

## Analyzing the Effect of Brand Preference, Brand Image, and Price toward Oppo Smartphone Purchasing Intention among Islamic University Students

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### ABSTRACT

As one of the brands of smartphone products, Oppo already has a good market share in the market in Indonesia and has become one of the smartphone products that are well considered and chosen by its users, including students in Islamic University. The purpose of this study was to analyze the most dominant impact between brand preference, brand image, and price on the purchase intention of Oppo Smartphones perceived by students at the Faculty of Economics and Business, Islamic University of Malang. Data collection was taken over one month period, as 97 respondents are participating in this study. The data collected was processed and analyzed quantitatively to test the effect on each relationship between variables in the research model that was built. Among the three proposed hypotheses, only two were accepted and confirmed in this study. An important finding is revealed that price is not considered an important factor in Oppo Smartphone purchase intention. Thus, the price of Oppo Smartphone descriptively is the best thing perceived by respondents. Meanwhile, brand image was found to be the most important determinant of purchase intention as perceived by respondents. Discussions and opportunities for further research are presented at the end of this study.

Keywords: Brand Image, Brand Preference, Price, Purchase Intention, Smartphone



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### INTRODUCTION

The competition encourages companies to create unique and superior products, the more unique and superior a product is, the more competitive the product is. Likewise, with competition, communication tools that have uniqueness and advantages will result in consumers choosing their tools because of their needs in facilitating communication among people. Consumers take several considerations to choose a communication tool such as Smartphones, including practical use in carrying out daily activities. Almost all community activities in many areas of countries have been supported by the use of smartphones such as communicating via e-mail which is easy to access anywhere and anytime practically. For most people, the use of smartphones is not just a tool to

communicate like an ordinary mobile phone, but is also used to work using software that has been provided by software developers. For others, a smartphone is considered a mobile phone that has advanced features such as e-mail (electronic mail), internet, social media, high-resolution cameras, music players, and games.

Consumers take several considerations to choose a communication tool, especially Smartphones, including practical use in carrying out daily activities. Almost all community activities that have been done in many cities are supported by the use of smartphones such as communicating via e-mail which is easy to access anywhere and anytime practically. For most people, the use of smartphones is not just a tool to communicate like an ordinary mobile phone, but is also used to work using software that has been provided by software developers. But for some others, a smartphone is just a mobile phone that has advanced features such as e-mail (electronic mail), internet, social media, high-resolution cameras, music players, and games.

One of the communication tools that is developing at this time is the Oppo Smartphone, which is a type of smartphone communication tool that makes the latest breakthroughs in its products. This can change a consumer's behavior so that by using Oppo mobile phones consumers can feel technological developments and make consumers think that their standard of living is better (Harjadi et al., 2021; Santoso & Nosita, 2020). By following the development of sophisticated technology, Oppo smartphones are present and enliven the intense competition in the mobile phone business (smartphones). Oppo smartphone is the smartphone that is a new brand that is present in the fierce world of smartphone competition. Oppo began to spread its wings into the smartphone market in 2011. Oppo strives to keep up with the latest technology, with the highest software quality standards. It must be very difficult for a new brand that is not familiar to many consumers to make consumers choose the product. In 2016 the Oppo smartphone was able to rank 7 and beat other brands such as Asus, Advan, and Cross. Since Oppo is a new brand, it is hoped that Oppo can continue to compete and be able to maintain it as a top brand and increase its sales. Based on information on Indonesia's top brand index in the last 2 years, Oppo smartphones have experienced a significant increase, this means that there has been an increase in consumer purchases of Oppo smartphones. An increase in purchases means that people's buying interest in Oppo smartphones also increases. Because Oppo is a new company in the smartphone sector, this increase is a successful strategy that has been implemented by the Oppo company, especially marketing strategies through advertising. Therefore, it is very interesting to examine how the purchase intention of this Oppo Smartphone product is viewed from the perspective of its users, especially the millennials.

Explaining the purchase intention of a product can be viewed from various things, one of which is the brand of the product (Nurhasah et al., 2018; Sumarsono et al., 2018). Brands can affect consumer perceptions of the products to be purchased, the competition between companies is perception competition, not product. The function of the brand in addition to distinguishing one product from another, the brand also provides benefits to consumers including helping to identify the benefits and quality offered by a product. Consumers trust products with certain brands more than products without brands even though the benefits offered are the same.

For manufacturers, brands can be promoted as an important part of the company's marketing activities. Brands can be easily identified when placed on a display. Brands can also be used to reduce price comparisons because brands are one of the factors to consider when comparing different similar products. Managing brands is the most important part of strategic efforts made by producers based on efforts to understand consumer behavior. Consumer behavior is a very dynamic process that can include the behavior of individual consumers, groups, and members of society which can continuously change (Gillespie & Joireman, 2016; Swan & Combs, 1976). Several things that can influence consumers when they decide to buy a product can come from internal factors, namely within themselves, or external factors such as environmental influences (Kotler & Keller, 2012). Therefore, it is important to understand the behavior of consumers who are formed related to products, both goods or services that are purchased and consumed.

Organizations with Islamic nuances such as the Islamic University of Malang tend to be associated with halal or sharia products, it is included in the decision to purchase halal products (Hidayati et al., 2020, 2021; Hidayati & Sunaryo, 2021) among its members. While other introduction and

formation of attitudes and behavior toward a particular product, students have a rational and general mindset. In a university, it is interesting to see how to purchase intention is formed for a product such as this smartphone product. Several previous studies have discussed the purchase intention of an established product such as Samsung (Baruno & Susanto, 2018; Diputra & Yasa, 2021; Maulidiyah & Lukiana, 2017). Thus, smartphone providers would consider students in universities as potential markets for smartphone users, because they can support their activities in the learning process.

Purchasing intention is an individual activity directly involved in deciding to purchase the product offered by the seller. Meanwhile, in the evaluation stage, consumers form preferences for brands in the choice set (Kotler & Keller, 2012). In some cases, consumers may decide not to formally evaluate each brand. This decision-making is an activity of individuals who are directly involved in using and obtaining the goods on offer (Gupta et al., 2015; Morwitz, 2014). While a purchase decision is where a consumer already has a choice and is ready to make a purchase, purchase intention is often seen as how much intention is perceived by the consumer to buy a product. Studying purchase intention helps companies to understand well how the behavior patterns of consumers are formed. Before deciding to buy a product, consumers will consider several important factors that they perceive, such as brand and price. Brand and price can be determining factors in choosing or using a smartphone product.

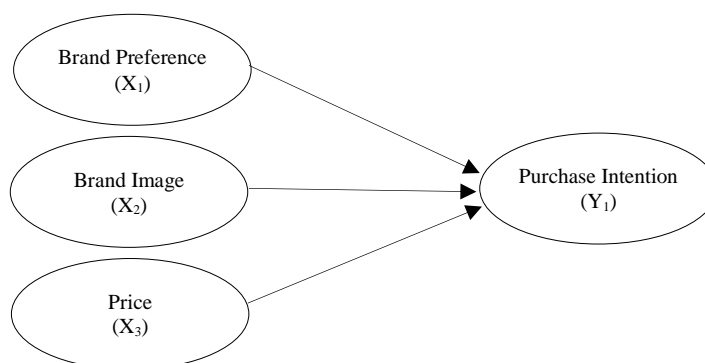
In the brand concept, one of the important things that are reviewed is brand preference. Brand preference is one of the determining factors for someone in consuming or buying a product. The choice of a brand can be formed beforehand through the exposure of information received by consumers and then processed cognitively and evaluated effectively. Empirically, brand preference is one of the important determinants of purchase intention (Ariyanti & Bettega, 2016; Hansopaheluwakan et al., 2020; Naami et al., 2017). This preference for brands applies to various types of products that show how the brand is perceived by someone before taking attitudes and behavioral tendencies related to a product.

In addition to brand preference, the concept or brand theory is also known as the concept of brand image. Brand image is the way people perceive the actual brand of a product. For the image to be embedded in the minds of consumers, marketers must demonstrate brand identity through available means of communication and brand contact. Brand image is the public's perception of the company or its products. Brand image is a series of associations that exist in the minds of consumers to a brand, usually organized into a meaning. The relationship of a brand will be stronger if it is based on experience and get a lot of information. Image or association identifies perceptions that can describe objective reality or not. The brand image formed from this association (perception) is the basis for a decision to buy and even brand loyalty from consumers. The brand image also includes trust and knowledge of brand attributes (cognitive aspects), the influence of users of the brand, and appropriate use situations, feelings, and emotions perceived with a brand (affective aspect).

Apart from brand image and preference, the concept of price is also recognized in extensive studies related to aspects of marketing or consumer behavior. Price is "the amount of money charged for a product and service or the amount of value that will be exchanged for customers to obtain benefits of having or using a product or service. Customers would consider price as one of the important things before buying a product, with some previous empirical results revealing the important role of price in encouraging the purchase intention of a product (Aspan et al., 2017; Rai, 2021). Price is not defined as pricing from the perspective of a service or product provider, but rather the perception of service users about a price that is set for a product they bought or consumed. Of course, price is a factor that consumers think about before deciding on a product, and this applies to various types of products and services (Samsuranto, 2021). It is interesting that in the context of purchase intention of smartphone users, price is no longer considered a reflection of quality (Santoso & Nosita, 2020), and this has a potential impact on brand switching behavior of smartphone users among millennial users (Harjadi et al., 2021).

The purpose of this study is to examine the most important determinants of purchasing decisions for Oppo smartphones for students at the Islamic University of Malang in terms of three things, namely

brand preference, brand image, and price. Based on this, a conceptual framework for this research was built as shown in Figure 1 as follows.



**Figure 1. Conceptual Framework**

Source: Developed for this study

From the conceptual framework in Figure 1, to investigate the direct effect between variables observed in this study, certain research hypotheses are proposed and then tested to conclude what is being questioned before. Therefore, hypotheses are stated as follows:

- H1. Brand preference has a positive and significant influence on the purchase intention of Oppo Smartphones.
- H2. Brand image has a positive and significant influence on the purchase intention of Oppo Smartphones.
- H3. Price has a positive and significant influence on the purchase intention of Oppo Smartphones.

## METHODS

Respondents in this study were students of the Faculty of Economics and Business, Islamic University of Malang, focusing on a class of 2019 - 2020. Data collection was conducted using a questionnaire compiled in an online form that was distributed among respondents. The sampling technique is non-probability sampling with snowball sampling. Data collecting began with targeting a sample of identified individuals in the Class Force group and expanding the sample by asking initial participants to identify other students who have met the criteria and are willing to participate as a respondent in the study. This research was conducted in January 2021 with a period of 30 days for distributing questionnaires. After the data collection limit was passed, it was recorded that 97 respondents participated in the study by filling out the questionnaire completely. Data has been collected and sorted out, then processed using statistical software, using multiple regression analysis techniques. This analysis technique considers the causality research model which consists of three independent variables and one dependent variable. In addition, the basis of the research question is another consideration of why this data analysis technique is used. Before data was analyzed, validity and reliability tests were carried out to meet the eligibility criteria for data collection instruments and then carry out further data analysis processes.

## RESULTS AND DISCUSSION

Results of data collection from respondents were processed for further analysis. The collected data is processed with statistical tools in descriptive analysis by showing the mean score for both indicators and constructs. In addition, validity and reliability tests were carried out for each construct observed in this study, among all of the variables such as brand preference, brand image, price, and

purchase intention. Descriptive statistics were conducted to analyze the average score, then validity and reliability tests for each construct were carried out to obtain validity and consistency values of the research instrument.

Table 2 shows the results of data analysis for the description of respondents' answers that manifested in average value and correlation coefficient for each indicator among all variables observed in this study. The highest average value is the price (mean = 3.997), while the lowest average value is purchase intention (mean = 3.572). These results show that the tendency level to buy Oppo Smartphone products is at a moderate level. Meanwhile, respondents' perceptions of price for Oppo Smartphone products have the greatest value compared to perceptions of brand preference and brand image.

**Table 1. Mean Value, Correlation Coefficient (r), and Cronbach's Alpha**

	Mean	r
<b>Brand Preference (<math>\alpha = .870</math>)</b>	<b>3,649</b>	
Oppo brand preference for using a smartphone	3.69	.741
Intention to use the Oppo brand for using a smartphone	3.65	.663
Oppo brand selection for using a smartphone	3.66	.776
Opportunity to use Oppo smartphone	3.60	.719
<b>Brand Image (<math>\alpha = .885</math>)</b>	<b>3,582</b>	
Quality of Oppo Smartphone	3.60	.785
The convenience of using Oppo smartphone products	3.59	.675
The uniqueness of the Oppo smartphone	3.54	.786
Differences in experience in using Oppo smartphones	3.61	.760
<b>Price (<math>\alpha = .800</math>)</b>	<b>3,997</b>	
The price of the OPPO Smartphone is very affordable	4.13	.476
The price is according to the features offered by OPPO Smartphones	4.06	.656
OPPO Smartphone prices can compete with other products	3.79	.714
The price of the OPPO Smartphone offered is following the benefits	4.00	.615
<b>Purchase Intention (<math>\alpha = .874</math>)</b>	<b>3,572</b>	
The decision to use an Oppo smartphone is according to an advertisement or promotion	3.56	.742
Realization of plans using Oppo smartphones	3.63	.737
Intention to buy an Oppo smartphone	3.46	.722
The decision to buy an Oppo smartphone	3.64	.726

Note: The correlation coefficient is significant at the level of  $p < .001$

Source: Data Processed (2021)

This study uses correlation analysis to test the significance of the indicator coefficient values on the variables observed in the study, as a criterion to check the internal validity of the collected research data. With a cut-off of 0.300, all indicators as shown in Table 2 have met the validity criteria, with a range of correlation coefficient values from 0.476 to 0.786. Meanwhile, Cronbach's alpha value as a reliability value was found between 0.800 to 0.885, which means that all instruments in this study were declared to meet the reliability criteria. Table 2 shows all values ( $\alpha$ )  $\alpha > 0.6$  so that all variables observed in this study were declared reliable.

The answer description shows that the highest value is perceived in the price construct with a mean of 3.997. This value indicates that the perception of the price set for Oppo smartphone products is categorized as good according to the respondents. Meanwhile, the lowest value perceived by respondents is in the purchase intention construct with a mean of 3.572. This value reflects that the tendency to buy Oppo smartphone products is categorized as moderate according to the perceptions of students at the Faculty of Economics and Business, Islamic University of Malang. These values were found to be in line with the brand image and brand preference perceived by the respondents.



**Table 2. Beta Coefficient Value for Relationship Between Variables**

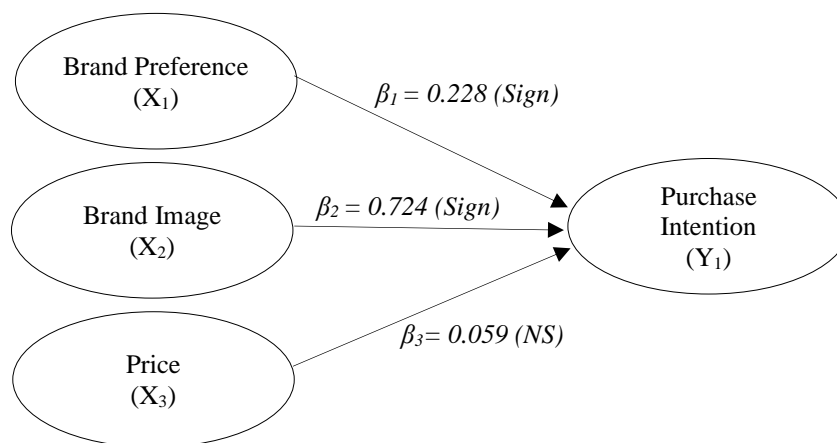
Relationship	Beta Coefficients	t <sub>statistic</sub>	Sign.	Note
Brand Preference → Purchase Intention	.228	2.822	.006	Significant
Brand Image → Purchase Intention	.724	8.936	.000	Significant
Price → Purchase Intention	.059	1.669	.098	Not Significant

Source: Data Processed (2021)

Figure 2 displays the results of model analysis, with standard parameter estimates for the model presented. Results showed that brand preference ( $\beta_1 = 0.228$ ,  $p < 0.05$ ) had a significant influence on purchase intention. Therefore, hypothesis 1 is accepted, which means that Brand preference has a positive and significant influence on the purchase intention of Oppo Smartphones. Better brand preference for the Oppo smartphone will increase the tendency among students to buy it.

Brand image ( $\beta_2 = 0.724$ ,  $p < 0.05$ ), significantly affects purchase intention, so hypothesis 2 is accepted which indicates that brand image has a positive and significant influence on the purchase intention of Oppo Smartphones. A better brand image of Oppo smartphones perceived by students would increase the tendency among students to buy Oppo Smartphone products.

Meanwhile, price ( $\beta_3 = 0.059$ ,  $p > 0.05$ ) was found not to significantly influence purchase intention. Hypothesis 3 is rejected, which means that the perception of price cannot have a significant effect on increasing purchase intention for Oppo smartphones. The better the price of the Oppo smartphone is perceived by students, this cannot increase the tendency of students to buy Oppo Smartphone products.



**Figure 2. Path Coefficient**

Source: Data Processed (2021)

From the value of each effect between variables, it can be seen that two significant beta coefficient is still moderate and high ( $\beta_1 = 0.228$ ; and  $\beta_2 = 0.724$ ). The largest coefficient value is indicated by the effect of brand image on purchase intention. This is one of the important findings of this study. While according to students' perceptions, the brand image of Oppo smartphones could drive their desire to buy a product. The beta coefficient of price was found to be insignificant in fostering purchase intention ( $\beta_3 = 0.059$ ), indicating that the price of Oppo smartphone is considered not as an important factor in encouraging purchase intention as perceived by students of the Faculty of Economics and Business, Islamic University of Malang.

**Table 3. Coefficient of Determination and Significance of the Model**

<b>R</b>	<b>R Square</b>	<b>F</b>	<b>Sig.</b>
0,941 <sup>a</sup>	0,886	239.886	0,000 <sup>b</sup>

Source: Data Processed (2021)

Table 3 above shows that the  $R_{square}$  value from the calculation of data analysis in this research model was found to be 0.886. This value indicates a large determinant variant of the model. Brand preference, brand image, and price were found as explanatory or important determinants of purchase intention by 88.60 percent. While the remaining amount of 11.40 percent is a factor outside of three explanatory variables that could drive purchase intention. F-value is 239,886 with a significance of  $<0.05$ , indicating that the overall research model can be categorized as good. Models that were tested are considered a good predictive models in determining the level of purchase intention. Considering about high  $R_{square}$  level, it can be concluded that brand preference, brand image, and price can be explanatory factors for purchase intentions for Oppo smartphone products.

Based on previous empirical results, there are several important implications of this study. In general, the findings of the study indicate that price cannot influence the purchase intention of Oppo smartphone products. These results cannot confirm previous research which generally shows that price is one of the most important things that consumers consider before deciding to buy a product (Abrori & Ariescy, 2021; Noerchoidah, 2013; Sudirman et al., 2020; Sumarsono et al., 2018). While an interesting finding is that brand image is the most important determinant of purchase intention for Oppo Smartphones, these results can confirm several previous empirical findings that show the important role of the brand image of a product in increasing purchase intention (Nurhasah et al., 2018; Sumarsono et al., 2018). The Oppo brand has a moderate image for smartphone users in Indonesia, especially the millennial generation. By making Oppo an alternative product that can be an option for smartphone users, people will consider that price is no longer always able to reflect the quality of a smartphone product (Santoso & Nosita, 2020). Furthermore, smartphone manufacturers can formulate the best strategy for market penetration for smartphone users in Indonesia, especially for the millennial generation. This study found that price is the only important thing that is considered good according to students. The price of Oppo Smartphone is quietly acceptable for students, which is more reflected in Oppo Smartphones that are very affordable and their features are suited to the price offered.

## CONCLUSION

This study reveals an interesting finding that only two of three determinants of purchase intention have a significant effect. For respondents, price is something that cannot affect the purchase intention of Oppo smartphone products. While the most interesting thing is that brand image is found to be the most important determinant of purchase intention for Oppo smartphone products. Empirical results reveal interesting and informative findings for stakeholders. Smartphone users, especially students, can certainly see that price is no longer an important consideration in deciding to buy a smartphone product because an image of a smartphone brand has more influence on them whether they would buy it or not.

Despite the findings that were revealed, the study also has some limitations. The results of this study cannot describe and relate the characteristics of respondents to the concepts observed and researched. For example, the research does not review gender factors in influencing the buying decisions that are formed. In addition, Oppo smartphone products are not based on certain categories or types on Oppo smartphone products. This study only analyzes Oppo brands in general. The next limitation is the nature of the research that uses a closed questionnaire as a data collection instrument, allowing that the subjectivity of the respondents is still there, even though the results of data processing show valid and reliable criteria. In the future, further research is expected to

accommodate these limitations and plan research on purchase intention and other factors that influence it with a wider and more complete scope of context to reveal interesting things that have not been explored in this study.

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