Analysis of Samsung Smartphone Buying Decision Determinants

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ABSTRACT

In the era of globalization, Business dynamics are characterized by a very tight competition. In the communications technology sector, the massive use of mobile devices by the millennial generation has driven the number of mobile devices used in Indonesia. Based on data, smartphone users in Indonesia in 2015 were 44.07 million, but starting in 2022, smartphone users have jumped by 89.96 million. Seeing this phenomenon, smartphone companies are increasingly eager to penetrate the smartphone product market in Indonesia. Smartphone companies are trying to create quality products with features that are expected to be able to match the needs according to the consumers' character of Indonesia. The Samsung company ranks first regarding smartphone market share in Indonesia in 2022. Smartphone market competition is not only a matter of quality, but also the trust of its products as well as other features. In this context, the author needs to conduct a study related to the factors that determine Samsung smartphone buying decisions. This study aims to examine the phenomenon of customer decisions, in terms of product quality and trust. The results showed that product quality had a positive and significant effect on customer trust. Product quality have a positive and significant effect on buying decisions. Customer trust has a positive and significant effect on buying decisions. Product quality has a significant effect on buying decisions through trust.

Keywords: product quality, trust, buying decisions.

INTRODUCTION

The need for smartphone products always experiences rapid growth every year. This indicates the importance of mobile technology products for people's lives. Smartphone usage data in Indonesia from 2015 to 2022 shows significant development.
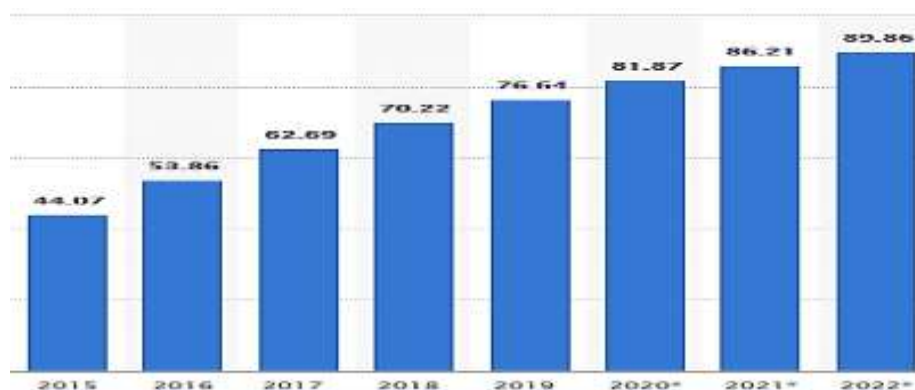

Figure 1. Smartphone users in Indonesia in 2015-2022
Source: https://www.statista.com/, accessed on 1 June 2022

In 2015, smartphone users in Indonesia were recorded at 44.07 million, in 2016 there were 53.86 million, in 2017 there were 62.69 million, in 2018 there were 70.22 million, in 2019 there were 76.64, in 2020 there were 81 .87 million, in 2021 there were 86.21 million, and in 2022 there were 89.96 million. The data shows the high development of smartphone users in Indonesia and at the same time this is certainly a big opportunity for smartphone producers.

Competition is a certainty that will always accompany opportunities. The number of smartphone brands circulating is a sign that smartphone companies are becoming competitive in capturing market share. Smartphone companies are trying to create quality products with features that suit their needs so that they can reach a wide market. Sales data for 2022 based on leading manufacturers shows a competitive rivalry from 4 main players, namely Samsung, Oppo, Xiaomi and Vivo.

Figure 2. Smartphone market share in Indonesia in 2022
Source: https://gs.statcounter.com/, accessed 1 June 2022

Samsung ranks first with a share of 21.59 percent, followed by Oppo with 21.28 percent, Xiaomi with 19.04 percent and Vivo with 14.76 percent. In maintaining market share, the Samsung company always creates innovations every year. The latest version of Samsung in 2022 has been launched with the aim of further cultivating consumer buying interest. Buying decision as a consumer decision that is influenced by economic, technological, political, cultural, product, price, location, promotion, physical evidence, people and process factors, is recognized as an important sign that must be analyzed by companies. The diversity of Samsung products based on quality and price makes consumers more critical in making buying decisions due to more careful consideration of these two factors.

According to Kasmir (2012) the main purpose of the company's marketing strategy is to increase the number of its customers, both in quantity and quality. Increasing in quantity means the number of customers increases significantly from time to time. Meanwhile, increasing in quality means that the customers obtained are productive customers and are able to provide profits.

Consumer decisions in choosing a smartphone are influenced by several determining factors. Revita et.al (2018) states that there is a strong significant effect between the product quality variable and the buying decision variable. Igir et.al (2018) stated that product quality influences buying decisions.). Mahliza F (2020) states that

trust has a significant effect on online shopping decision making.

Research objective and question
Research objective
1. To examine whether product quality affects trust
2. To examine whether product quality affects buying decisions
3. To examine whether trust affects buying decisions
4. To examine whether product quality has a direct but indirect effect on buying decisions through trust

Based on the description that has been stated above, the questions in this study are as follows
1. Does product quality affect trust?
2. Does product quality affect buying decisions?
3. Does trust affect buying decisions?
4. Does product quality have an indirect effect on buying decisions through trust?

LITERATURE REVIEW AND HYPOTHESIS
Product quality
According to Kotler and Pfoertsch (2007), quality is defined as the characteristics and overall nature of goods and services that affect the ability to meet stated or implied needs of consumers. There are eight dimensions of quality that have been developed and can be used as a framework for strategic planning and analysis, especially for manufactured products (Fandy Tjiptono, 2000:27). These dimensions are: performance, additional features or features, reliability, conformance to specifications, durability, serviceability, aesthetics.), and perceived quality (perceived quality). Purwanto and Fani (2021) in their research stated that product quality contributes to customer trust. Razak et.al (2016) in his research stated that product quality can increase customer trust. Revita et.al (2018) concludes that there is a strong significant effect between the product quality variable and the buying decision

variable. Igir et.al (2018) stated that product quality influences buying decisions. Oktavenia and I Gusti (2019) show that product quality has a significant positive effect on buying decisions. Putra et.al (2017) show that the Product Quality variable (X) has a significant and positive influence on buying decisions. Rahayu (2017) suggests that there is a fairly strong relationship between product quality and buying decisions.

Trust
According to Kotler and Pfoertsch (2007) trust is a descriptive idea that is held by someone about something ". Trust is a key element of relationship success and the trend of linkages towards various services and assessment of satisfaction felt by customers Arisutha (2005). Trust is something that makes consumers decide to transact online because consumers feel that sellers can be trusted (Putra et al., 2017). However, trust issues that arise in online purchases occur since consumers cannot verify the product directly (Dachyar & Banjarnahor, 2017). According to Fasochah 2013 states that the components of trust are credibility, reliability and integrity.Trust is something that needs to be considered by sellers to consumers to obtain buying decisions (Murwatiningsih & Apriliani, 2013).Mahliza F (2020) reports that trust has a significant effect on decision making online shopping. Trust has a positive effect on consumer buying decisions (Hayuningtyas & Widiyanto, 2015; Rahmawati & Widiyanto, 2013).

Buying decision
According to Morrisan (2010) the buying decision is the next stage after the intention or desire of the buyer. According to Setiadi in Fahmi (2016) defines that the core of consumer decision making is integration which combines knowledge to evaluate two or more alternative behaviors, and choose one of them. According to Febriana and Yulianto (2018) buying decisions are strongly influenced by cultural, social,

personal and psychological factors of the buyer. The consumer buying decision process proposed by Kotler (2009: 204) consists of five stages carried out by a consumer before arriving at a buying decision and then after purchase. These stages are as follows: 1) Problem Recognition 2) Information Search 3)

Alternative Evaluation 4) Purchase Decision and 5) Post-Purchase Behavior.

Research Framework and Hypotheses
Research Framework
Based on the theoretical review that has been previously proposed, the research framework is depicted as follows:
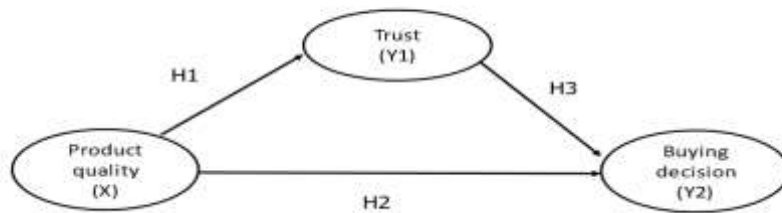

Figure 3 Research Framework

Hypothesis
H1: Product quality affects trust
H2: Product quality affects buying decisions
H3: Trust affects buying decisions
H4: Product quality has an indirect effect on buying decisions through trust.

Research Design and Method
To answer the research questions, quantitative approaches are adopted. Quantitative research aims to test the research model, the significance of the relationships among the variables and factors, and the hypotheses (Saunders and Lewis, 2012). This stage consists of four activities: a pre-test survey, establishment of the research model, a confirmatory study, and data analysis (Neuman, 2006). This study was conducted at Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti Jakarta, Indonesia. Data needed in this study includes primary data and secondary data. Primary data is data. obtained directly by researcher data collection in the field and not obtained from others (Masydhudzulhak et.al, 2015: 37) In

the quantitative approach, researchers commonly implement a probability sampling technique. The population for this survey consists of all student at Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti Jakarta. A quantitative method was used, which involved administering a questionnaire to selected respondents who included students at both universities. Survey was conducted by distributing online questionnaires containing preliminary closed-ended questions used a five-point Likert scale to 120 students. The data collected is analysed using the partial least squares structural equation modelling (PLS-SEM) version 3.2.3 computer program with two phases of analysis methods and techniques. The first is the measurement model, and the second is the structural model (Hair et al., 2014).

RESULT AND DISCUSSION
Respondents are students at Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti Jakarta. The questionnaire was made using on a Google form survey so

that respondents could fill it out online. A total of 120 respondents returned the questionnaires. Respondents who participated in this study consisted of 36 men and 84 women, which translate to 30% male respondents and 70% female respondents. In terms of age, the respondents aged 20 to 25 years consisted of 64 people (i.e., 53,3%), respondents aged 25 to 30 years consisted of 2 people (i.e., 1.7%), respondents aged 30 to 35 years consisted of 24 people (i.e., 19.05%), and respondents' respondents aged 35> years consisted of 36 people (i.e., 30%).

STATISTIC RESULTS

In this study, the assessment of the reflective measurement models includes a loading factor to measure indicator validity, composite reliability to evaluate internal consistency, and averaged variance extracted (AVE) to evaluate convergent validity and discriminant validity (Hair et al., 2014). An AVE value of 0.50 or higher indicates that, on average, the construct explains more than half of the variance of its indicators. Conversely, an AVE of less than 0.50 indicates that, on average, more error remains in the items than the variance explained by the construct (Hair et al., 2014).

The results of processing using the SmartPLS software can be seen in Figure 4.1. In the figure 4.1 it can be seen that there are several indicators that have a loading factor value <0.5, namely indicators X2, and X3 so that these indicators are not the right measure for the variables and will be thrown away. For other indicators that have a loading factor ≥ 0.5, they have met convergent validity so that in conclusion the constructs for all variables can be used for hypothesis testing. The charge of a variable factor is considered high when its value is greater than 0.5 (≥ 0.5) (Igbaria et al., 1997).

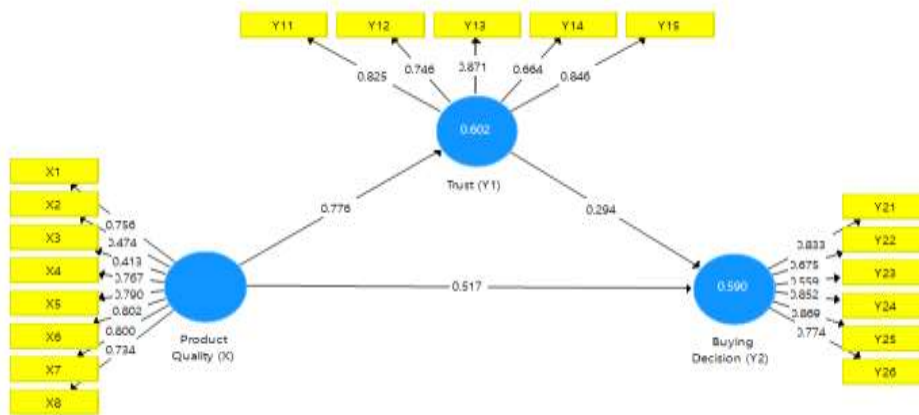**Figure 4. Evaluation of Factor Loading Value Before Modification**
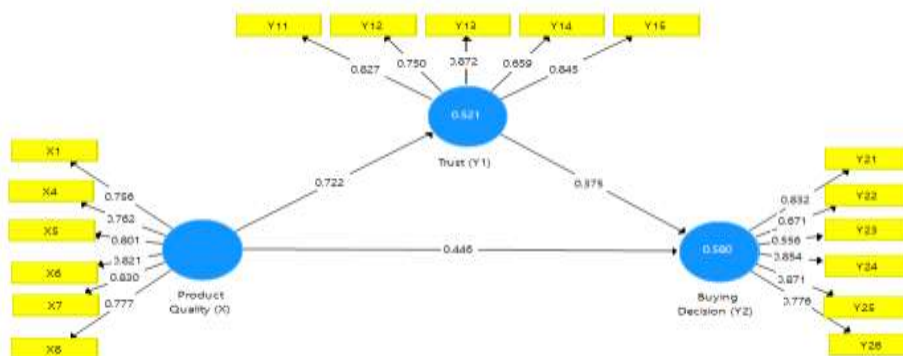**Source: processed by the author (2023)**

Figure 5. Evaluation of Factor Loading Value After Modification
Source: processed by the author (2023)

Based on the results of data processing with SmartPLS in Figure 5 above, it can be seen that the loading factor values for each indicator meet the requirements, namely ≥ 0.50. This shows the indicators on these variables are valid and used in the model

Discriminat validity test
The validity of the dimensions of each research variable can also be done by testing the discriminant validity. The test is carried out by examining the cross-loading value, namely the correlation coefficient of the indicator to the construct compared to the correlation coefficient to other constructs. The value of the dimensional correlation coefficient must be greater for the construct than for the other constructs.

Table 1. *Discriminant Validity Test*

Variabel	Product quality (X)	Trust (Y1)	Buying Decision (Y2)	Information
X1	0,756	0,517	0,554	Valid
X4	0,762	0,544	0,390	Valid
X5	0,801	0,510	0,581	Valid
X6	0,821	0,596	0,582	Valid
X7	0,830	0,650	0,676	Valid
X8	0,777	0,593	0,576	Valid
Y11	0,565	0,827	0,643	Valid
Y12	0,580	0,750	0,600	Valid
Y13	0,642	0,872	0,557	Valid
Y14	0,433	0,659	0,414	Valid
Y15	0,620	0,845	0,522	Valid
Y21`	0,668	0,497	0,832	Valid
Y22	0,387	0,391	0,671	Valid
Y23	0,428	0,511	0,556	Valid
Y24	0,621	0,571	0,854	Valid
Y25	0,623	0,632	0,871	Valid
Y26	0,511	0,577	0,776	Valid

Source: Results of analysis using SmartPLS 3.2.3 (2023)

Table 2. *Average Variance Extracted (AVE)Value*

Research Variable	*Average Variance Extracted (AVE)*
Product quality (X)	0,627
Trust (Y1)	0,631
Buying decision (Y2)	0,590

Source: Results of analysis using SmartPLS 3.2.3 (2023)

Based on the test results, the AVE value of product quality was 0.627, trust was 0.631 and buying decisions were 0.590, which means that all constructs have an AVE value > 0.50. This indicates that all constructs have met the validity requirements based on Average Variance Extracted (AVE).

Reliability Test
Testing the reliability of the measurement model is measured by looking at the value of Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit value of the reliability of a construct, while the reliability of the composite measures the true value of the reliability of a construct. Constructs are said to be reliable if Cronbach's alpha values greater than 0.70, while the composite reliability must be greater than 0.70. When Cronbach's alpha is higher than 0.7, this value is considered to be satisfactory (Hair et al., 2011). Based on Table 3, it can be stated that the measure used in this study is reliable. It can be seen from table below that each variable has a composite reliability and Cronbach's Alpha value above 0.7. From these results it can be concluded that the research model is declared reliable because it meets the values of composite reliability and Cronbach's Alpha

Table 3. Composite Reliability and Cronbach's alpha Value

Variable	*Composite Reliability*	Cronbach's Alpha	Information
Product quality (X)	0.910	0.881	Reliabel
Trust (Y1)	0.894	0.851	Reliabel
Buying decision (Y2)	0.894	0.856	Reliabel

Source: Results of analysis using SmartPLS 3.2.3 (2023)

Determination Coefficient Test/ R Square (R2)

Evaluation of the inner model is done by looking at the coefficient of determination. The coefficient of determination aims to measure how far the model's ability to explain the variance of endogenous latent variables. Changes in the R-Square value can be used to explain the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. R-Square values 0.75, 0.50, 0.25 it can be concluded that the model is strong, moderate, and weak (Ghozali 2015).

Table 4. Determination Coefficient Test/ R Square (R^2)

Variabel	R Square
Trust (Y1)	0.521
Buying decision (Y2)	0.580

Source: Results of analysis using SmartPLS 3.2.3 (2023)

The R Square value of the trust variable (Y1) is 0.521. This shows that 52.1% of the trust variable (Y1) can be moderately influenced by product quality (X), while the remaining 47.9% is influenced by other variables outside those studied. The R Square value of the buying decision variable (Y2) is 0.580. This shows that 58% of the buying decision variable (Y2) can be moderately influenced by product quality (X), and trust (Y1), while the remaining 42% is influenced by other variables outside those studied

Goodness of Fit Index (GoF) test

The Goodness of Fit Index (GoF) test is used to validate the combined performance of the measurement model (outer model) and the structural model (inner model). Calculations are performed using the AVE value derived from the four research variables (brand image, product quality, trust and buying decisions) and the R2 value derived from the dependent and mediating variables (buying decisions and trust). The provisions for the GoF category are a small GoF value of 0.1, a medium GoF of 0.25, and a large GoF of 0.36 (Ghozali 2015)

$$GoF = \sqrt{0.616 \times 0.5505}$$
$$GoF = 0{,}582$$

From the calculation results, the GoF Index value is considered large, which is equal to 0.582, which is included in the Godness of Fit, which is large > 0.36. This shows that the overall model is in accordance.

Result of the structural model (structural equation modelling)

Once we have confirmed that the construct measures are reliable and valid, the next step requires the assessment of the structural model results. In this part, we focus on how to assess the quality of the survey results by examining the structural model (Vieira, 2011).
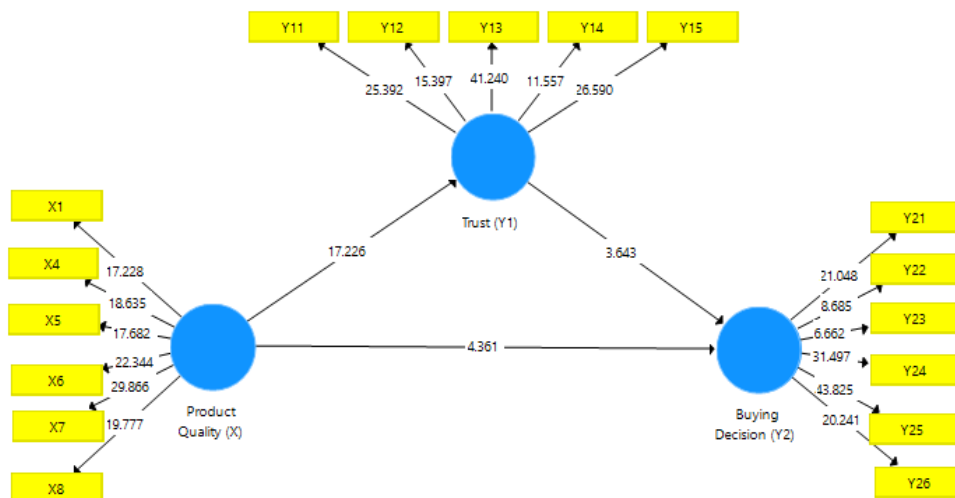
Figure 6. *bootstrapping Value*
Source: processed by the author (2023)

Table 5. Path Coefficient Value

Relations between construct	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Direct			
Product quality → Trust	0.722	17.226	0,000
Product quality → Buying decision	0.446	4.361	0,000
Trust → Buying decision	0.375	3.643	0,000
Indirect			
Product quality → Trust → Buying decision	0.271	3.603	0.000
Total			
Product quality → Buying decision	0.716	15.317	0.000

Source: Results of analysis using SmartPLS 3.2.3 (2023)

Hypothesis 1 states that product quality has an affects the trust. The hypothesis test results demonstrate the path between the product quality and the trust has beta coefficient and t-statistic values of 0.722 and 17.226 respectively. This result shows that the Hypothesis 1 is supported because the t-statistic value of 17.226 > t-table value of 1.981 and it has a significant influence on the positive nature of the relationship. The results of this study are in line with the results of previous research conducted by Purwanto and Fanny (2021) in their research which stated that product quality contributes to customer trust. Razak et.al (2016) in his research stated that product quality can increase customer trust.

Hypothesis 2 states that product quality has an affects the buying decision. The hypothesis test results demonstrate the path between the product quality and the buying decision has beta coefficient and t-statistic values of 0.446 and 4.361, respectively. This result shows that the Hypothesis 2 is supported because the t-statistic value of 4.361 > t-table value of 1.981 and it has a significant influence on the positive nature of the relationship. The results of this study are in line with the results of previous research conducted by Oktavenia and I Gusti (2019) showing that product quality has a significant positive effect on buying decisions. Putra et.al (2017) shows that product quality has a significant and positive influence on buying decisions. Rahayu (2017) shows that there is a fairly strong relationship between product quality and buying decisions.

Hypothesis 3 states that trust has an affects the buying decision. The hypothesis test results demonstrate the path between the trust and the buying decision has beta coefficient and t-statistic values of 0.375 and 3.643, respectively. This result shows that the Hypothesis 3 is supported because the t-statistic value of 3.643 > t-table value of 1.981 and it has a significant influence on the positive nature of the relationship. The results of this study are in line with the results of previous research conducted by Mahliza F (2020) which states that trust has a significant effect on online shopping decision making. Tanjung et.al 2018 found in their research that higher trust will increase consumer buying decisions.

Hypothesis 4 states that product quality has an affects the buying decision through trust. The hypothesis test results demonstrate the path between the product quality and the buying decision through trust has beta coefficient and t-statistic values of 0.271 and 3.603 respectively. This result shows that the Hypothesis 4 is supported because the t-statistic value of 3.603 > t-table value of 1.981 and it has a significant influence on the positive nature of the relationship.

Effect of total product quality on purchasing decisions

The direct effect of the product quality variable on buying decisions is 0.446 and the indirect effect of product quality on buying decisions through trust is 0.271 so that the total influence of product quality on buying decisions is 0.716. This means that trust greatly strengthens the product quality on buying decisions.

CONCLUSIONS

This study aims to examine the phenomenon of customer decisions, both in terms of product quality and trust. Based on the

results of this study, it can be concluded that product quality has a positive and significant effect on customer trust. Product quality has a positive and significant effect on buying decisions. Customer trust has a positive and significant effect on buying decisions. Product quality has a significant effect on buying decisions through trust.

MANAGERIAL IMPLICATION

The practical implication is that Samsung smartphones must manage product quality as an important factor influencing trust and buying decisions as well as managing trust as the most important factor influencing buying decisions. The indicator that has influence on product quality is the attractive designs, thus, the company must be able to meet customer expectations by continuing to maintains and develop attractive designs so that the good product quality can be maintained and improved.

LIMITATION AND FUTURE RESEARCH

This study did not explore other variables that also affect buying decision, such as customer loyalty, customer satisfaction, service quality and other variables. This study was conducted at only one private agency and, therefore, cannot be generalised to private agencies in Indonesia.

For future researchers who wish to conduct similar research, it is advisable to use variables other than product quality, and trust that can influence buying decisions. Future researchers can also expand the scope of research not only for Samsung providers but also for the cellular industry as a whole

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