



## Product Quality and Price its Influence on the Decision to Purchase a Realme Handphone on Libra Cell

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### ARTICLE INFO

*Keywords:* Product Quality, Price, Libra Cell

*Received :* 04, February

*Revised :* 08, March

*Accepted:* 18, April

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### ABSTRACT

Technology is currently developing increasingly rapidly. This applies to familiar communication tools, namely smartphones. With advances in technology, people are interested in enjoying technology so people often buy smartphones based on desire, not because of need. Therefore, this research aims to determine the influence of product quality and price on Realme smartphone purchasing decisions, empirical study; Libra Cell. The number of respondents was 100 people, with sample criteria; realme smartphone users and Libra Cell consumers. The sample used uses a non-probability sampling technique. The method used is purposive sampling, namely a sampling technique with certain considerations, so the samples selected are people who meet the criteria mentioned above. By using Structural Equation Modeling (SEM), the methods used include; validity and reliability analysis (smartPLS 4.0). The result is that product quality has a positive and significant effect on purchasing decisions and the price variable has a positive and significant effect on purchasing decisions. Realme needs to improve and develop product quality and smartphone prices so that the company can know what factors can motivate people to buy Realme smartphones. However, it should be noted that purchasing decisions are influenced by several other factors that are beyond the scope of this research.

## INTRODUCTION

Technology is currently developing increasingly rapidly. This applies to familiar communication tools, namely smartphones. With advances in technology, people are interested in enjoying technology so people often buy smartphones based on desire, not because of need. The emergence of new companies in the world of communications, especially smartphones, requires a competitive advantage over other smartphone brands (Prawira, 2019). One of the smartphone brands that competes by offering entry-level smartphones that offer affordable prices and always deliver good performance supported by fairly good specifications, namely Realme.

The demand for smartphones continues to increase along with technological developments and the need for communication tools. Consumers will prefer products that offer high quality, high performance, and innovative features (Cahyono, 2018). Realme focuses on young users with high-performance and trendy products (Realme, 2024). Based on the results of the interview, several types of Realme cannot withstand heat for too long, the standard chipset causes delays and wastes battery usage. This causes a reaction that leads to low purchasing decisions (Septiani & Prambudi, 2021).

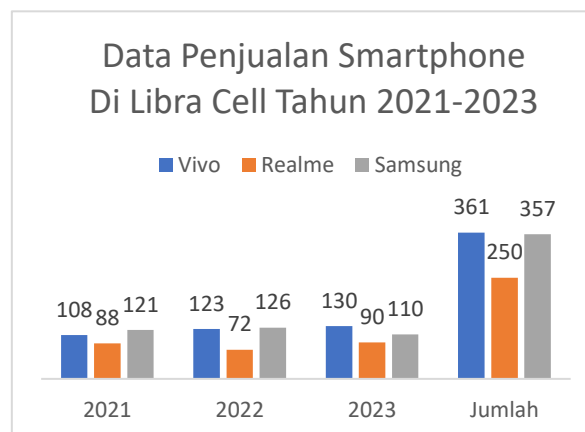


Figure 1. Smartphone sales data at Libra Cell

Based on the data in Table 1 above, Vivo is the best-selling, followed by Samsung, and finally Realme. Looking at the data in Table 1 above, it can be said that Realme products are less popular with the people of Cirebon, so Realme needs innovation in product development to attract attention and increase consumer buying interest among the people of Cirebon.

In today's increasingly modern era, consumers are increasingly critical in purchasing a product. This is in accordance with the opinion of Kotler & Keller (2012) that consumer behavior is a direct action in obtaining and determining a product and service, including the process of making a decision that precedes or follows these actions. Purchasing decisions are a concept where consumers

decide to act, buy, or get benefits from a particular product (Magdalena & Wilzarwan, 2020).

Price and product quality in purchasing decisions are concentrated on Oppo brand cellphones. This is confirmed by a study by Septiani & Prambudi (2021) who were interested in researching Oppo-branded cellphones. Apart from that, it is also in line with research findings by Prawira (2019), Laoli & Hasan (2020), Anggraeni & Soliha (2020), Rachmawati (2021) & Verdiansyah (2024) who found that product quality has a significant influence on purchasing decisions. Meanwhile, research by Langi & Yulianto (2021), Fatih et al., (2023), and Juwita & Fadilla (2023) found that price has a significant effect on purchasing decisions.

## **THEORETICAL REVIEW**

### ***Marketing Management Theory***

The main theory (grand theory) used in this research is marketing management. According to Kotler & Keller (2009), marketing management is a science that studies procedures for selecting and obtaining target markets and retaining and developing customers by creating, conveying, and communicating superior value to customers. In this research, we analyze the decision process starting from searching for information to the decision made by consumers to buy a Realme cellphone on Libra Cell.

### ***Product Quality***

Tjiptono (2008) states that product quality is a combination of traits and characteristics that determine the extent to which the output can meet the customer's prerequisite needs or assess the extent to which the characteristics meet their needs. The higher the quality of a product, the greater the consumer's interest in buying it. Companies will continue to try and compete to remain focused on the quality of the products they sell (Supriadi et al., 2021).

According to Cahya (2015), consumers have a desire to buy products offered by companies, but this is influenced by several factors that support the product, such as product quality, new product models or variants, product comfort, and affordable prices for consumers. Strengthened by research, Fernando & Aksari, (2017); Gaol & Budiatmo, (2017) Anggraeni & Soliha, (2020) and it is proven that product quality has a significant influence on purchasing decisions. Consumers agree that a quality product must have durability and good performance as well as beneficial properties.

Product quality has several indicators according to (Tjiptono & Chandra, 2016)

1. Performance
2. Characteristics or features
3. Reliability
4. Conformity
5. Durability
6. Serviceability
7. Aesthetics

## 8. Perceived

H1: Product quality has a positive effect on purchasing decisions for Realme cellphone products in Cirebon

### *Price*

Price is the monetary value that customers must pay to sellers and buyers for the goods they buy (Ilmi & Zulkarnain, 2023). This agrees with Kotler & Armstrong, (2012) that price is the amount of money charged for a product or service, or the sum of all the values given by customers to gain benefits from owning or using a service or product. Price is an important factor in a profitable marketing mix (Juwita & Fadilla, 2023). Consumers' desires to buy products are greatly influenced by price so that price plays two main roles in making purchasing decisions. This is strengthened by the results of previous research which states that price influences purchasing decisions (Ali et al., 2019; Sylvia & Mailina, 2020; Wulandari & Utama, 2020; Zulaicha & Irawati, 2016). Prices according to Kotler & Armstrong (2012) have several indicators, including:

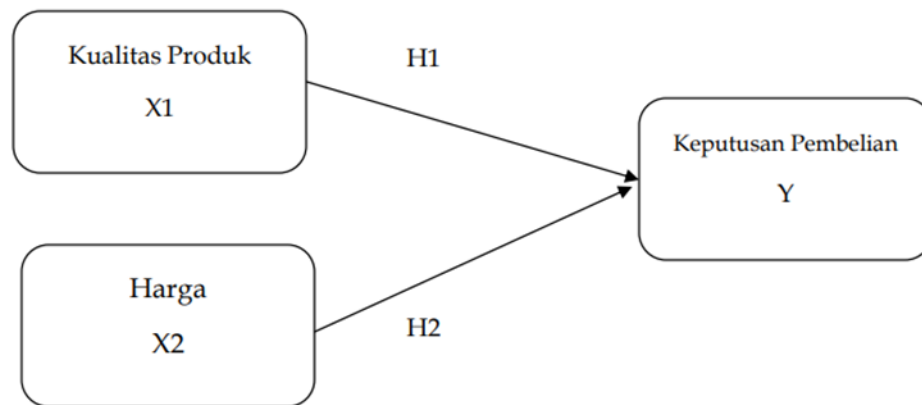
1. Affordability
2. Price match with product quality
3. Matching price with benefits
4. Prices according to capabilities or price competitiveness

H2: Price has a positive influence on purchasing decisions for Realme cellphones in Cirebon

### *Buying Decision*

Purchasing decisions are actions where consumers choose and determine products, brands, discounts, and quantity of goods (Schiffman & Kanuk, 2007). This agrees with Tjiptono (2008) The purchasing decision is a process where consumers get to know the problem, look for information about a particular product or brand, and evaluate how well each option can solve the problem, which then leads to a purchasing decision.

Purchasing decisions are included in the process of consumer behavior. Consumer purchasing decisions consist of 5 (five) stages that consumers go through before making a purchasing decision and after making a purchasing decision, the stages are problem recognition, information search, alternative evaluation, purchasing decisions & post-purchase behavior (Kotler & Keller, 2009). Assauri (2015) consumer purchasing decisions are influenced by habits, buying habits are when the purchase is made, when the purchase is made, and where the purchase is made.



**Figure 2. Conceptual Framework**

## **METHODOLOGY**

This type of research is associative with a quantitative approach. The population in this research is Libra cell consumers. In this research, the sample collection method was carried out through purposive sampling which is part of the nonprobability sampling technique. The samples taken are samples that meet the characteristics determined by the researcher. Because the population size is unknown, in order to obtain a sample the Lameshow formula was used in Riduwan & Akdon (2010), the results obtained were 100 respondents. This research consists of independent and dependent variables. The independent variables are product quality and price. Meanwhile, the dependent variable is the purchasing decision. The data source obtained in the research is a primary data source using a questionnaire distribution technique. The measurement for each variable uses a Likert scale with a scale of 1-5 where (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree. The analytical method used to test the hypothesis regarding the influence of product quality and price on purchasing decisions is Structural Equation Modeling (SEM) using SmartPLS 4.0.

## **RESULTS**

### ***Outer Model or Measurement Model***

At the outer model stage, validity and reliability research was carried out. The following are the results of the validity and reliability tests which can be explained in the following image:

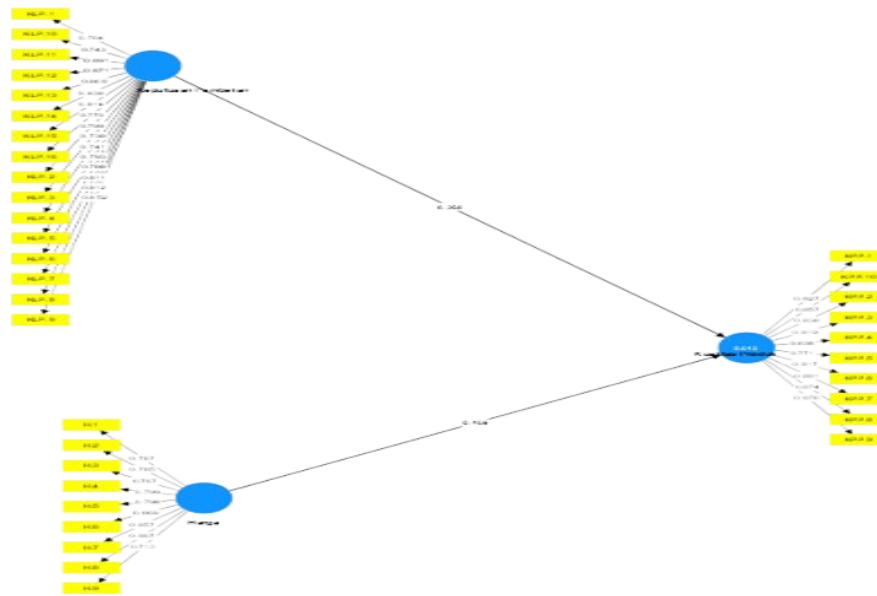


Figure 3. Outer Model Evaluation Results

*Validity Test*

Table 2. Validity Test

Variable	Indicator	Loading Validitas	Validity Criteria	Information	AVE
Product Quality (X)	KLP1	0.764	>0.700	Valid	0.652
	KLP2	0.799	>0.700	Valid	
	KLP3	0.738	>0.700	Valid	
	KLP4	0.741	>0.700	Valid	
	KLP5	0.793	>0.700	Valid	
	KLP6	0.788	>0.700	Valid	
	KLP7	0.811	>0.700	Valid	
	KLP8	0.812	>0.700	Valid	
	KLP9	0.852	>0.700	Valid	
	KLP10	0.743	>0.700	Valid	
	KLP11	0.891	>0.700	Valid	
	KLP12	0.871	>0.700	Valid	
	KLP13	0.868	>0.700	Valid	
	KLP14	0.838	>0.700	Valid	
	KLP15	0.814	>0.700	Valid	
	KLP16	0.770	>0.700	Valid	

Price (X2)	H1	0.767	>0.700	Valid	0.635
	H2	0.785	>0.700	Valid	
	H3	0.767	>0.700	Valid	
	H4	0.799	>0.700	Valid	
	H5	0.798	>0.700	Valid	
	H6	0.869	>0.700	Valid	
	H7	0.857	>0.700	Valid	
	H8	0.807	>0.700	Valid	
	H9	0.713	>0.700	Valid	
Buying Decision (Y)	KPP1	0.827	>0.700	Valid	0.693
	KPP2	0.838	>0.700	Valid	
	KPP3	0.819	>0.700	Valid	
	KPP4	0.838	>0.700	Valid	
	KPP5	0.771	>0.700	Valid	
	KPP6	0.817	>0.700	Valid	
	KPP7	0.801	>0.700	Valid	
	KPP8	0.874	>0.700	Valid	
	KPP9	0.876	>0.700	Valid	
	KPP10	0.857	>0.700	Valid	

Results and discussion of the Validity and Reliability Test. The validity test was carried out with an outer loading value above 0.700 and an AVE value > 0.500 (Ghozali & Latan, 2015). The test results for each indicator show that an outer loading value of more than 0.700 is declared valid, while an outer loading value of less than 0.700 is declared invalid. From the table above, it can be seen that all indicators in Table 2 are declared valid and meet the validity requirements. The next validity test was carried out based on the AVE value. In the AVE research, each variable showed a value of more than 0.500, so it was considered to reflect a good measurement. Based on Table 2 above the AVE value, this research is declared to meet the validity requirements.

Table 3. Realibility Test

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Reliability (rho a)</i>
Product Quality	0.964	0.965
Price	0.928	0.929
Buying decision	0.928	0.965

The test on the measurement model after validity is the reliability test. The reliability test in this study was carried out based on a reliability value > 0.700 and Cronbach's Alpha > 0.700 (Ghozali & Latan, 2015). Based on Table 3

above, Cronbach's Alpha value is  $>0.700$  & Reability  $>0.700$ , so each variable is declared reliable or reliable.

**Inner Model or Structural Model**

The inner model is measured using the R-Squere test and path coefficients based on bootstrapping produced by this research model. The results of processing the inner model in this research are as follows:

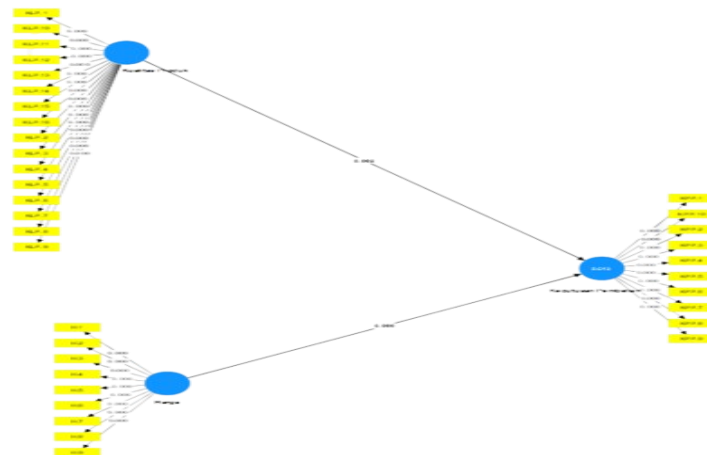


Figure 4. Bootstrapping Test Results

The R-Square test shows how much influence the value of the independent variable has on the dependent variable. The R-squared value of this research model is 0.612 so it is included in the strong category. This value means that the product quality and price variables influencing purchasing decisions have a power of 61.2% and the rest is influenced by variables outside this research model. The following are the results of the R-Square test.

Table 4. R-Square Value

Dependent Variable	R Square
Buying Decision	0.612

The next step is the path coefficient to determine the relationship between the proposed variables. Hypothesis testing is seen based on the path coefficient value and the t-statistic value obtained from the path coefficient. The hypothesis is accepted if the t-statistic value is  $>1.960$  (Ghozali & Latan, 2015). The path coefficient results are presented in the following table:



Table 5. Path Coefficient Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standar deviation (STDEV)	T statistic ( $ O/STDEV $ )	P Values
KLP > KPP	0.360	0.349	0.117	3.086	0.002
H > KPP	0.469	0.482	0.126	3.736	0.000

Based on the table above, it can be explained that Price Quality (X1) influences Purchasing Decisions (Y) which can be seen from the t-statistic value of 3,086 when this value exceeds 1,960. The original sample value of 0.360 indicates a positive direction, and the resulting p-value is 0.002 (<0.005). So H1 is accepted, namely Product Quality influences Purchasing Decisions. The t-statistic value obtained on the influence of price (X2) on purchasing decisions (Y) is 3,736 (>1,960), thus H2 is accepted, namely, price influences purchasing decisions. The original sample value of 0.469 indicates a positive direction, and the resulting p-value is 0.000 (<0.005).

## DISCUSSION

### H1: Effect of Product Quality on Purchasing Decisions

The results of the first hypothesis test show that product quality influences purchasing decisions with a t-statistic value of 3.086 and an original sample value of 0.360 indicating a positive direction. It can be concluded that the first hypothesis is accepted, which means that the higher the quality of the Realme cellphone product, the higher the purchasing decision. Good product quality can create consumer satisfaction with use and experience so that they are expected to make repeat purchases in the future (Titing et al., 2022). The results of this research are in line with research by Mulyati & Jaya (2020); Triwahyuni, (2017) shows that product quality influences purchasing decisions

### H2: Effect of Price on Purchasing Decisions

The research results show that price influences purchasing decisions with a t-statistic value of 3.736 and the original sample value of 0.469 indicating a positive direction so that the second hypothesis is accepted. It can be concluded that price is a very important factor for every company because it is one of the determining factors in consumer attitudes in purchasing decisions. The price offered to consumers is in accordance with their desires and hopes that it will increase the level of purchasing decision-making (Titing et al., 2022). The results of this research are in line with research by Mulyati & Jaya (2020); and Triwahyuni, (2017) which shows that price influences purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

The research "Product Quality and Price Influence the Decision to Purchase Realme Mobile Phones on Libra Cell" concluded that product quality has a significant positive effect on the Decision to Purchase Realme Mobile Phone products in Cirebon City. The product quality of Realme smartphones attracts people's buying interest because the quality and features provided are in line with consumers' expectations and desires. Therefore, every company always tries to continue to improve the quality of its products by improving the quality of the products sold, so that consumers will be increasingly interested in making purchases (Azam & Sukandani, 2020).

Price has a positive significant effect on purchasing decisions for Realme cellphone products in Cirebon City. Prices that are in line with the product and consumer expectations can increase people's interest in buying Realme Smartphone products. Price greatly influences buying interest because consumers' ability to buy a product is determined by the money they have and comparing it with the facilities they get when buying a product (Septyadi et al., 2022).

Realme needs to improve and develop product quality and smartphone prices so that the company can know what factors can motivate people to buy Realme smartphones. It is hoped that the price set will be in accordance with the quality for consumer satisfaction. Suggestions for further research are to conduct research outside of the independent variables used or combine them with other variables that influence purchasing decisions.

## **FURTHER STUDY**

In this research there is a first limitation, the use of questionnaires as a data collection method has weaknesses. This is because the answers given by respondents do not describe the actual situation or conditions. The two limitations in this research are the variables studied. This research only focuses on two independent variables, namely product quality and price as factors that influence purchasing decisions. However, it should be noted that purchasing decisions are influenced by several other factors that are beyond the scope of this research.

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