

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON PURCHASE INTENTION IN VIVO SMARTPHONES OF TOBA REGENCY

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ABSTRACT

This study was conducted with the aim of knowing whether there is an effect of brand image and product quality on purchase intention in vivo smartphones on employees of the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry of Toba Regency. The research method used is descriptive quantitative research method, namely by looking to distribute questionnaires to find out information about existing symptoms in Vivo smartphone user consumers and using multiple linear regression analysis methods. The data used in this study are primary data and secondary data. The sample in this study amounted to 85 people with a sampling technique that is taking the entire population. The data is processed statistically using the SPSS 23 for windows program tool. The results of this study indicate that Brand Image has a positive and significant effect on purchase intention with a tcount value greater than the ttable ($2.469 > 1.66342$) and Product Quality has a positive and significant effect on purchase intention with a tcount value greater than the ttable ($3.243 > 1.66342$). So brand image and product quality affect the Purchase Intention of vivo smartphone products on employees of the Toba Regency Cooperative, Small and Medium Enterprises, Trade and Industry Service Office with a value of fcount greater than ftable ($26.197 > 3.11$).

Keywords: Brand Image, Product Quality, Purchase Intention

1. INTRODUCTION

The current era of globalization is an era where geographical boundaries between countries are no longer an obstacle in the process of communication and interaction between individuals. This is increasingly evident if we relate it to the existence of smartphones using increasingly sophisticated technology in providing its own convenience to communicate with all individuals in this hemisphere. In Indonesia itself, smartphone users are currently experiencing very rapid progress, this is indicated by the increasing number of smartphone users.

Vivo is an electronics company from Dongguan, Guangdong, China. This company is a subsidiary of BKK Electronics. Led by Shen Wei, the company produces smartphones, medium devices, and digital-based services. BBK Electronics also owns Oppo, Realme and OnePlus. The Vivo company develops software for phones, distributed through the Vivo App Store, with iManager included in their proprietary, Android-based operating system, Funtouch OS. Vivo was founded in 2009, in Dongguan China, and is named for the Esperanto word for "life".

Vivo has a vision to become the number one distributor in providing smartphones in Indonesia. And he also has a mission to provide innovative products and services, improve the quality of human resources (human resources) by providing training to employees both products and services, improve Vivo product distribution channels both offline and online so that they are easily accessible to consumers. Pioneering the use of Hi Fi audio chips in smartphones, Vivo created the first smartphone with a Hi-Fi chip. Through this smartphone Vivo offers users professional-grade photography and music solutions.

The first factor that influences purchase intention is brand image. Brand image is something that is silent in the minds of consumers, brand image is not just a name and logo, but an organization's promise to customers to provide

what the brand principles are. The phenomenon of Vivo's smartphone brand image focuses on introducing perfect sound quality (music) and photography (camera) with cutting-edge technology, Vivo develops dynamic and stylish products that are young and passionate. Vivo develops and produces smartphones, smartphone accessories, Vivo is dedicated to pursuing perfection and constantly creating surprises for users through constant innovation.

The second factor that influences purchase intention is product quality. Product quality is an element of business that we can pay attention to by consumers or customers, but there are especially for consumers or customers who want to maintain the quality of our products that we want to market. products are said to be of quality if the product is able to meet customer expectations. Consumers always want to get quality products according to the price paid, although some people think that expensive products are quality products. Consumers who have an interest in buying a product show attention and pleasure in the product which is then followed by realization in the form of buying behavior. purchase intention is the desire to own a product, purchase intention will arise if a consumer has been affected by the quality and quality of a product, information about the product.

2. LITERATURE REVIEW

2.1 Brand Image

According to (Tjijtonno, 2016), Brand Image is consumers' perceptions and beliefs about a company or a product that is embedded in consumers' memories when they hear the slogan of the company or product. According to (Clow & Baack, 2018), brand image reflects the feelings that consumers have about the overall product against the brand with attitudes in the form of beliefs and preferences for a brand. Consumers who feel a positive image of a product brand, will be more likely to make purchases so that they can create consumer purchase intention Mothersbaugh et al., (2020), state that brand image refers to the judgment that appears in the memory of consumers when they hear or see a product brand.

2.2 Product Quality

According to (Kotler & Keller, 2016), that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products. According to (Tjijtono, 2015), that the conventional definition of quality is performance as a direct description of a product, reliability, easy to use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs in accordance with what consumers want.

2.3 Purchase Intention

According to (Kotler & Keller, 2017), Purchase interest is the final stage of a complex purchasing decision process. This process starts from the emergence of a need for a product or brand, then processing information by consumers, then consumers will evaluate the product or brand. The results of the evaluation then give rise to an intention or decision to make a purchase, accessed at kajianpustaka.com (February 9, 2023)

2.4 Hypothesis Formulation

A study hypothesis is stated as follows, based on the previously given framework:

2.4.1 Relationship Between Brand Image And Purchase Intention

Arifin (2018) and several other journals concluded that brand image has a significant effect on purchase intention when individuals assess that the brand image that they often hear and even use has advantages so that it can attract consumer attention, recommend it to others and are interested in repurchasing the product, the company's experience in creating its brand image over the years will be a consideration for consumers in buying a product, so it is hoped that this can form positive purchase intention.

H₁ : Brand Image Has A Significant Effect On Purchase Intention In Vivo Smartphones At The Toba Regency Cooperative, Small and Medium Enterprises, Trade and Industry Office.

2.4.2 Relationship Between Product Quality And Purchase Intention

Suriani (2022) and several other journals concluded that product quality has a significant effect on buying interest when product quality is guaranteed, safe, quality and superior to its competitors will attract consumer purchase intention and reflect the quality of the study product in increasing product competitiveness that gives satisfaction to consumers, exceeding the quality of products from competitors, it is expected that this can form positive purchase intention.

H₂ : Product Quality Has A Significant Effect On Purchase Intention In Vivo Smartphones At The Toba Regency Cooperative, Small and Medium Enterprises, Trade and Industry Office.

2.4.3 Relationship Between Brand Image And Product Quality On Purchase Intention

Daniel (2021) and several other journals suggest that brand image and product quality have a significant effect on purchase intention, so it is hoped that in this study the independent and dependent variables can have an igitant effect on purchase intention.

H₃: Brand Image And Product Quality Together Have A Significant Effect On Purchase Intention in Vivo Smartphones At The Office of Cooperatives, Small and Medium Enterprises, Trade and Industry of Toba Regency.

3. RESEARCH METHOD

This type of research uses descriptive statistical research using qualitative data sourced from distributing questionnaires. All data collected will be identified to generate information through the variables of Brand Image and Product Quality on Purchase intention in smartphone vivo.

According to Sugiyono (2017) Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were all employees of the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry of Kab. Toba who are using Vivo smartphone products and who have used Vivo smartphones totaling 85 people.

Based on this study because the population is not greater than 100 employees, the authors took 100% of the total population in the employees of the Toba Regency Cooperative, Small and Medium Enterprises, Trade and Industry Office, namely 85 employees. So the number of samples in this study were 85 respondents. The location and time of the research is one of the data collection strategies used in this research, which includes the locations of the cooperative, small and medium enterprises, trade and industry department of toba regency.

The research framework and mode used can be seen in the image below:

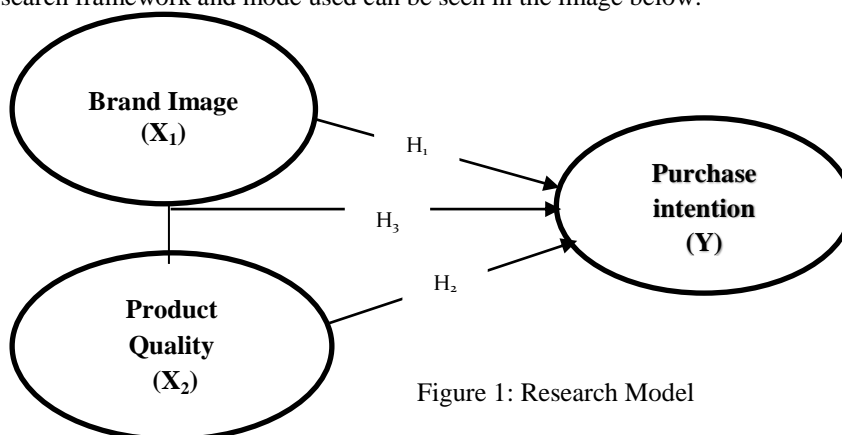


Figure 1: Research Model

4. RESULT AND DISCUSSION

4.1 Multiple Multiple Regression Analysis

Table 1. Multiple Regression Analysis

Model	Coefficients ^a		Standardized Coefficients		
	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
(Constant)	5.827	1.682		3.464	.001
Brand Image	.324	.131	.293	2.469	.016
Product Quality	.173	.053	.385	3.243	.002

a. Dependent Variable: Purchase intention

Source : SPSS 26 processed data,2023

Based on the results of data processing as shown in Table 1, it shows that the regression model for the equation, which is seen in the second column of unstandardized coefficients part B, obtained the b1 value of the Brand Image variable of 0.324, and the b2 value of the Product Quality variable of 0.173, while the Constant (a) is 5.827, the model of the multiple linear result equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Based on the above equation, it can be described as follows:

1. Constant (a) = 5.827, this shows Constant Purchase Interest, where if the Brand Image (X1) and Product Quality (X2) variables = 0, then Purchase Interest (Y) = 5.827.
2. The coefficient b1 (X1) = 0.324, this shows that the Brand Image variable has an effect on Purchase Interest, in other words, if the Brand Image variable is increased, Purchase Interest will increase.
3. The coefficient b2 (X2) = 0.173, indicates that the Product Quality variable has an effect on Purchase Interest, in other words, if the Product Quality variable is increased, Purchase Interest will increase.

4.2 Hypothesis Test

4.2.1. T Test (Partial Test)

Table 2. t Test

Model	Coefficients ^a		Standardized Coefficients			
	Unstandardized Coefficients		Beta	t	Sig.	
	B	Std. Error				
1	(Constant)	5.827	1.682	3.464	.001	
	Brand Image	.324	.131	.293	2.469	.016
	Product Quality	.173	.053	.385	3.243	.002

a. Dependent Variable: Purchase intention

Source : SPSS 26 processed data,2023

The results of the t test in Table 2 show that:

1. The tcount for Brand Image (X₁) is 2.469. These results show that the tcount is greater than the ttable (2.469 > 1.66342) and the significant value is 0.016 smaller than 0.05. So the conclusion that Ho is rejected and Ha is accepted. Brand Image (X₁) has a positive and significant effect on Purchase Intention (Y).

- The tcount for Product Quality (X_2) is 3.243. These results show that the tcount is greater than the ttable ($3.243 > 1.66342$) So it is concluded that Product Quality (X_2) has a positive effect on Purchase intention in Vivo Smartphone Products on Employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency.

4.2.2 F Test (Simultaneous Test)

Table 3. f Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.063	2	68.031	26.197	.000 ^b
	Residual	212.949	82	2.597		
	Total	349.012	84			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Product Quality, Brand Image

Source : SPSS 26 processed data,2023

From the f test that has been carried out, it is obtained fcount 26.197 while the ftable is 3.11. It can be concluded that based on these results, Brand Image and Product Quality have a very significant effect simultaneously on Purchase Intention. fcount is greater than ftable ($26.197 > 3.11$) thus H_a is accepted and H_o is rejected.

4.2.3 Coefficient Of Determination (R^2)

Table 4. Coefficient Of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.669	.659	4.248

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Purchase intention

Source : SPSS 26 processed data,2023

Based on Table 4, it can be interpreted as follows:

- The R value of 0.795 means that the relationship between Brand Image (X_1) and Product Quality (X_2) on the variable Purchase Intention (Y) of Vivo Smartphone Products at the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency is 79.5%, meaning the relationship is close.
- R Square of 0.669 means that 66.9% of the Purchase Intention variable can be explained by the Brand Image and Product Quality variables while the remaining 33.1% can be explained by other variables not examined in this study, such as: price, place, promotion, and vivo smartphone service features.
- Standard Error of Estimated (Standard Deviation) means measuring the variation of the predicted value. In this study, the standard deviation was 4.248. The smaller the standard deviation, the better the model.

4.3 Discussion

In this study, the results of the analysis of the characteristics of respondents were mostly carried out by male respondents, with the majority of ages 34-39 years who used Vivo smartphone products on respondents of employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency.

Based on the results of the research conducted, the R (relation) value is 0.795, which means that the relationship between Brand Image and Product Quality on the variable Purchase Intention of vivo Smartphone products on employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency is 79.5%. This relationship is a close relationship. The R Square value of 0.669 means that 66.9% of the variable Purchase Intention of vivo smartphone products on employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency can be explained by the Brand Image and Product Quality variables while the remaining 33.1% can be explained by other variables not examined in this study, such as: price, place, promotion, and vivo smartphone service features.

4.3.1 The Effect of Brand Image (X_1) on Purchase intention (Y)

Based on research conducted that Brand Image (X_1) has a positive and significant effect on Purchase Interest (Y) Vivo smartphone products to employees of the Cooperative Office of Small and Medium Enterprises, Trade and Industry Department Of Toba Regency. This can be seen from the tcount value greater than the ttable ($2.469 > 1.66342$) which means H_0 is rejected and H_a is accepted.

This means that if the Brand Image of a strong brand image can influence consumer purchase intention and form strong emotional ties to a brand, then purchase intention will increase. The more Brand Image has advantages, the higher the level of purchase intention in vivo smartphone products.

4.3.2 The Effect of Product Quality (X_2) on Purchase intention (Y)

Based on research conducted, product quality (X_2) has a positive and significant effect on purchase intention in vivo smartphone products on employees of the Cooperative Service, Small, Medium Enterprises, Trade and Industry Department Of Toba Regency (Y). This can be seen from the tcount value greater than the ttable ($3.243 > 1.66342$) which means H_0 is rejected and H_a is accepted.

This means that if the Product Quality is improved, then the Purchase Interest in vivo smartphone products on employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency will also increase. The higher the quality of a product, it will have a very significant effect on purchase intention by consumers and Insumen can feel satisfied with the quality of the product.

4.3.3 The Effect of Brand Image (X_1) and Product Quality (X_2) on Purchase intention (Y)

Based on the results of the f test or simultaneous test in Table 4.3, it can be seen that the fcount value is 26.197 with a significant level of 0.000 while the value on the ftabel at $\alpha = 5\%$ is 3.11. So it can be concluded that fcount is greater than ftabel ($26.197 > 3.11$) and the significant level is $0.000 < 0.05$ which indicates that Brand Image and Product Quality simultaneously have a positive and significant effect on Purchase intention in vivo smartphone products on employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Toba Regency (Y).

5. CONCLUSION

Based on the results of the research discussion, it can be concluded as follows:

1. By testing, the brand image variable obtained the t value of 2.469 is greater than the t table value of 1.66342, it means that H_a is accepted and H_0 is rejected, meaning that Brand Image (X_1) has a Positive and Significant Effect on Interest in Buying vivo smartphone products on employees of the Office of Cooperatives, Small and

Medium Enterprises, Trade and Industry Department Of Toba Regency (Y). These results accept the initial hypothesis which says Brand Image (X_1) has a Positive and Significant Effect on Purchase intention in vivo smartphone products on employees of the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency (Y).

2. By testing the product quality variable, the t value of 3.243 is greater than the t table value of 1.66342, meaning that H_a is accepted and H_o is rejected, meaning that Product Quality (X_2) has a Positive and Significant Effect on Interest in Buying vivo smartphone products on employees of the Cooperative Service, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency (Y). These results accept the initial hypothesis which says Product Quality (X_2) has a Positive Influence on Purchase intention in vivo smartphone products on employees of the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency (Y).
3. The calculated F value of 26.197 is greater than the F table value of 3.11, so H_a is accepted and H_o is rejected, meaning that Brand Image (X_1) and Product Quality (X_2) together have a positive and significant effect on purchase intention in vivo smartphone products on employees of the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency (Y). These results accept the initial hypothesis which says Brand Image (X_1) and Product Quality (X_2) together affect the Purchase Intention of vivo smartphone products on employees of the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry Department Of Toba Regency (Y).

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