as partially motive, product quality, and price perception had a positive and significant effect toward buying decisions process, while brand image had no effect. Brand image had no effect toward buying decisions process, it indicates that respondents have a big reliance and good image to Samsung's smartphone so that they are not influenced by brand image in making buying decision process. It is become an interesting finding to test for the future research. Keywords—motive; product qualityl; price perception; brand image; buying decision process I. INTRODUCTION There are some smartphone brands sold in Indonesian market such as Samsung, Apple, Blackberry, Sony, Asus, and etc. Pertaining to respond this market competition each company offers sophisticated features to attract the customer buying interest. In 2015, Indonesian Smartphone market was placed prominently by some of well-known products such as Samsung, Apple, Blackberry, Asus, Oppo, Smartfren, blackberry, Sony and Nokia. Pivoting to the fact found in Indonesia, Samsung becomes the most prominent product used by the Indonesian customers with 49% of Indonesian's total smartphone user [1]. There are many kinds of smartphone that have different characteristics, so the competition at smartphone industry become high. Samsung is one of the most popular smartphone product in Asia and in the world, but there are many competitors that want to shift Samsung superiority. This competition is so high especially in Asia where a lot of smartphone companies compete to attract their customers with good communication tools and technologies but with the affordable price [1]. The buying decision process is the step in taking a buying decision done by the consumers in which consumers really have an intention to do shopping [2]. The buying decision process is one of the individual activity that is directly involved to get and use the offered thing. Usually consumers will consider many factors at their buying decision process, some of them are motive, product quality, price perception, and brand image. Schiffman and Kanuk said that motive is the supporting energy from the person that enforce him/her to act [3]. If companies do not understand the customer' motivations, needs, and preferences, they will fall into some major mistakes. Understanding consumer behavior is never simple but we can predict their behaviors using motivation [4]. The personal motive has tight relationship with its behavior affected by psychology, emotional, conscience and the circumstance. Those factors take an enormous role that becomes archetypical base and becomes a motive decision of the buying decision process. According to Kotler and Amstrong, product quality is the characteristic of the product or service depending on the ability to satisfy the customer's need stated on of implied [2]. The quality in the perception of customers have its circumstances which differentiate with the quality in the producer's perception when they produce the products. Price plays an important role in valuation judgment and determining whether consumer will to buy or not [5]. The price's perception pertaining to the price's information is comprehended intact by the consumers which also give the state of meaning for them [6]. The price is a dominant factor affecting the buying, so referring from that, we can say that the consumers will choose the economically, affordable and advantageous price. About brand image, Kotler said that brand image is the sets of belief, idea, and image towards an object [2]. It has a relationship with the attitude such as believe and preferences to the brand. Consumer who has positif image to the brand will

more consider to buy this brand. So brand image is about the immutable brand reputation considered by consumer. The previous research's about buying decision process showed the gab among the research's results. The research conducted by Joseph showed that the motive has a positif and significant affect towards the buying decision process [7]. Meanwhile the research's conducted by Montjai, Tewal and Lengkong showed that motive has no affect to buying decision process [8]. The research's done by Kaharu & Budiarti [9] and Hendra and Lusiah [10] showed that product quality has a positive significant affect toward buying decision process. It's opposite with the research finding by Rawung, Oroh and Samarauw that showed product quality has no affect towards the buying decision process [11]. The research conducted by Ya–Hui Wang and Li-Yan Chen [12] showed that perceived price has a positive affect on purchase intention then Purbani and Santoso [13] also found that the price perception has a significant affect toward buying decision process. It contrary with the research's finding conducted by Octaviana [14], showed that price perception has no effect toward buying decision process. The research tested about the affect of brand image toward buying decision process done by Musay [15] showed that the brand image affects significantly towards buying decision process, opposite with the finding research conducted by Sari, et.al [16] and Hendra and Lusiah [10] that the brand's image has no affect towards buying decision process. Based on the description above we are interested in to conduct the research to analyze and describe the effect of motive, product quality, price perception, and brand image towards buying decision process. The object of this research is the consumers who bought Samsung's smartphones at the centre of sales smartphone on the first floor of Plaza Simpang Lima Semarang, Indonesia. II. METHODS A. Research Hypotheses Hypotheses is the temporary guess to the research problem. There are (4) hypotheses which are tested in this research. Hypotheses 1 (H1) state that motive has a positive effect towards buying decision process, hypotheses 2 (H2) state that product quality has a positive effect towards buying decision process. Hypotheses 3 (H3) state that price perception has a positive effect towards buying decision process and hypotheses 4 (H4) state that brand image has a positive effect towards buying decision process. B. Sample and Population The population in this research are Samsung's consumers in Semarang city, Indonesia. This research was conducted on the first floor (1st) of Simpang Lima's smartphone sales center in Semarang, Indonesia. The sample in this research were consumers that bought Samsung's smartphone at the first floor of Plaza Simpang Lima Semarang. The sampling technique method used in this research was convenience sampling. The samples were consumers at the age of 20's accidentally met the researcher while they were shopping Samsung's smartphone at the centre of selling smartphone on the first floor of Plaza Simpang Lima Semarang, Indonesia. The amount of sample were 100 respondents. C. Data Sources Data sources in this study were primary data, namely data obtained directly from the original source (not through intermediary media). In this study the primary data obtained through questionnaires given to respondents. They were consumers that bought Samsung's smartphone on the first floor of Plaza Simpang Lima Semarang, Indonesia. D. Research Model This research was conducted to analyze the effect of motive, product quality, price perception and brand image toward buying decision process of Smartphone. The empirical model of the research can be shown as the figure 1. Fig. 1. The research model. E. Instrument Testing Method Before data was analized, the research instruments were tested by using validity test and reliability test. The validity test had been conducted by using analysis factor. Each item of questions considered valid should fulfill KMO > 0.5 and the loading factor (component matrix) resulted should fulfill the standardization of the test that is greater than 0.4 [16]. Meanwhile cronbach alpha is used to test the reliability. The research instrument is valid if the mark of cronbach alpha is greater than 0.7 (Cronbach alpha > 0.07) [16]. F. Model Testing The model testing in this particular research was done by using R test and F test. It will show whether the independent variables (motive, product quality, price perception, and brand image) have been analyzed in the model have the simultan

effect toward dependent variable (the buying decision's process). The research model is fit when it has the significance value less then 0.05 (< 0.05). G. Multiple Linier Regression Analysis Multiple linear regression analysis used in this research to explain the effect between independent variables towards dependent variable. The equation model can be described as this formula below: $Y = 1X_1 + 2X_2 + 3X_3 + 4X_4 + e$ Where: Y = Buying decision process X1: = Motive X2 = Product quality X3 = Price perception X4 = Brand image 1, 2, 3, 4 = Regression coefficients of each independent variable H. The Testing of Hypothesis (t – test) T-test is used to test the effect of each independent variables towards the dependent variable. In this research, the probability of the mistake tolerance is p=5% [17]. Ha will be rejected if the value of significance > 0.05 and will be accepted if the value of significance < 0.05. III. RESULTS AND DISCUSSION A. Respondent Profile The respondent profile in this research can be categorized as follows: There are 63 (63%) female respondents and 37 (37%) male respondents. The majority of respondent is in the range of 26-35-year-old (about 74%). Meanwhile based on the income, 85% respondents in this research have approximately IDR. 2,000,000 per month. The other supporting data showed that 77% of the respondents have had the experience in using Samsung's smartphones. B. Validity and Reliability Test The validity test result for independent variables and dependent variable in this research was valid. The validity can be identified by the value of the matrix component's result / loading factor > 0.4. The reliability test result showed that the motive variable (X1), product quality (X2), price perception (X3), brand's image (X4) and buying decision process (Y) have cronbach alpha > 0.7, so the variables are reliable and fit to be used for the next testing. TABLE I. REGRESSION TEST OUTPUT Variable Regression Koefisien (Beta) Sig. Note Motive .473 .000 Significant Product Quality .345 .000 Significant Price Perception .375 .000 Significant Brand Image .073 .252 Not significant Based on the regression output above we can make a regression equation: $Y = 0.473X_1 + 0.345X_2 + 0.375X_3 + 0.073X_4$ The equation showed that motive was dominantly affect the buying decision process with the regression's coefficient 0.473 followed by price perception with the regression's coefficient 0.375, product quality with the regression's coefficient 0.345 and brand image with the regression coefficient 0.073. The outputs of regression above also indicated that motive variable, product quality and price perception have a significant positive affect toward buying decision process. It showed by the value of significant of these variables as 0.000 that less than significance level 0,05. It means that the higher of motive, product quality and price perception that the consumers have will higher the consumer's buying decision process toward Samsung's smartphone. Meanwhile, brand image has no effect towards the buying decision process of Samsung's smartphone. It showed by the value of significant of brand image as .252 that greater than significance level 0,05. The determination's coefficient number (adjusted R square) is 0.624. It showed that the ability of motive variable (X1), product quality (X2), price perception (X3) and brand image (X4) to explain the variation of buying decision process (Y) as much as 62.4% and the remaining (37.6%) is affected by the other variables which are not analyzed in this research. The F-test result is 0.000 lesser than the significance level as much as 5% or 0.05, so it means that motive variable (X1), product quality (X2), price perception (X3), and the brand image (X4) are simultaneously effect towards the buying decision process (Y) of Samsung's smartphone. C. The Hypotheses Testing The first hypothesis (H1) stated that the motive has a positive effect towards the buying's decision process. From the data processing we got the beta's coefficient number as much as 0.473 with the probability number as much as 0.000 < significance's level 0.05. As the result, the first hypothesis (H1) is accepted. The second hypothesis (H2) stated that the product quality has a positive effect towards the buying decision process. Based on the data processing there are beta's coefficient number as much as 0.345 with the probability number 0.000 < significance level 0.05. Based on this analysis the second hypothesis (H2) is accepted. The third hypothesis (H3) stated that price perception has a positive effect towards the buying decision process. Based on the output of data processing there is beta's coefficient number as much as 0.375 with the probability 0.000 < significance level 0.05. It means that the third hypothesis (H3) is accepted. Fourth hypothesis (H4) stated that brand image has a positive effect towards the buying decision process. Based on the output of data processing there is beta's coefficient number as much as 0.073 with the probability number as much as 0.252 > significance level 0.05. Based on the result we can say that the brand image (X4) has no effect towards the buying decision process (Y) 1) The effect of motive towards buying decision process: The test result showed that as partially there is a significant

positive effect of motive towards buying decision process. It means that there is a strong intention / motive of consumers to their buying decision process of smartphone Samsung. This finding of this research supports the previous research conducted by Joseph Grica which stated that motive affected the buying decision process [7]. 2) The effect of product quality towards buying decision process: The test result showed that as partially there is a significant positive effect of product quality towards buying decision process . It means that the better quality of the Samsung's smartphone will increase the buying decision process of consumers towards Samsung's smartphone. This finding's research supports and suits with the previous research conducted by Kaharu Debora & Anindhyta [9] and Hendra and Lusiah [10] which stated that product quality had the positive effect towards buying decision process. 3) The effect of price perception towards the buying decision process: The test showed that as partially there was a significant positive affect of the price's perception towards buying decision process. This indicates that the better understanding of consumers towards the price perception will increase the buying decision process of Samsung's smarphones. This finding's research supports the previous research conducted by Purbarani Vidya and Budi [13], Amron Amron [18] and Yuli Harwani & Shindy [19] which state that the price perception had an effect towards buying decision process. 4) The effect of brand image towards the buying decision process: The result of the hypothesis testing showed that as partially brand image has no effect towards buying decision process. It means that the buying decision process of the respondent is not affected by the brand image of Samsung's smartphone. Data in this research showed that most of the respondent in this research (about 77%) were the consumers who ever bought Samsung's smartphone yet. It's indicate that they have had Samsung's smartphone using experience. Hence, this condition also explains that respondents have a big reliance and good image to Samsung's smartphone. This research's finding support the previous research conducted by Sari et.al [16] and Hendra & Lusiah [10] which stated that the brand image does not have significant effect towards the buying decision process. IV. CONCLUSION Based on the data analysis and elaboration before about the effect of motive, product quality, price perception and brand image toward buying decision process of smartphone Samsung can be taken some conclusions. Motive has a positive significant effect towards buying decision process. It means that the stronger consumers' motive will be following by the increasing of buying decision process. Product quality has a positive significant effect towards buying decision process. It means that the better of product quality will be following by the increasing of buying decision process. Price perception also has a positive significant effect towards buying decision process. It means that the better of consumers' price perception will be following by the increasing of buying decision process. Meanwhile, brand image has no effect towards buying decision process. ACKNOWLEDGMENT In this occasion we would like to convey our gratitude to Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) Stikubank University Semarang, Indonesia for granting the permission and also funding this research so that the research can be conducted. We hope that this research will give many contributions to the developing of marketing science, researchers and the next research. REFERENCES [1] Samsung menjadi produk paling menonjol [Online]. Retrieved from: https://id.technisia.com. [2] P. Kotler and G. Armstrong, Principles of Marketing, 12th ed. Pearson, 2010. [3] L.G. Schiffman and L.L. Kanuk, Consumer Behavior, 9th ed. Pearson: College Division, 2006. [4] D. Yakub and D. Ibrahim, "A Theoritical Approach to the Strength of Motivation in Customer Behavior," Glob. J. 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