ANALYSIS OF INFLUENCE OF PRICE, PROMOTION, AND PRODUCT QUALITY ON APPLE SMARTPHONE'S PURCHASE DECISION (CASE STUDY ON PEKANBARU'S SOCIETY)

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ABSTRACT

This study aims to determine and analyze the effect of price, promotion and product quality on Apple smartphone purchasing decisions in Pekanbaru City. Sampling in this study using accidental sampling. This study uses primary data. In this study, primary data was obtained directly from respondents by dividing the price or list of statements in a predetermined sample. Secondary data is generally in the form of evidence, historical records or reports stored in published archives. The method used is multiple linear regression analysis with a sample size of 100 respondents. The research results show that product quality has a significant effect on Apple Smartphone purchasing decisions in Pekanbaru city, while Price and Promotion have no significant effect on Apple Smartphone purchasing decisions in Pekanbaru city.

Keywords: Price; Promotion; Product Quality

ANALISIS PENGARUH HARGA, PROMOSI, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE APPLE (STUDI KASUS PADA MASYARAKAT DI KOTA PEKANBARU)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, promosi dan kualitas produk terhadap keputusan pembelian smartphone *Apple di Kota Pekanbaru. Penentuan sampel dalam penelitian ini menggunakan* accidental sampling. *Penelitian ini menggunakan data primer. Dalam penelitian ini, data primer diperoleh langsung dari responden dengan membagi angket atau daftar pernyataan pada sampel yang telah ditentukan. Data sekunder umumnya berupa bukti, catatan atau laporan historis yang tersusun dalam arsip yang dipublikasikan. Metode yang digunakan adalah analisis regresi linier berganda dengan jumlah sampel 100 responden. Hasil Penelitian menunjukkan Kualitas Produk berpengaruh signifikan terhadap keputusan pembelian Smartphone Apple di kota Pekanbaru, sementara Harga dan Promosi tidak berpengaruh signifikan terhadap keputusan pembelian* Smartphone *Apple di kota Pekanbaru.*

Kata Kunci*: Harga; Promosi; Kualitas Produk*

INTRODUCTION

The development of technology in the era of globalization has enabled people to communicate quickly without boundaries. The invention of mobile phones has made communication more effective and efficient. One of the communication technologies that has made rapid progress is the smartphone. The smartphone phenomenon is a result of the expanding development of technology and informatics. Smartphones have high capabilities in their operation, which is why they are often referred to as "smartphones." Below is data on the development of smartphone users in Indonesia from 2011 to 2022: From 2018 to 2022, the number of smartphone users in Indonesia continued to grow significantly. In 2018, the number of users was 70.22 million, while in 2019 it increased to 76.64 million. In 2020, the number of smartphone users grew to 81.87 million, then in 2021 it increased further to 86.21 million. By 2022, the number of smartphone users had risen to 89.86 million. This phenomenon indicates that smartphones have become an integral part of people's lives due to the various conveniences they offer (Statista, 2023).

The high level of competition has caused consumers to be selective in making purchasing decisions. Smartphone manufacturers produce devices ranging from affordable to expensive prices. Some people are interested in purchasing and following the latest smartphone releases because the products' quality and designs are becoming more modern. This phenomenon has led to many smartphone manufacturers offering their products in an effort to meet the public's need for communication and information.

Given the intense competition in the smartphone market, Apple also participated in this competitive environment. In 2007, Apple made a significant breakthrough in the history of smartphone development with the introduction of the first iPhone, featuring iOS as its operating system. Apple's founder, Steve Jobs, introduced a smartphone with a wide screen and navigation fully controlled by human fingers. In 2007, Time magazine also named the iPhone the "Best Invention of 2007." Despite its relatively high price, this high-end smartphone produced by Apple continues to be popular. However, according to official information from Apple, the company has officially stated that it will no longer report the number of devices sold, including the iPhone, iPad, or Mac (Yulia et al., 2020).

As an effort to face the threat of competition and strengthen its competitive advantage, companies can achieve this by developing their marketing strategies. A company can create a competitive edge in terms of price, promotion, and product quality to maintain its strengths and become a smartphone brand that is favored by consumers. This allows the company to achieve profits, enhance growth, and maintain business performance in the future. According to data released from the Top Brand Index 2022 in the smartphone category, the iPhone ranks third. Figure 1 provides the data from the Top Brand Index.

SMARTPHONE

BRAND	TBI 2022	
Samsung	33.0%	TOP
Oppo	20.6%	TOP
iPhone	12.0%	TOP
Xiaomi	11.2%	
Vivo	9.7%	

* Kategori online dan offline

Source: https://www.topbrand-award.com/top-brand-index/?tbi_index=Top%20Brand&tbi_year=2022

Figure 1. Top Brand Index 2022

Based on Figure 1, it is evident that in the 2022 Top Brand Index for smartphones, Samsung was crowned the most favored smartphone brand in Indonesia. This South Korean brand achieved the highest Top Brand Index (TBI) score of 33%. Below Samsung, OPPO ranked second as the most favored smartphone brand in Indonesia, with a TBI score of 20.6%. Next, the iPhone obtained a TBI score of 12%. Xiaomi and Vivo followed with TBI scores of 11.2% and 9.7%, respectively.

According to Pardede & Haryadi (2017), price is the amount of money charged for a product or service. More broadly, price refers to the total amount of value exchanged by consumers for the benefits of owning or using a product or service. In the past, price has been an important factor that influences buyer choices. Devi (2019) and Agus et al. (2014) show that price significantly influences purchasing decisions. However, Ariela (2018), Mandey (2013), and Taroreh (2015) suggest that price does not significantly influence purchasing decisions.

Kotler & Keller (2016) argue that promotion is a means by which companies attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Promotion is also a way for companies to attract consumer interest and encourage purchasing decisions. Promotion is a part of marketing activities that seeks to spread information through brochures, media, advertisements, or billboards, which contain

persuasion or influence to motivate consumers to make purchasing decisions. The more intensive the promotion conducted by a company, the more it will encourage an increase in purchasing decisions. Research by Agus et al. (2014) and Mandey (2013) shows that promotion significantly influences purchasing decisions, while Purnama & Permatasari (2018) found that promotion does not have a significant partial effect on purchasing decisions.

According to Ernawati (2019), product quality is one of the factors that influence purchasing decisions. A company must pay attention to the quality of the products it creates because product quality is an important factor influencing consumer decisions when purchasing a product or service. The better the quality of a product, the greater the consumer interest in purchasing it. Research by Ariela (2018), Amilia & Nasution (2017), Sriyanto & Utami (2016), and Taroreh (2015) indicates that product quality significantly affects purchasing decisions, whereas Devi (2019) found that product quality does not have a significant partial effect on purchasing decisions.

LITERATURE REVIEW
Marketing
According to Kotler & Keller (2016), marketing is the activity of organizing institutions and processes to create, communicate, deliver, and offer value to consumers, clients, partners, and society in general. From this definition, marketing is a social process where a group of individuals meet their needs and wants by offering or exchanging something of value. Meanwhile, according to Hasan (2013), marketing is the process of identifying, creating, and communicating value as well as maintaining relationships that satisfy consumers to maximize company profits. Marketing is an essential foundation for companies to offer and market their products or services. Marketing aims to plan, set prices, promote, and distribute products.

Price
According to Kotler & Keller (2016), price is the amount of value exchanged by consumers for the benefits of owning a product or service, with its value set by both the buyer and seller through negotiation, or set by the seller at a uniform price for all buyers. Price is the establishment of compensation according to the product's value. According to Holmes (2013), the price of products and services in marketing activities is usually determined based on a price list, discounts, fees, payment periods, and credit terms. According to Kotler & Armstrong (2014), there are four price indicators: (1) Price affordability, (2) Price suitability with product quality, (3) Price competitiveness, (4) Price suitability with benefits.

Promotion
According to Kotler & Armstrong (2014), promotion is a tool for communicating with buyers and other companies with the aim of providing clear information. Meanwhile, Rusmini (2013) defines promotion as one of the efforts made by companies in interacting with customers or communicating with potential customers. According to Tjiptono (2014), promotion for services requires an emphasis on improving the quality of services provided.

According to Kotler & Keller (2016), there are 8 promotion indicators as follows: (1) Advertising, (2) Sales Promotion, (3) Events and Experiences, (4) Public Relations and Publicity, (5) Online and Social Media Marketing, (6) Mobile Marketing, (7) Direct and Database Marketing, (8) Personal Selling.

Product Quality
Product is one of the critical variables in the marketing mix that companies must pay attention to. A product can be a tangible item, which is a physical object produced or created by the company through a production process. A product can also be intangible, such as a service. According to Machfoedz (2010), a product is a good or service that reflects the potential to satisfy consumer needs, both those that are conscious and unconscious.

According to Kotler & Keller (2016), a product is anything offered to the market to satisfy consumer needs, which can be measured by: a) Product variation, b) Product quality, c) Product design, d) Warranties or guarantees offered, e) Brand.

There are 8 product quality indicators according to Kotler & Keller (2016): (1) Form – includes the size, shape, or physical structure of the product. (2) Feature – aspects of uniqueness, characteristics, special services, or varieties of benefits integrated or brought into a product exposed to consumers. (3) Performance Quality – the extent to which the product's main characteristics operate, such as price, cleanliness, and taste. (4) Perceived Quality – consumer perception of the overall quality and brand excellence. (5) Durability – the expected operational lifespan of the product in normal or full-pressure conditions, a valuable attribute for certain products. (6) Reliability – the probability that the product will not malfunction or fail within a certain time. (7) Repairability – the ease of fixing the product when it malfunctions or fails. (8) Design – the totality of features that connect the appearance, feel, and function of the product based on consumer needs.

Purchasing Decision
According to Kotler & Keller (2016), purchasing decision is the final decision of individual consumers and households purchasing goods and services for personal consumption. Siswanto (2012) states that a purchasing

decision is a series of activities undertaken by someone in solving problems they face and then deciding on various alternatives that seem most rational and appropriate for the organization's environment. One of the important decisions that consumers make, and which must receive significant attention from marketers, is the consumer's purchasing decision.

There are 5 purchasing decision indicators according to Kotler & Keller (2016): (1) Product Choice, (2) Brand Choice, (3) Distributor Choice, (4) Purchase Timing, (5) Purchase Quantity.

Relationships among Variables and Hypothesis

A hypothesis is a temporary answer to a formulated problem. Due to its temporary nature, it needs to be validated through the collected data. Based on the background of the problem and the theoretical framework that has been outlined previously, the hypotheses in this study are as follows:

The Effect of Price on Purchasing Decisions

According to Holmes (2013), the price of products and services in marketing activities is usually determined based on a price list, discounts, fees, payment periods, and credit terms. Price setting influences the decision-making process in purchasing products or services. Therefore, companies must be cautious in setting prices to avoid losses and ensure that consumers feel the price is appropriate for the product offered. If the price set aligns with the benefits received by the consumer, the purchasing decision will increase (Tjiptono, 2014).

H1: Price has a positive effect on the purchasing decision of Apple smartphones.

The Effect of Promotion on Purchasing Decisions

According to Walukow & Pratisistia (2014), promotion is a form of marketing communication that includes marketing activities which spread information, influence, and remind the target market about the company and its products to encourage them to accept, purchase, and remain loyal to the product offered by the company.

H2: Promotion has a positive effect on the purchasing decision of Apple smartphones.

The Effect of Product Quality on Purchasing Decisions

According to Kotler & Keller (2016), product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy explicitly or implicitly stated needs. Essentially, when buying a product, consumers do not only purchase the product but also consider the benefits and the advantages that come with it.

H3: Product quality has a positive effect on the purchasing decision of Apple smartphones.

Conceptual Framework

The research framework illustrates the relationship between the independent variables, which in this case are Price (X1), Promotion (X2), and Product Quality (X3), and the dependent variable, which is Purchasing Decision (Y) as shown in Figure 2.
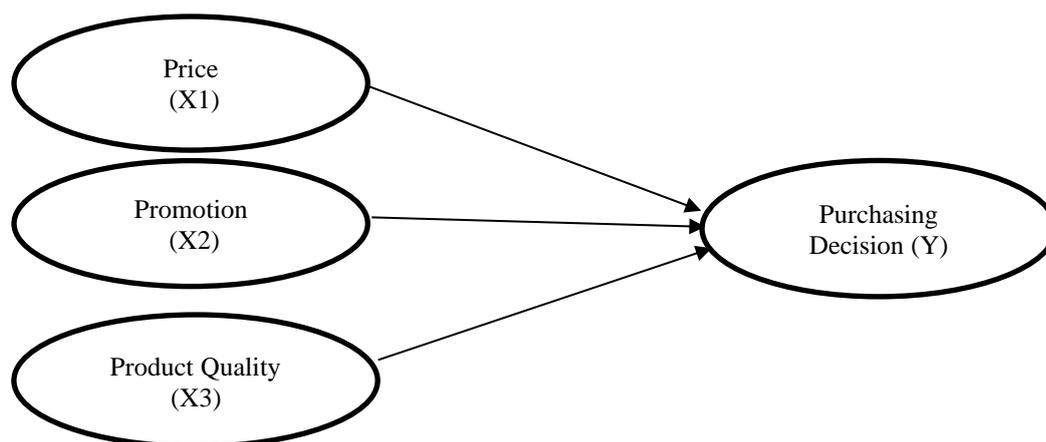
Source: (Processed Data, 2023)
Figure 2. Conceptual Framework

METHODOLOGY

Place and Time of Research

This research was conducted in the city of Pekanbaru, Riau Province. The phenomenon observed among the society in Pekanbaru is closely related to the growing use of smartphones, with Apple users included in this category. The research took place from July 2022 until its completion.

Population and Sample

According to Saputra & Riyadi (2017), population refers to the entire data that is the center of attention for the researcher within a defined scope and time frame. The population in this study refers to consumers who use Apple smartphones in Pekanbaru, with the exact number being unknown. A sample is a portion or representative of the population that is studied (Febriat, 2013). Based on this definition, it can be concluded that a sample represents a subset of the population being studied. The number of samples used in this study is 100 people.

Data Collection Techniques

The techniques used for data collection in this study include: (1) Interviews: Conducted directly with respondents related to the issues being researched to gather primary data. (2) Questionnaires: Written statements provided to respondents who are part of the sample in this study. (3) Documentation: The process of collecting and using documents to gather information and knowledge for the research.

The types of data in this study include: (1) Qualitative Data: Data that is not in the form of numbers but rather descriptions or information, such as the history of the company and respondent data. (2) Quantitative Data: Data that can be measured and is usually in the form of numbers, such as population size and others.

Data Analysis Method

Validity Test

If the validity value of each item in the statement is greater than 0.30 ($r \geq 0.30$), the statement is considered valid. If the value is less than 0.30 ($r \leq 0.30$), the statement is considered invalid.

Reliability Test

According to Ghozali (2013), a questionnaire is considered reliable if the responses are consistent over time. The test is performed using the Cronbach Alpha (α) method. A variable is reliable if it has a Cronbach Alpha value greater than 0.60.

Classical Assumption Test

Normality Test

The normality test aims to check if the residual or disturbance in the regression model is normally distributed. The data is considered to have a normal distribution if the histogram appears bell-shaped. In a normal probability plot, the data is considered normal if the points are scattered around the diagonal line and follow its direction.

Heteroscedasticity Test

According to Ghozali (2016), heteroscedasticity occurs when there is unequal variance of residuals across observations in the regression model. The test is used to identify whether there is a variance inequality in the residuals of the regression model. The assumption is that there should be no heteroscedasticity present in the model.

Multicollinearity Test

The purpose of the multicollinearity test is to detect any correlation between independent variables in the regression model. If multicollinearity exists, the results may be misleading. This test is performed using the Variance Inflation Factor (VIF) method in SPSS. The criteria are:

Tolerance Value < 0.10 or VIF > 10: Multicollinearity exists.
Tolerance Value > 0.10 or VIF < 10: No multicollinearity.

Model Feasibility Test (F-Test)

The F-statistic is used to test the hypothesis of whether any independent variables explain the variance in the dependent variable. The test is done at a 95% confidence level or a significance level of 5% ($\alpha = 0.05$):

If $F > F$ at $\alpha = 0.05$, then H_0 is rejected, and H_1 is accepted, meaning that the independent variables together have a significant effect on the dependent variable.

If $F < F$ at $\alpha = 0.05$, then H_0 is accepted, and H_1 is rejected, meaning that the independent variables together do not have a significant effect on the dependent variable.

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) measures how well the independent variables explain the variation in the dependent variable. The value of R^2 ranges from 0 to 1. A small R^2 indicates that the independent variables have a limited ability to explain the dependent variable (Ghozali, 2012).

Partial Test (T-Test)

The T-test is used to determine if each independent variable (Price (X1), Promotion (X2), and Product Quality (X3)) individually has a significant effect on the dependent variable (Purchase Decision (Y)) at a 95% confidence level or α = 5%:

If t > t or sig < α = 0.05, H₀ is rejected, and H₁ is accepted, meaning that the independent variable has a significant effect on the dependent variable. If t < t or sig > α = 0.05, H₀ is accepted, and H₁ is rejected, meaning that the independent variable does not have a significant effect on the dependent variable.

Multiple Linear Regression Analysis

If the influence involves one or more independent variables such as Price (X1), Promotion (X2), and Product Quality (X3) on the dependent variable Purchase Decision (Y), then a multiple linear regression analysis is conducted. The formula used is:

$Y=a+b1X1+b2X2+b3X3+e$

RESULT AND DISCUSSION

Respondents' Characteristics

The respondents in this study are described based on several characteristics, namely gender, age, occupation, study program, and income.

Table 1. Research Respondents' Demographics

Demographics	Chategories	Frequency	%
Age	≤ 20 years old	15	15%
	21-30 years old	83	83%
	31-40 years old	1	1%
	> 40 years old	1	1%
	Total	**100**	**100%**
Gender	Male	25	25%
	Female	75	75%
	Total	**100**	**100%**
Occupation	Unemployed	3	3%
	Students	37	37%
	Employee	45	45%
	Entrepreneur	14	14%
	Others	1	1%
	Total	**100**	**100%**
Income	Rp2.000.001– Rp4.000.000	72	72%
	Rp4.000.001 - Rp6.000.000	20	20%
	Rp6.000.001 - Rp8.000.000	5	5%
	Rp8.000.001 – Rp10.000.000	3	3%
	Total	**100**	**100%**

Source : (Processed Data, 2022)

In Table 1, it is shown that the age of respondents using Apple smartphones in Pekanbaru is as follows: 15 respondents (15%) are aged ≤ 20 years, 83 respondents (83%) are aged 21-30 years, 1 respondent (1%) is aged 31-40 years, and 1 respondent (1%) is aged > 40 years. Therefore, the majority of respondents using Apple smartphones in Pekanbaru are aged 21-30 years. This is because the smartphones released by Apple have kept up with technological developments and the public's communication needs, photography, and others, especially among the youth. The characteristics of the respondents based on gender consist of 25 male respondents (25%) and 75 female respondents (75%). In this study, the number of female respondents is higher than the male respondents because the camera features of Apple smartphones provide the camera quality desired by women for taking photos. It is known that the respondents using Apple smartphones in Pekanbaru are employed as follows: 3 respondents (3%) are unemployed, 37 respondents (37%) are students, 45 respondents (45%) work as private employees, 14 respondents (7%) are self-employed, and 1 respondent (1%) has other occupations. Therefore, the majority of Apple smartphone users in Pekanbaru work as private employees. This is because the researcher encountered more respondents working as private employees using Apple smartphones. Based on the income of the respondents using Apple smartphones in Pekanbaru, 72 respondents (72%) have an income of > Rp 2,000,000 - Rp 4,000,000, 20 respondents (20%) earn > Rp 4,000,000 - Rp 6,000,000, 5 respondents (5%) earn > Rp 6,000,000 - Rp 8,000,000, and 3 respondents (3%) earn > Rp 8,000,000 - Rp 10,000,000. Therefore, the majority of respondents using Apple smartphones in Pekanbaru earn between Rp > 2,000,000 - Rp 4,000,000, which aligns

with the price range of Apple smartphones that cover various market segments, from entry-level, middle-level, to flagship.

Descriptive Analysis

Table 2. Respondents' Responses Regarding Product Quality, Price, Promotion, and Purchase Decision

Variable	Indicator	Average Score	Variable's Average
Price (X1)	H1	3.57	
	H2	4.18	
	H3	4.14	
	H4	3.88	4.05
	H5	4.06	
	H6	4.27	
	H7	4.19	
	H8	4.1	
Promotion (X2)	P1	4.06	
	P2	4.16	
	P3	3.89	
	P4	4.08	
	P5	3.93	
	P6	3.94	
	P7	4.13	
	P8	4.05	
	P9	4.13	4.08
	P10	4.12	
	P11	4.05	
	P12	4.17	
	P13	4.24	
	P14	4.01	
	P15	4.21	
	P16	4.15	
Product Quality (X2)	K1	4.38	
	K2	4.22	
	K3	4.35	
	K4	4.19	
	K5	4.29	
	K6	4.27	
	K7	4.31	
	K8	4.06	
	K9	3.97	4.20
	K10	4.19	
	K11	4.25	
	K12	4.36	
	K13	3.79	
	K14	3.95	
	K15	4.31	
	K16	4.27	
Purchasing Decision (Y)	KP1	4.11	
	KP2	4.16	
	KP3	4.22	
	KP4	4.21	
	KP5	4.1	
	KP6	4.17	4.03
	KP7	4.13	
	KP8	3.79	
	KP9	3.82	
	KP10	3.56	

Source: (Processed Data, 2022)

Analysis of Influence of Price, Promotion, and Product Quality on Apple Smartphone's Purchase Decision (Case Study on Pekanbaru's Society) (Martha Ng, Fransiska Wijaya, dan Jennifer Chandra)

Based on the respondents' responses to the Price variable in Table 2, the average response indicates a "Good" rating with an average score of 4.05. This suggests that respondents have a positive response regarding the Price variable in this study. The highest-rated statement regarding Price was, "Apple smartphones are more expensive compared to other smartphones," with a score of 4.27 (Very Good), while the lowest-rated statement was, "Apple smartphones are affordable," with a score of 3.57 (Good).

Based on the respondents' responses to the Promotion variable in Table 2, the average response indicates a "Good" rating with an average score of 4.08. This suggests that respondents have a positive response regarding the Promotion variable in this study. The highest-rated statement regarding Promotion was, "Apple advertises its products through electronic media," with a score of 4.24 (Very Good), while the lowest-rated statement was, "Apple offers cashback on every product purchase," with a score of 3.89 (Good).

Based on the respondents' responses to the Product Quality variable in Table 2, the average response indicates a "Very Good" rating with an average score of 4.20. This suggests that respondents have a very positive response regarding the Product Quality variable in this study. The highest-rated statement regarding Product Quality was, "The design of the Apple smartphone attracts my attention," with a score of 4.38 (Very Good), while the lowest-rated statement was, "The Apple smartphone is easy to repair when damaged," with a score of 3.79 (Good).

Based on the respondents' responses to the Purchase Decision variable in Table 2, the average response indicates a "Good" rating with an average score of 4.03. This suggests that respondents have a high response regarding the Purchase Decision variable in this study. The highest-rated statement regarding Purchase Decision was, "I purchase an iPhone smartphone after considering several alternative options," with a score of 4.22 (Very High), while the lowest-rated statement was, "At certain times, I purchase iPhone smartphones in large quantities," with a score of 3.56 (High).

Preliminary Test
Validity Test and Reliability Test
The validity test is used to measure whether a questionnaire is valid, while the reliability test is used to measure whether a questionnaire is reliable. The result can be seen in Table 3.
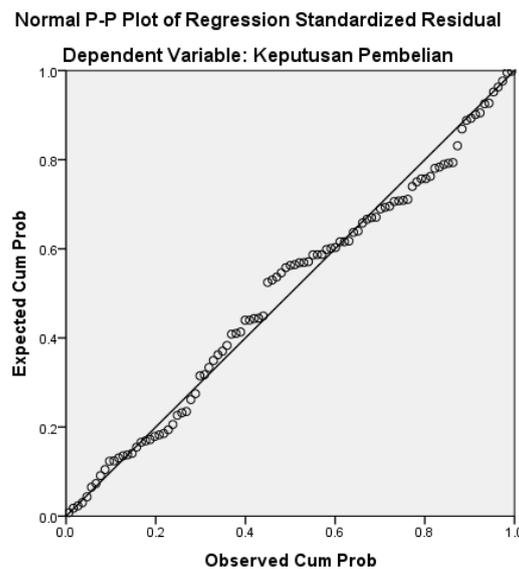
Table 3. Validity and Reliability Test Results

No	Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Details
1	Price	0.862	0,60	Reliable
2	Promotion	0.971		Reliable
3	Product Quality	0.963		Reliable
4	Purchasing Decision	0.934		Reliable

Source: (Processed Data, 2022)

Classical Assumption Test
Normality Test

Source: (Processed Data, 2022)
Figure 3. Normalitas Test Result

From Figure 3, it can be seen that the data distribution is spread around the diagonal line and does not scatter far from the diagonal line, so it can be said that the normality requirement is met and the data is normally distributed. This indicates that the distribution can be considered normal.

Table 4. Kolmogorov-Smirnov Test Result

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.53647384
	Absolute	.195
Most Extreme Differences	Positive	.107
	Negative	-.195
Kolmogorov-Smirnov Z		1.953
Asymp. Sig. (2-tailed)		.407
a. Test distribution is Normal.		
b. Calculated from data.		

Source: (Processed Data, 2022)

Both Figure 3 and Table 4 indicate the results for normality test. Based on the results in Table 4, it can be seen that the test results for the Kolmogorov-Smirnov showed a significance value of 0.407, which is greater than the tolerance error value (0.05). Therefore, it can be concluded that the normality assumption of the residual data in the simple linear regression equation has been fulfilled.

Heteroscedasticity Test
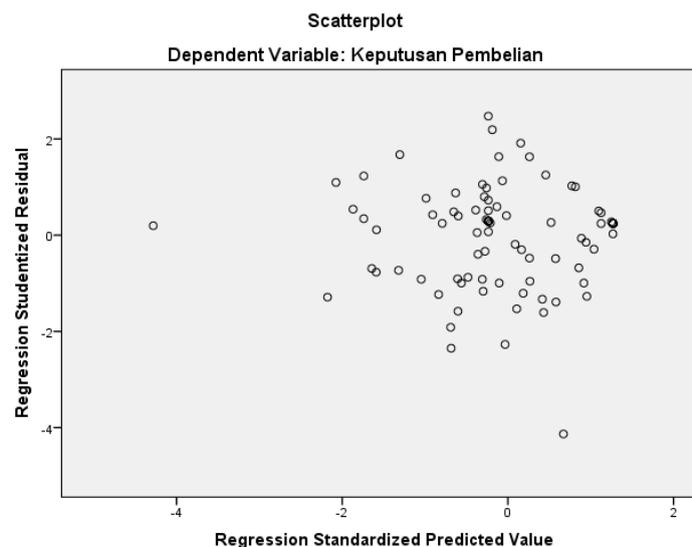
Source: (Processed Data, 2022)
Figure 4. Heteroscedasticity Test Result

Based on the observation in Figure 4, it can be seen that the dots (points) are scattered without forming a specific pattern around the diagonal line (spreading then narrowing or vice versa), both above and below 0 on the Y-axis. Therefore, it can be concluded that this regression model is free from heteroscedasticity.

Glejser Test Result
Based on the results of the test in Table 5, the significance value for the Price variable is 0.926. The significance value for the Promotion variable is 0.542, and the significance value for the Product Quality variable is 0.965. Therefore, it can be concluded that the significance values for the Price, Promotion, and Product Quality variables are all greater than 0.05. In accordance with the decision-making criteria in the Glejser test, it can be concluded that there is no indication of heteroscedasticity in the regression model.

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Table 5. Glejser Test Result

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.267	1.954		3.208	.002
	Price	-.009	.096	-.017	-.093	.926
	Promotion	-.037	.061	-.144	-.612	.542
	Product Quality	-.003	.064	-.010	-.044	.965

a. Dependent Variable: RES2

Source: (Processed Data, 2022)

Multicollinearity Test

Table 6. Multicollinearity Test Result

Variable	Test Result		Condition		Interpretation
	VIF	*Tolerance*	*VIF*	*Tolerance*	
Price	3.238	0.309	< 10	> 0.01	No multicollinearity
Promotion	5.489	0.182	< 10	> 0.01	
Product Quality	5.149	0.194	< 10	> 0.01	

Source: (Processed Data, 2022)

Based on the results in Table 6, the VIF value for each research variable is less than the threshold (VIF < 10), so it can be concluded that there is no multicollinearity issue in the research instrument proposed, or the variables are not perfectly correlated with other independent variables.

Table 7. F-Test Result

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4562.330	3	1520.777	71.658	.000b
	Residual	2037.380	96	21.223		
	Total	6599.710	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Promotion, Product Quality

Source: (Processed Data, 2022)

Based on the simultaneous test results in Table 7, the calculated F value is 71.658, while the F table value is 2.70. This means that the calculated F value (F hitung) is greater than the F table value (F tabel), and the significance level is 0.000, which is smaller than the error tolerance level (α) of 5% in this study. Therefore, it can be concluded that the research model is appropriate and can be used for further analysis. This result also indicates that the independent variables in this study, namely Price, Promotion, and Product Quality, have a simultaneous effect on the dependent variable, which is Purchase Decision.

Multiple Linear Regression Test

To test whether the influence of independent variables, namely price, promotion, and product quality, on the purchase decision of Apple Smartphones in Pekanbaru, the purpose of this analysis is to perform multiple linear regression. The multiple linear regression model is estimated using SPSS software, and the following output is obtained:

$$Y = -2.182 + 0.162X_1 + 0.130X_2 + 0.428X_3 + e$$

The multiple linear regression equation above can be explained as follows: (1) Constant value (a = -2.182): The regression equation shows that the constant value is -2.182. This means that if all three variables in

this study have no influence, the purchase decision would be -97.818%. However, if these variables have any influence, the purchase decision will remain at -2.182. (2) Regression coefficient for price (0.162): This means that if the price increases, it will have a positive impact on the purchase decision. Therefore, there is a positive relationship between price and purchase decision. (3) Regression coefficient for promotion (0.130): This means that if the value of promotion increases, it will contribute to a higher purchase decision. Therefore, there is a positive relationship between promotion and purchase decision. (4) Regression coefficient for product quality (0.428): This means that if the value of product quality increases, it will have a significant positive impact on the purchase decision. Thus, there is a positive relationship between product quality and purchase decision.

Coefficient of Determination Test (R^2)

Tabel 8. Coefficient of Determination Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.831[a]	.691	.335	4.07230	1.655

a. Predictors: (Constant), Price, Promotion, Product Quality

b. Dependent Variable: Purchasing Decision

Source: (Processed Data, 2022)

From Table 8, it can be seen that the coefficient of determination obtained is 0.335. This means that 33.5% of the purchase decision of Apple smartphones in Pekanbaru can be explained by the variables of price, promotion, and product quality. Meanwhile, 66.5% of the purchase decision of Apple smartphones in Pekanbaru is influenced by other variables that were not examined in this study.

Hypothesis Test (T-Test)

Table 9. Hypothesis Test Result (T-Test)

Variable	Calculated t-Value	Critical t-Value	Sig.	Decision
Price	1.113	1,984	0,269	Positive and not significant
Promotion	1.405	1,984	0,163	Positive and not significant
Product Quality	4.394	1,984	0,000	Positive and significant

Source: (Processed Data, 2022)

From Table 9 above, the results of the partial test can be explained as follows: (1) The effect of price on purchase decisions. From the table, it is known that the price variable has a t-value of 1.113, while the t-table value is 1.984, so the t-value < t-table with a significance value for the price variable of 0.269, which is greater than the significance level of 0.05. Therefore, H1 is accepted, H0 is rejected, and it can be concluded that partially, the price variable has a positive but not significant effect on the purchase decision of Apple smartphones in Pekanbaru. (2) The effect of promotion on purchase decisions. From the table, it is known that the promotion variable has a t-value of 1.405, while the t-table value is 1.984, so the t-value < t-table with a significance value for the promotion variable of 0.163, which is greater than the significance level of 0.05. Therefore, H1 is accepted, H0 is rejected, and it can be concluded that partially, the promotion variable has a positive but not significant effect on the purchase decision of Apple smartphones in Pekanbaru. (3) The effect of product quality on purchase decisions. From the table, it is known that the product quality variable has a t-value of 4.394, while the t-table value is 1.984, so the t-value > t-table with a significance value for the product quality variable of 0.000, which is smaller than the significance level of 0.05. Therefore, H0 is accepted, H1 is rejected, and it can be concluded that partially, the product quality variable has a positive and significant effect on the purchase decision of Apple smartphones in Pekanbaru.

Discussion

As previously explained, this study aims to determine and analyze the effect of price, promotion, and product quality on the purchase decision of Apple smartphones. Therefore, the discussion is conducted to examine the significance of the contribution of the influence of the variables of price, promotion, and product quality on the purchase decision of Apple smartphones (a case study on the community in the city of Pekanbaru).

The Effect of Price on Purchase Decision

From the descriptive analysis, the results show that the price, as tested using the t-test, has a positive but insignificant effect on the purchase decision of Apple smartphones. Looking at the responses from the respondents

Analysis of Influence of Price, Promotion, and Product Quality on Apple Smartphone's Purchase Decision (Case Study on Pekanbaru's Society) (Martha Ng, Fransiska Wijaya, dan Jennifer Chandra)

regarding Price, the highest statement value is on the statement "The price of the Apple smartphone is more expensive compared to other smartphones," with a score of 4.27 (Very Good), and the lowest statement value is on the statement "The price of the Apple smartphone is affordable," with a score of 3.57 (Good). It can be concluded that the price is considered more expensive than other smartphone brands, which makes consumers hesitant to buy the smartphone. In this study, consumers considered price as a factor in their decision to purchase the Apple smartphone.

These findings are supported by studies conducted by (Ariela, 2018), (Mandey, 2013), and (Taroreh, 2015), which indicate that price does not significantly affect the purchase decision. However, the findings of this study are not consistent with the research conducted by (Devi, 2019) and (Agus et al., 2014), which suggest that price has a significant positive effect on the purchase decision.

The Effect of Promotion on Purchase Decision
From the descriptive analysis, the results show that promotion, as tested using the t-test, has a positive but insignificant effect on the purchase decision of Apple smartphones. Looking at the overall responses from the respondents regarding Promotion, the highest statement value is on the statement "Apple advertises its products through electronic media," with a score of 4.24 (Very Good), and the lowest statement value is on the statement "Apple gives cashback on every product purchase," with a score of 3.89 (Good). It can be concluded that Apple promotes its smartphone by advertising its products through electronic media, such as Instagram, Shopee, Lazada, etc. This makes consumers remember the product because it frequently appears in electronic media, which makes them want to try purchasing it.

This research is supported by studies conducted by (Purnama & Permatasari, 2018), which shows that promotion does not significantly affect the purchase decision. However, the findings of this study are not consistent with research by (Agus et al., 2014) and (Mandey, 2013), which show that promotion has a significant effect on the purchase decision.

The Effect of Product Quality on Purchase Decision
From the descriptive analysis, the results show that product quality, as tested using the t-test, has a positive and significant effect on the purchase decision of Apple smartphones. Looking at the overall responses from the respondents regarding Product Quality, the highest statement value is on the statement "The design of the Apple smartphone catches my attention," with a score of 4.38 (Very Good), and the lowest statement value is on the statement "The Apple smartphone is easy to repair when damaged," with a score of 3.79 (Good). It can be concluded that the product quality of Apple smartphones has an attractive design that catches consumers' attention, making them want to buy it due to its unique appearance compared to regular smartphones.

This study is supported by research conducted by (Ariela, 2018), (Amilia & Nasution, 2017), (Sriyanto & Utami, 2016), and (Taroreh, 2015), which show that product quality significantly affects the purchase decision. However, this study is not consistent with research by (Devi, 2019), which shows that product quality does not significantly affect the purchase decision.

CONCLUSION
Based on the problem formulation, literature review, and research results, the conclusions of this study are outlined as follows: (1) Price has a positive but insignificant effect on the purchase decision of Apple smartphones in the city of Pekanbaru. (2) Promotion has a positive but insignificant effect on the purchase decision of Apple smartphones in the city of Pekanbaru. (3) Product quality has a positive and significant effect on the purchase decision of Apple smartphones in the city of Pekanbaru.

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