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The Influence of Brand Image, Price and Product Quality on the Decision to Purchase Oppo Mobile Phones in Tangerang City People

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A B S T R A C T

A survey by IDC revealed that Indonesia's smartphone shipments dropped by 6.3% year-on-year in Q2 2023, with Oppo experiencing the largest decline of 19.8%, selling 1.6 million units. This study examines the influence of brand image, price, and product quality on Oppo smartphone purchasing decisions in Tangerang City using a quantitative descriptive approach with 230 participants analyzed via Partial Least Squares (PLS). Results show that brand image, price, and product quality, individually and collectively, significantly influence purchasing decisions. Recommendations include enhancing Oppo's brand image through software quality and design, revising pricing strategies, improving battery performance, and streamlining the purchasing process to strengthen competitiveness.

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INTRODUCTION

Based on katadata.co.id, since creating its first smartphone in 2008, and continuing with international market penetration since 2012, Oppo has emerged as a serious challenger in the global smartphone market. Oppo has continued to increase production and sales of its smartphone lineup over the last six years. In 2015, for example, this smartphone manufacturer shipped 42.7 million smartphone units. The number has increased since then, until it finally reached 133.6 million units in 2021. Indeed, in 2022 the number of Oppo smartphone shipments decreased slightly, namely to 103.3 million units. However, if you look at its journey over the last few years, this is quite a significant achievement.

The following is data on Indonesian Smartphone Shipment Volume (Quarter II 2023) taken from katadata.co.id 6 September 2023:

Tabel 1. Indonesian Smartphone Shipment Volume (Quarter II 2023)

No	Smartphone Name	Number of Unit	Presentase
1	Samsung	1,900,000	21
2	Oppo	1,600,000	18
3	Vivo	1,500,000	17
4	Xiaomi	1,300,000	14
4	Transsion	1,200,000	13
5	Lainnya	1,500,000	17
Total		9,000,000	100

Source: katadata.co.id (processed 2023)

Based on the data above, OPPO Smartphone shipments are in second place, namely 1.6 million units with a percentage of 18%, while the first serial number is occupied by Samsung Smartphones with a total of 1.9 million units with a percentage of 21%. This illustrates that Oppo smartphone users are still inferior compared to Samsung smartphone users.

To find out the product market share, you can look at the top 5 cellphone vendors for 2018-2022. The following is a list of the Top 5 cellphone vendors from brands throughout Indonesia.

Table. 2 Top 5 Vendor Handphone 2018 – 2022

No	Vendor	2018	Vendor	2019	Vendor	2020	Vendor	2021	Vendor	2022
1	Samsung	28%	Oppo	26,20%	Vivo	24,10%	Samsung	23%	Samsung	25%
2	Xiaomi	24%	Vivo	22,80%	Oppo	21,70%	Apple	15%	Oppo	19%
3	Oppo	19%	Samsung	19,40%	Xiaomi	18,10%	Xiaomi	14%	Vivo	15%
4	Vivo	11%	Realmi	12,60%	Samsung	17,20%	Vivo	10%	Xiaomi	13%
5	Advan	5%	Xiaomi	12,50%	Realme	14,50%	Oppo	10%	Reale	9%

Source: IDC.selullar.id (processed 2023)

Based on the table above, it is known that from year to year almost all brands experience fluctuations (up and down) and this proves that Samsung brand cellphones were first known on the market, had the most sales compared

to other brands but experienced a decline in 2019 and 2020, because they were followed by the emergence of Oppo brand cellphones. which can compete with Samsung with the number of sales continuing to increase and in 2020 - 2022. Oppo experienced a fairly drastic decline in sales and income of 10% in the position fifth of the top 5 mobile phone vendors in 2021.

Here are some price comparisons for Oppo and Samsung:

Table. 3 Oppo, Samsung And Vivo Cellphone Price List December 2022

No	*Type Handphone*	Price	*Type Handphone*	Price	*Type Handphone*	Price
1.	Oppo A9 (8/128GB)	Rp.3.999.000	Samsung Galaxy A50s (6/128GB)	Rp.2.990.000	Vivo V19 (8/128 GB)	Rp.4.299.000
2.	Oppo A5s (3/32GB)	Rp.2.000.000	Samsung Galaxy J7Plus (4/32GB)	Rp.2.099.000	Vivo Y12 (3/32 GB)	Rp.1.999.000
3.	Oppo A1k (2/32GB)	Rp.1.699.000	Samsung Galaxy J4Plus (2/32GB)	Rp.1.630.000	Vivo Y91C (2/32 GB)	Rp.1.699.000
4.	Oppo F11 (4/128GB)	Rp.3.699.000	Samsung Galaxy A52 (8/128GB)	Rp.3.540.000	Vivo Y17 (4/128 GB)	Rp.2.599.000
5.	Oppo 2F (8/128)	Rp.5.299.000	Samsung Galaxy A72 (8/128GB)	Rp.5.199.000	Vivo V17 Pro (8/128 GB)	Rp.4.999.000

Source: 3 Gphone ITC BSD) (processed 2023)

From the data above, it shows a price comparison of several types of Oppo, Samsung and Vivo cellphones with prices that are not much different with the same storage. Of these three brands, they each have their own advantages, both in terms of price and quality. However, we still need to consider many things, such as design, price, specifications, processor, camera, and so on. So there are some Oppo cellphone prices that are more expensive than Samsung or Vivo even though in terms of quality they are almost the same as internal storage and ROM.

Kotler and Keller (2016: 156) assert that "Quality encompasses all features and attributes of a product or service that satisfy consumer needs." Fandy Tjiptono (2016: 134) delineates various measures of product quality, encompassing performance, durability, compliance with specifications, features, reliability, aesthetics, perceived quality, and service capacity.

The following are several shortcomings in the quality of OPPO products according to carisinya.com, including: 1) The build quality of the products is not good. OPPO often presents cellphone products with product quality that is sometimes not as good as competitors. Even though the current cellphone body design is good and attractive, the design feels less sturdy. The durability of OPPO cellphones was tested by Jerry Rig Everything, a foreign YouTube channel that often tests the durability of cellphones. This channel has tested the durability of the OPPO Find Even though the OPPO Find 2) OPPO cellphones rarely get Android operating system updates. OPPO is quite stingy when it comes to providing operating system updates. If an OPPO cellphone is sold with Android 13, it is not certain that the cellphone will be able to update to

Android 14 later. This has also happened to older OPPO cellphones which usually rarely get updates, even if only one system update. Even if there is a system update, usually only the ColorOS UI is updated.

Based on information reinforced by the results of observations in the field with one of the cellphone shops in the BSD area, it is clear that there are frequent complaints about the quality of the product during 2021-2023, namely, the first is that it is not heat resistant so the performance is unstable and often makes the cellphone hang, secondly it often application updates, thirdly, ColorOS, namely features such as special game modes, but sometimes ColorOS often makes the cellphone feel heavier, fourthly, the build quality of the product is not good with product quality that is sometimes not as good as competitors, even though the cellphone body design is now good and attractive, but Usually the design is still made of plastic so sometimes the cellphone feels less sturdy, fifthly, notifications don't appear so when you open the application you only find out and finally OS updates are rare.

The background indicates that the issues faced include a diminished brand image relative to competitors, elevated pricing compared to other companies, and subpar product quality, especially in comparison to Samsung. This circumstance highlights the key issue and its restriction concerning the degree to which brand image, price, and product quality affect the purchasing decisions of Oppo smartphones among the inhabitants of Tangerang City.

In light of the aforementioned research background, the concerns addressed in this work are formulated as follows:

1. Does brand image exert a partial influence on the decision to get an Oppo smartphone?
2. Does pricing exert a partial influence on the decision to acquire an Oppo smartphone?
3. Does product quality exert a partial influence on the decision to get an Oppo smartphone?
4. Does brand image, pricing, and product quality concurrently influence the choice to acquire an Oppo smartphone?

LITERATURE REVIEW

Purchase Decision

Kotler and Armstrong (2016: 177) state that "Purchasing decisions are a facet of consumer behavior, which investigates how individuals, groups, and organizations choose, acquire, and utilize goods, services, ideas, or experiences to satisfy their needs and desires." Buchari Alma (2016: 96) characterizes purchase decisions as "consumer choices shaped by multiple factors, including financial economics, technology, politics, culture, products, prices, locations, promotions, processes, individuals, and physical evidence." These aspects influence consumers' perceptions, directing them in information processing and decision-making for product purchases. Kotler and Keller (2016) delineate six determinants of purchasing decisions: product choice, brand choice, purchase time, amount acquired, and payment method.

Brand Image

Tjiptono (2015:49) defines "brand image" as the collection of associations and perceptions that consumers possess about a particular brand. Nazib (2016) states that "brand image" pertains to consumers' capacity to remember a brand and develop their own perceptions about it. Kotler and Keller (2015) delineate numerous critical indicators that shape a brand's image, encompassing Brand Identity, Brand Personality, Brand Associations, Brand Attitudes and Behavior, along with Brand Benefits and Advantages.

Price

Fandy Tjiptono (2015: 151) asserts that "price is the sole element of the marketing mix that generates revenue, while the other components incur expenses." The metrics employed to evaluate price encompass affordability, congruence of price with quality, price competitiveness, and the correlation of price with benefits.

Product Quality

Kotler and Keller (2016: 156) assert that "quality encompasses the entirety of features and characteristics of a product or service that can satisfy consumer needs." Kotler and Armstrong (2015: 236) elucidate that "product quality pertains to the characteristics of a product or service that correspond with its ability to fulfill explicit or implicit customer demands."

Tjiptono asserts that quality encompasses all facets of product offers that deliver advantages to consumers. The quality of a product, be it a good or a service, is evaluated through its multiple dimensions. Fandy Tjiptono (2016: 134) delineates various measures of product quality, encompassing Performance, Durability, Conformity to Specifications, Features, Reliability, Aesthetics, Perceived Quality, and Serviceability.

METHODOLOGY

Types of Research

This research uses a quantitative type of research, using a descriptive approach with the aim of describing the objects and results of the research. Contains research data including data collection techniques, building research models and data analysis techniques used. According to Sugiyono (2019:29), "The descriptive approach functions to describe or provide an overview of the object under study through data or samples that have been collected as they are without carrying out analysis that contains generally accepted conclusions.

The research area is Tangerang City, carried out in the period January to July 2024, gradually adjusted to the level of the writer's needs, starting with determining observation, collecting and processing data up to preparing a report.

Population and Sample

This study's population comprises persons in Tangerang City who utilize or acquire Oppo cellphones, complicating the determination of the precise population number. Sugiyono (2019: 127) defines a sample as "a subset of the

population's quantity and attributes." To determine the minimal sample size for this study, we consult Hair et al. (2015), who recommend that the number of respondents should align with the quantity of question indicators present in the questionnaires. A minimum sample size of 5-10 observations per estimated parameter is recommended, predicated on the assumption of n x 5 observed variables (indicators). Consequently, employing the formula described by Hair et al. (2015): Sample size is determined by the formula n x 5, where n denotes the number of indicators. Sample equals 46 multiplied by 5, resulting in 230. Thus, this study employs a total of 230 participants.

Data Analysis Techniques

The analytical method utilized in this study is Partial Least Squares (PLS). PLS is a form of Structural Equation Modeling (SEM) that use a variance-based or component-based methodology. Ghozali and Latan (2016) assert that the objective of PLS-SEM is to formulate or establish theories with an emphasis on prediction. PLS is employed to ascertain the existence of correlations among latent variables. This analytical method is notably resilient, as it does not necessitate data to conform to a certain distribution or scale, and it remains successful even with limited sample sizes.

1. Descriptive Statistics
2. Test the Measurement Model or Outer Model
   a. Convergent Validity
   b. Discriminant Validity
   c. Average Variance Extracted (AVE)
   d. Fornel Larcker Criterion Testing.
   e. Composite Reliability dan Cronbach Alpha.
   f. Path Diagram Analysis.
3. Test the Structural Model or Inner Model
   1. R-Squar
   2. Hypothesis Testing (Estimate for Path Coefficients),
   3. Simultaneous Hypothesis Test (F Test)

RESEARCH RESULT AND DISCUSSION

The study of respondents' evaluations indicates that the average rating for Brand Image is 3.89, categorizing it as high. The most highly rated assertion in the Brand Image variable is "I purchased an Oppo because it meets my telecommunications requirements," which garnered a score of 4.05 (high). In contrast, the comments with the lowest ratings are "I purchased Oppo to enhance my self-confidence" and "I acquired Oppo due to its superior software quality," both receiving a score of 3.77 (high).

The analysis reveals that the mean rating for price is 3.85, classified as high. The statement with the highest score for the Price variable is "I purchased Oppo because the price corresponds with the features it provides," which attained a score of 3.97 (high). The statement "I bought Oppo because the price is more affordable than other brands" had the lowest score of 3.67 (high).

The analysis indicates that the average rating for product quality is 4.05, categorizing it as high. The highest ratings for the Product Quality variable are

attributed to the phrases "I purchased Oppo due to its high speed" and "I purchased Oppo because it fulfills my needs and desires," both receiving a score of 4.13 (high). The statement "I bought Oppo because of its excellent battery life" obtained the lowest score of 3.95 (high).

The analysis indicates that the mean rating for Purchasing Decisions is 4.08, classified as high. The most highly evaluated assertion for the Purchase Decision variable is "I purchased Oppo due to the availability of numerous payment options (cash or credit)," with a score of 4.16 (high). The statement "I bought Oppo because the purchasing process was quick" obtained the lowest score of 3.93 (high).

Test the Measurement Model or Outer Model

Convergent Validity

Results from the convergent validity assessment reveal that all indicators exhibit strong convergent validity, with loading factor values over 0.50. Consequently, all indicators are deemed suitable and relevant for research purposes and may be employed for additional investigation. Source: Data analyzed utilizing PLS 3.0 (2024).

Discriminant Validity

Results from the cross-loading study demonstrate that the correlation coefficients of each construct with its corresponding indicators surpass those with other constructs. This indicates that all constructs or latent variables possess strong discriminant validity, as the indicators within each construct block display higher correlations than those in other blocks. Source: Data analyzed with PLS 3.0 (2024)

Average Variance Extracted (AVE)

The AVE value evaluates the extent of variation within a construct component, based on the indications while considering the error level. The minimum advised AVE value is 0.50. The AVE findings derived from Smart-PLS 3.0 are presented in the table below:

Table 4 Average Variant Extracted (AVE) Test Results

NO	VARIABEL	AVE
1	Brand Image (X1)	**0.664**
2	Price (X2)	**0.713**
4	Product Quality (X3)	**0.722**
3	Purchase Decision (Y)	**0.759**

Source: Data processed with PLS 3.0 (2024)

Based on the above, it shows that the variables ewom, social media, brand image, and Purchase Intention have an AVE value > 0.50, thus it can be stated that each variable has good discriminant validity.

Results of Fornel Larcker Criterion Testing.

The discriminant validity value based on the Fornel-Lacker Criterion in this research model can be seen in the following table:

Table 5. Discriminant Validity Test Results (Fornell Lacker Criterium)

Variabel	Brand Image	Price	Purchase Decision	Product Quality
Brand Image	0.815			
Price	0.433	0.845		
Purchase Decision	0.506	0.453	0.871	
Product Quality	0.505	0.309	0.466	0.850

Source: Data processed with PLS 3.0 (2024)

The data in the table indicates that the square root of the average variance extracted (√AVE) for each construct surpasses the correlation coefficients between that construct and the other constructs in the model. Consequently, the AVE values displayed in the table suggest that

Composite Reliability and Cronbach Alpha Test Results

The following are the composite reliability and Cronbach's alpha values for each construct used in this research

Table 6. Composite Reliability and Cronbach Alpha Test Results

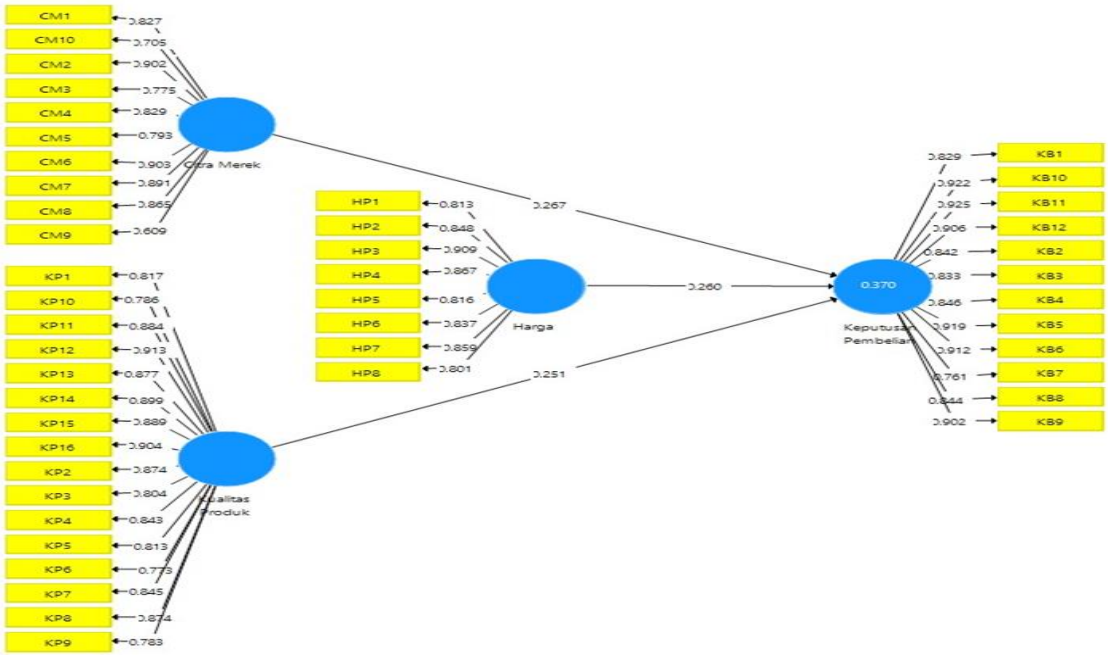
No	Variabel	Cronbach's Alpha	Composite Reliability
1	Brand Image	**0.944**	**0.951**
2	Price	**0.942**	**0.952**
3	Purchase Decision	**0.971**	**0.974**
4	Product Quality	**0.975**	**0.976**

Source: Data processed with PLS 3.0 (2024)

The table above demonstrates that each construct—Brand Image, Price, Purchase Decision, and Product Quality—exhibits a composite reliability value and Cronbach's alpha exceeding 0.70. These values indicate that all constructs exhibit strong reliability, satisfying the requisite minimum thresholds.

Path Diagram Analysis.

The following is a path diagram in this research using the SmartPLS 3.0 application



Source: Data processed with PLS 3.0 (2024)

Figure 1. Outer Model Test Results

Based on the path diagram in the image above, it can be seen that the sub-structural equation model formed in the research is as follows:

Purchase Decision (Y) = 0.267X1 + 0.260X2 + 0.251X3

a. The Brand Image variable possesses a positive coefficient of 0.267, signifying that a one-unit increase in Brand Image will result in a 0.267 rise in Purchase Decisions, provided all other variables are held constant at zero.
b. The Price variable exhibits a positive coefficient of 0.260, indicating that an increase of one unit in Price will result in a 0.260 increase in Purchase Decisions, assuming all other variables remain constant at zero.
c. The Product Quality variable exhibits a positive coefficient of 0.251, indicating that a one-unit increase in Product Quality will lead to a 0.251 increase in Purchase Decisions, provided all other variables remain constant at zero.

Test the Structural Model or Inner Model

R-Squar

Based on data processing that has been carried out using the smartPLS 3.0 program, the R-Square values are obtained as follows

Table 7. Value R2 Variabel Endogen

Variabel Endogenn	R Square	Information
Purchase Decision	0.370	Medium

Source: Data processed with PLS 3.0 (2024)

The table indicates that the model evaluating the influence of the independent latent variables—Brand Image, Price, and Product Quality—on Purchasing Decisions has an R-square value of 0.370. This number is moderate, signifying that 37% of the variability in the Purchase Decision construct is attributable to fluctuations in Brand Image, Price, and Product Quality. Sixty-three percent of the variability is attributable to factors not examined in this study.

Hypothesis Testing (Estimate for Path Coefficients)

The hypothesis testing value of this research can be shown in the table below:

Table. 8 Hypothesis Testing Results

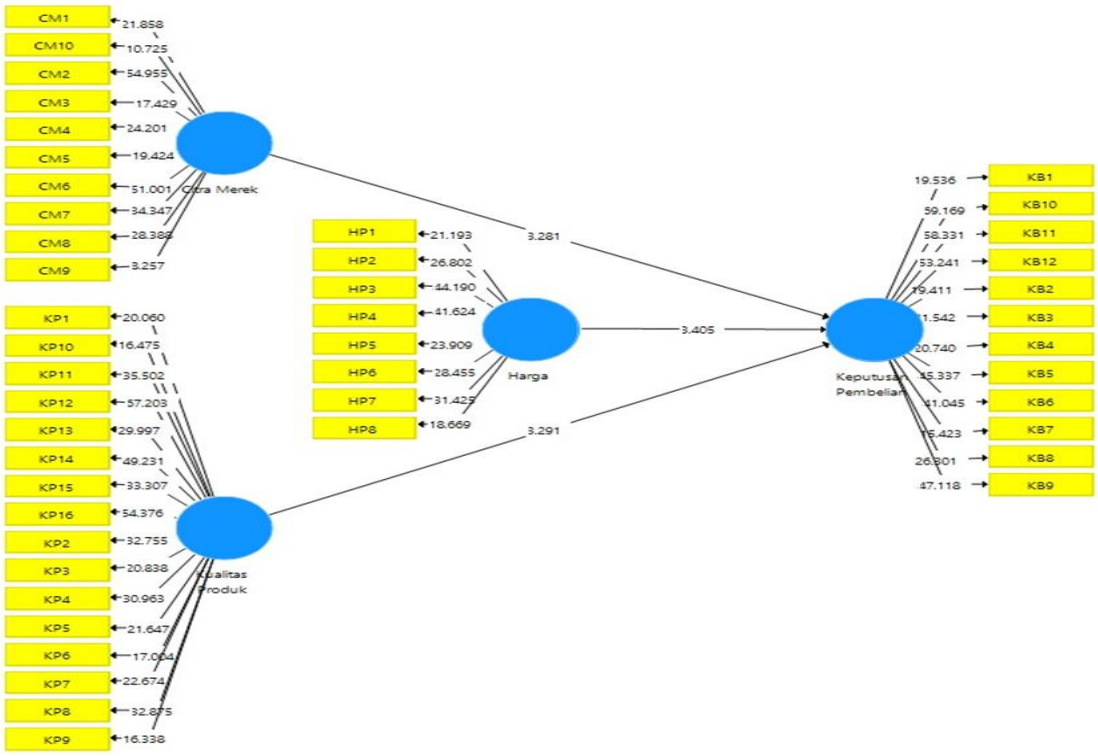
Hipotesis		Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
H1	Brand Image -> Purchase Decision	0.267	3.281	**0.001**	Accepted
H2	Price -> Purchase Decision	0.260	3.405	**0.001**	Accepted
H3	Produk Quality -> Purchase Decision	0.251	3.291	**0.001**	Accepted

Source: Data processed with PLS 3.0 (2024)

Based on the data presented in the table above, the influence between variables can be seen as follows:

a. The Brand Image variable exhibits a T-statistic of 3.281, exceeding 1.96, and a P-value of 0.001, which is below 0.05. This signifies that Brand Image exerts a favorable and substantial influence on Purchasing Decisions. Consequently, the initial hypothesis (H1) is affirmed.
b. The Price variable has a T-statistic of 3.405, surpassing 1.96, and a P-value of 0.001, which is below 0.05. This indicates that the Price variable has a positive and considerable impact on Purchasing Decisions. Thus, the second hypothesis (H2) is affirmed.
c. The Product Quality variable exhibits a T-statistic of 3.291, exceeding 1.96, and a P-value of 0.001, which is below 0.05. This indicates that Product Quality exerts a favorable and substantial influence on Purchasing Decisions. Consequently, the third hypothesis (H3) is affirmed.

And the results of this research model can be described as shown in Figure 4.2 below:



Source: Data processed with PLS 3.0 (2024)

Figure 2. Inner Model Test Results (Statistics

Based on the picture above, it is clear that the variables and indicators of Brand Image, Price, Product Quality and Purchasing Decisions have a statistical value of > 1.96. Thus it can be concluded that all hypotheses in this research are accepted

Simultaneous Hypothesis Test (F Test)

Overall testing is used to determine whether there is a joint influence of the variables brand image, price and product quality on purchasing decisions. This test is carried out using the F distribution by comparing the calculated F value with the table F value.

The test criteria are as follows:

a. Ho is accepted and Ha is rejected if Fcount ≤ Ftable
b. Ho is rejected and Ha is accepted if Fcount ≥ Ftable

To determine the F value, it is necessary to have degrees of freedom in the numerator and degrees of freedom in the denominator, with the following formula:

Degree of freedom (numerator) = k-1
Degree of freedom (denominator) = n-k
n = number of research samples
k = number of independent variables (independent)

In this study, it is known that the number of samples (n) is 230 and the total number of independent variables (k) is 3, so we get:

Degree of freedom (numerator) = 3-1 = 2
Degree of freedom (denominator) = 230-3 = 227
So Ftable is (0.05:227) = 3.04 (attached Table F)
To find the F value, calculate using the following formula:

$$F_{hitung} = \frac{r^2 / k}{(1 - r^2)/(n - k - 1)}$$

Source: Sugiyono (2014:252)

Where:
r2 = Multiple correlation coefficient = 0.37
k = Number of independent variables = 3
n = Total data (respondent sample) = 370
F_count =

$$F_{hitung} = \frac{0{,}37 / 3}{(1-0{,}37)/(230-3-1)} = 41$$

The calculated F value is 41, exceeding the F table value of 3.04, with a significance level of 0.000, which is below 0.05. Consequently, the null hypothesis (Ho) is dismissed, and the alternative hypothesis (Ha) is affirmed. This signifies a substantial and positive simultaneous impact of Brand Image, Price, and Product Quality on Oppo HP Purchase Decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based from the research findings and discussions in the preceding chapter, the following conclusions can be articulated:

1. Brand image exerts a favorable and substantial influence on purchasing decisions. This suggests that an enhanced brand image increases the probability of purchasing Oppo smartphones in Tangerang City. The findings indicate that a positive Brand Image can affect consumer attitudes and actions toward the purchase of Oppo phones. As Brand Image enhances, the probability of purchasing, especially for Oppo items in Tangerang City, also increases.
2. Price exerts a favorable and considerable influence on purchasing decisions. The results indicate that more competitive pricing will increase the probability of acquiring an Oppo cellphone in Tangerang City. Price is a pivotal element in customer purchasing decisions; so, organizations should evaluate multiple pricing benchmarks for products with proven sales performance prior to setting their prices.
3. Product quality strongly impacts purchase decisions. This indicates that product quality is a crucial factor influencing consumers' decisions when purchasing an Oppo cellphone. Enhanced product quality is associated with an increased probability of purchasing an Oppo phone in Tangerang City.
4. Brand Image, Price, and Product Quality collectively provide a positive and considerable influence on Oppo HP Purchase Decisions in Tangerang City. Enhancements in brand image, pricing, and product quality will elevate the probability of purchasing an Oppo mobile in the region.

ADVANCED RESEARCH

Further studies are needed to better understand the factors that influence the purchase decision of Oppo smartphones in Tangerang City. The focus of the research can include the role of digital marketing in improving brand image, analysis of pricing strategies over competitors, and exploration of product quality such as cameras, software, and batteries. Additionally, studies of emotional branding, local cultural influences, post-purchase experiences, and preferences for eco-friendly technologies can provide insights to strengthen Oppo's competitiveness in the market. This research will help Oppo design a more effective strategy that suits consumer needs.

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