

The Influence of Product Quality and Price on Samsung Smartphone Purchasing Decisions among Students of Universitas Negeri Padang

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Abstract. *The aim of this study is to investigate the impact of product quality (X1) and price (X2) on Samsung smartphone purchasing decisions (Y) among students at Universitas Negeri Padang. The research approach employed was exploratory research, with variables measured on a Likert scale. The data collection method is a questionnaire using Google Form, with the research population consisting of all active students at Universitas Negeri Padang. The sampling technique is purposive sampling with a sample size of 97. The sample criteria included active students at Universitas Negeri Padang (UNP) at the time of the study who had acquired a Samsung smartphone. The data is processed using SPSS software version 20, which includes descriptive analysis, classical assumption analysis, and hypothesis testing. The study found that product quality and price have a significant and favorable impact on purchasing decisions.*

Keywords: Product Quality, Price, Purchasing Decision

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INTRODUCTION

Smartphones are smart devices used to communicate, access social media, and function as computers equipped with high-resolution cameras, 4G connectivity, large batteries, capable CPU and GPU chips (Putra & Satrio, 2020). The presence of Smartphones seems to be able to shift the functions and roles of several electronics, because a Smartphone will be able to perform various functions and tasks that are good for several gadgets at once. In order for consumers to be interested in buying Smartphones, companies innovate their products starting by developing brands, symbols, concepts and various features and specifications in order to differentiate their products from competitors (Nugroho & Harjanto, 2020; Aydın, 2024; Hu et al., 2023). Smartphones are no longer just a means of communication, but have also become an important part of lifestyle and daily needs. Therefore, companies that are able to attract the attention of consumers and dominate the market will be increasingly superior to their competitors.

Table 1. Data Market Share Global Smartphone 2022 - 2024

Brand Name	Year		
	2022	2023	2024
Samsung	21%	20%	19%
Apple	18%	19%	18%
Xiaomi	12%	13%	14%
Oppo	10%	9%	8%
Vivo	8%	8%	8%

Based on Table 1 presents data on Smartphone market share worldwide or globally in 2022 to 2024. As can be observed from the table, the market share of smartphones for a number of brands has both grown and shrunk annually. If you look at the annual market share, Samsung and Oppo are Smartphones that have decreased from year to year, while other Smartphone brands have increased. Smartphone growth is not only seen globally but also occurs in Indonesia. Indonesia is dominated by several Smartphone brands from various countries such as Korea, China and America (Firmansyah et al., 2024; Prihananto et al., 2024; Andik et al., 2021). With so many manufacturers creating smartphones, users can choose the best mobile for their needs. Table 2 explains the growth of smartphones in Indonesia.

Table 2. Data on Top Smartphone Brands in Indonesia

Brand Name	2021	2022	2023	2024	2025
Samsung	37.1%	33%	32.9%	32.7%	30.4%
Oppo	19.3%	20.6%	23.4%	22.9%	24.7%
iPhone	11%	12%	12.4%	14.4%	16.4%
Redmi	-	-	-	-	8.7%
Realme	-	-	-	-	7.9%

Based on information from Indonesia's leading smartphone companies from 2021 to 2025. From the data presented, Samsung shows a continuous decline from 37.1% in 2021 to a projected 30.4% in 2025. In contrast, Oppo and iPhone experienced stable growth, with Oppo rising to 24.7% and iPhone 16.4% in 2025. The data also shows the emergence of other smartphone brands, namely Redmi and Realme, which began to appear in 2025 with projected market shares of 8.7% and 7.9% respectively. Based on the table, it can be said that the shift in the competitive landscape in the smartphone market, where Samsung's dominance is starting to be eroded by the growth of competitors and the emergence of new players.

According to the Report (Katadata, 2025), the decline in Samsung smartphone sales in Indonesia was caused by tight competition from Chinese smartphone brands such as Oppo, Realme and Redmi. They offer specifications at more affordable prices, especially in the entry-level and mid-range segments, which is very attractive to consumers in Indonesia who are sensitive to price. On the other hand, Samsung tends to focus on the premium segment and may experience "brand fatigue" in the lower middle segment due to innovations that are considered less significant. Meanwhile, other smartphone brands have succeeded in increasing sales through competitive pricing strategies, targeted marketing including collaborating with influencers, and expanding their distribution network both online and offline.

Seeing the above phenomenon, it makes Smartphone manufacturers compete in offering products with various new features. According to study from APJII & PusKaKom (2015) from the University of Indonesia, students, who vary in age from 18 to 24, make up the largest group of smartphone. Statistical data also shows an increase in the number of smartphone users globally, including in Indonesia, and the student age group (18-25 years) has a high level of smartphone penetration. To see the level of smartphone purchasing decisions among students at Padang State University, the author conducted initial observations on 30 respondents who made purchasing decisions on several smartphone brands.

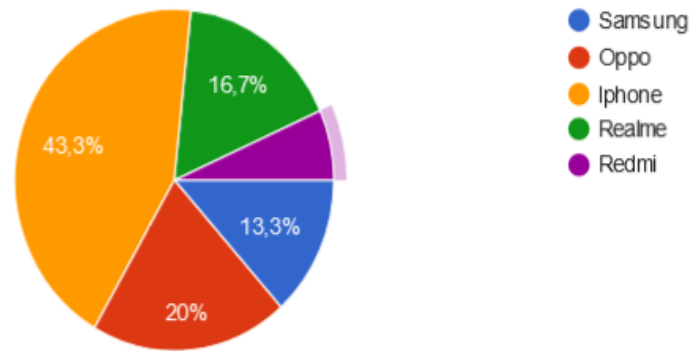


Figure 1. Initial survey of purchasing decisions on Samsung products

According to the survey's results, which are displayed in figure 1, students at Universitas Negeri Padang had varying preferences for smarphone brands. The data shows that the iPhone dominates by 43.3%, indicating a strong preference from some respondents for this brand. Followed by Oppo which is in second place with 20%, then, then Realme with 16.7%. Meanwhile, Samsung got 13.3% of the total respondents and Redmi was in last place with 6.7%. This shows the low purchasing decision of Samsung smartphones among students at Universitas Negeri Padang.

The low purchasing decision can cause problems with the percentage level of sales of the Samsung brand Smartphone itself, because the purchasing decision will have an impact on increasing company revenue and customer satisfaction (Kotler & Armstrong, 2016:194) According to Sunyoto (2013:87), a purchasing decision is an action by consumers to form preferences among alternative brands of goods. This decision-making is actually a problem-solving process in order to fulfill consumer desires or needs (Suparwi, et al. 2020). This decision drives how consumers make choices. between two or more alternative to purchase a product according to its needs.

According to Oktavian & Wahyudi (2022) there are several factors that influence purchasing decisions, including product quality and price. In this scenario, product quality is one of the keys to a marketing activity since the product is the output or outcome of actions and activities in competition among business players that are supplied to consumers to suit their requirements and wishes. According to Mahsyar & Surapati (2020) and Daengs et al. (2020), stated that product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes.

This means that in satisfying consumers, of course, it must bring out good quality in the products sold so that there is no disappointment from consumers and there is satisfaction felt by consumers after using and purchasing the product (Andri et al., 2022; Grace et al., 2021; Girsang et al., 2020). According to Wang et al. (2022), Product quality is a product that requires very little repair and is more durable (duration of time) than competing productsIn this scenario, product quality is one of the keys to a marketing activity since the product is the output or outcome of actions and activities in competition among business players that are supplied to consumers to suit consumer demands and would like.



Figure 2. Samsung Smartphone Product Quality Review

Based on the Image 2 shows some screenshots of consumer reviews or complaints regarding Samsung smartphones from online community forums, particularly on the Galaxy A Series. These reviews show significant consumer dissatisfaction with various Samsung smartphone models, highlighting various quality issues. There are also complaints about flagship quality The S20 Plus is a disappointment, with screen and camera issues, and a bad experience with the replacement process, or repairs at service centers, where some consumers felt they did not get a satisfactory solution and even had to pay additional costs. Overall, these reviews reflect consumers' negative perceptions of the quality and after-sales service of Samsung products in some models. These complaints indicate that some Samsung products experience a mismatch between the quality expected by consumers and the reality they experience. This can affect consumer perceptions of product quality, which in the long term has an impact on purchasing decisions. This is in line with previous research conducted by Rosanti & Salam (2021) and Yusuf (2021), which stated that product quality has a significant influence on purchasing decisions.

In addition to product quality, another factor that influences purchasing decisions is price. According to Cakranegara et al. (2022) and Sutaguna et al. (2023), price is the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain benefits and own or use a product or service. Price is the most common consideration for consumers before purchasing a product. Price greatly influences purchasing decisions because the price set by the company can be a benchmark for the demand for a product (Amoako et al., 2021). If a high price is offered without the appropriate quality, it will certainly encourage consumers to switch to another brand (Yeh, 2020). Therefore, before setting the price of a product, the company must first adjust the selling price to the target market share so that demand and product sales increase. This is in line with previous research conducted by Asti et al. (2020), Yusuf & Sunarsi (2020), and Ali & Anwar (2021), which stated that price has a significant influence on purchasing decisions.

This study seeks to determine the extent to which product quality and pricing influence students' purchasing decisions for Samsung smartphones at Universitas Negeri Padang. Given the increasingly tight competition in the smartphone industry, understanding what factors drive students' purchasing decisions for Samsung products is very important. The research project is designed to provide insight into how product quality and pricing influence consumer preferences in purchasing decisions. Furthermore, the purpose of this study is to uncover the most influential aspects in influencing purchasing decisions so that organizations may use them to build more effective marketing strategies.

METHODS

This is a causal descriptive study, which seeks to determine the extent to which the independent variable effects the dependent variable (Sugiyono, 2013). The study illustrates how

the independent variables, product quality and price, influence the dependent variable, students' purchase decisions at Universitas Negeri Padang. This research takes a quantitative method. This study's population consisted of active students at Universitas Negeri Padang, hence a sample size of 97 individuals was chosen. This study employs the Non-Probability Sampling sampling approach, specifically the purposive sampling method, which is a way for selecting research samples with certain considerations so that the data produced is more representative and fits the stated conditions. In this research, technique collection data which the questionnaire used, in this questionnaire there will be a design statements that are logically related to the research problem and each statement is answers Which have meaning in test hypothesis on product quality and price variables. The questionnaire will be distributed to respondents, namely students of Universitas Negeri Padang who have purchased or owned a Samsung smartphone. The questionnaire was taken directly and online via social media WhatsApp using media such as Google forms.

RESULTS AND DICUSSION

Samsung is one of the world's largest electronics manufacturers. The international corporation with its headquarters in Seocho Samsung Town in Seoul is a prolific product developer. Lee Byung-chul founded Samsung as a commerce firm in 1938, and it grew swiftly by branching into sectors like as food processing, textiles, insurance, and retail. The company expanded significantly into the electronics industry in the late 1960s, followed by construction and shipbuilding in the mid-1970s, which constituted the backbone of its growth. The study's findings revealed that the fraction of sample grouping from 97 samples according to the year of entry showed that the largest proportion of respondents were students in the year of entry 2021 as many as 33 respondents or 34.02% and the lowest was the year of entry 2020 and 2023 as many as 13 respondents or 13.40%.

While the results of the study of the grouping of respondents from 97 samples based on faculty where the largest proportion was student respondents from the Faculty of Social Sciences as many as 18 or 19% of respondents and then the lowest came from the Faculty of Economics and Business, Department of Education, the Faculty of Mathematics and Science, Faculty of Psychology and Health, Faculty of Engineering, Faculty of Sports Science, Faculty of Tourism and Hospitality, and Faculty of Languages and Arts. The study was done to determine the impact of product quality and price on Samsung smartphone purchase decisions among students at Universitas Negeri Padang. This research began with normality, multicollinearity, heteroscedasticity and linearity tests. Then there are numerous linear regression tests, t-tests, f-tests, and determination.

Normality Test

Table 3. Normality Test Results One-Sample Kolmogrov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters a, b	Mean	0E- 7
	Std. Deviation	2.24780268
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.039
Kolmogorov-Smirnov Z		.658
Asymp. Sig. (2-tailed)		.779

Sumber: Data Primer

According to the analysis's findings, the sig value was higher than 0.05, proving that the study satisfies the normalcy assumption. This means that the data distribution does not

experience significant deviations from the normal distribution so that it can be used for further analysis. Changes in data normality are very important, because this is one of the main requirements in various statistical analysis methods. The analysis's findings are more reliable and interpretable with more precision if the data is regularly distributed. In order to examine the impact of the dependent variable, the study can proceed to the next phase if this assumption is met. Thus providing a more credible and reliable conclusion in making purchasing decisions.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
X1	0.251	3.992
X2	0.251	3.992

Source: Primary Data

According to the analysis results in table 4, because the VIF value for all variables is less than 10, the tolerance value is more than 0.10, and the SPSS output results show that product quality and price have a tolerance value of 0.251. As a result, the study's independent variables show no signs of multicollinearity.

Heteroskedasticity Test

Table 5. Results of Heteroscedasticity test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.633	1.506		1.085	0.281
X2	-0.081	0.055	-0.289	1.473	0.144
X1	0.063	0.046	0.269	1.369	0.174

All variables have significant values more than 0.05, as can be seen from the computation results in the following table. The SPSS output results indicate that the price is 0.144 and the product quality is 0.174. This suggests that there are no problems with heteroscedasticity in the data between the independent variables used in this study. The analysis's conclusions, which are displayed in the picture below, also help to explain this. They demonstrate that the data is scattered above, below, and around the number 0 and that the points are arbitrary and do not form any kind of pattern. Thus, it may be said that this research model shows no indications of heteroscedasticity.

Linearity Test

Table 6. Results of Product Quality Linearity Test ANOVA Table

		Mean Square	F	Sig.
Totally * Totalx	Between Groups (Combined) Linearity	46,088	7,753	.000
	Deviation from Linearity	951,133	160,012	.000
		4,949	.833	.677
	Within Groups	5,944		
Total				

Source: Primary Data

According to the table above, the sig. linearity value of the product quality variable is 0.000, which is less than the significance level of 0.05, indicating that there is a significant linear relationship between product quality and purchase decisions.

Table 7. Price Linearity Test Results ANOVA Table

		Mean Square	F	Sig.
TOTALLY * TOTALX2	Between Groups (Combined)	51,812	9,574	.000
	Linearity Deviation from	930,447	171,92	.000
	Linearity	7,880	5	.124
Within Groups		5.412		
Total				

Source: Primary Data

There is a significant linear link between price and purchasing decisions, as indicated by the price variable's sig. linearity value of 0.000 in the preceding table, which is less than the significance value of 0.05.

Multiple Linear Test

Table 8. Multiple Linear Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardizes Coeddicients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,877	2.256		2.605	.011
X1	.045	.069	.080	.660	.511
X2	.486	.082	.721	5.922	.000

a. Dependent Variable Y

Source: Primary Data

Standardized Coefficients, the table of regression coefficient values utilized, is shown above. The following linear equation is created using these values:

$$Y = 5,877 + 0.045 X_1 + 0.486 X_2 + e$$

The regression equation can be interpreted as follows: (1) The value of the constant (a) is 5.877, which is positive. A unidirectional influence between the independent and dependent variables is shown by a positive sign. This indicates that the value of the purchase decision is 5.877 if all independent variables, such as price and product quality, are worth 0% or remain unchanged; (2) The product quality variable (b1) has a positive regression coefficient value of 0.045. This indicates that, if all other independent factors remain constant, a 1% increase in product quality will result in a 0.045 increase in purchasing decisions. A unidirectional influence between the independent and dependent variables is shown by a positive sign; (3) The price variable (b2) has a positive regression coefficient value of 0.486. This indicates that, assuming other independent factors remain constant, a 1% price rise will result in a 0.486 increase in the purchase decision. A unidirectional influence between the independent and dependent variables is shown by a positive sign.

F Test

Table 9. F Test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1008.887	2	504.443	97.758	.000 ^b
Residual	485.051	94	5.160		
Total	1493.938	96			

Source: Primary Data

Reached, Year 2025

It is evident from the table that the F value is 97.758 with a significance level of 0.000. The choice H₀ is rejected due to the sig value < 0.05, indicating that price and product quality significantly influence students at Universitas Negeri Padang's decision to buy Samsung smartphones.

T TEST

Table 10. t-Test Results Coefficients a

Model	Unstandardized Coefficients		Standardizes Coeddicients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,704	2.120		1.276	.205
X1	.261	.067	.458	3,899	.000
X2	.265	.079	.393	3.346	.001

a. Dependent Variable Y

Source: Processed Primary Data, 2025

According to the findings of the analysis done with SPSS software, the choice to buy a Samsung smartphone is significantly influenced by the product quality variable (X1). This is demonstrated by the computed t value of 3.899 > from the t table value (1.985), leading to the conclusion that product quality is a significant factor in influencing decisions to buy. One of the key elements influencing product attractiveness in the smartphone market is product quality. When consumers are making selections about what to buy, product quality can be a key factor. Customers typically select goods that are high-quality and can satisfy their wants and preferences. Samsung may boost product attractiveness and reinforce customer purchasing decisions by enhancing product quality and adhering to market trends. As a result, raising product quality has a big impact on what customers decide to buy.

Moreover, the analysis's findings indicate that the price variable's (X2) t-value is higher than the t-table value, which is 3.346 > 1.985. Based on these findings, it can be said that the price variable (X2) significantly influences Universitas Negeri Padang students' decisions to buy Samsung smartphones. Price is therefore one of the crucial elements in this situation. Before making a purchase, consumers frequently use pricing as a standard. One could argue that a product's quality increases with its price. Because the prices are so expensive, customers want the quality to match their expectations. As a result, pricing has emerged as the primary determinant of consumer behavior. While a number of other criteria are also crucial, price is still a key component in determining a company's market share and profitability.

Coefficient of Determination (R²)

Tabel 11. Results of the Determination Coefficient (R²) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.822	0.675	0.668	2.27159

a. Predictors: (constants), X1, X2

Reached: Processed Primary Data, 2025

The coefficient of determination is used to determine how much the dependent variable can be explained by the independent variables. The findings of the regression analysis in the table as a whole reveal an adjusted R value of 0.668, indicating that the dependent variable (buying decision) can be described by the independent variable by 68.8%, with the remaining 33.2% explained by factors outside the research.

CONCLUSION

Based on the research results, it can be concluded that product quality and price have a positive and significant influence on Samsung smartphone purchasing decisions among students at Padang State University. The results of the hypothesis test indicate that these two variables contribute 66.8% to purchasing decisions, with the remainder influenced by other factors not examined. Product quality, which includes aspects of reliability, durability, ease of use, and accuracy, is considered high but still can be improved to further influence purchasing decisions. Meanwhile, price also has a significant influence, where students consider the price to be commensurate with the benefits obtained. This finding is supported by various previous studies that state that product quality and price are the main factors in determining consumer satisfaction and decisions. Therefore, companies need to continue to improve product quality and set competitive prices to meet consumer expectations and encourage higher purchasing decisions.

SUGGESTION

Based on the test results, the product quality (X1) was determined. The research results from the respondent achievement level (TCR) on product quality are categorized as strong with a TCR value of 78%. In the product quality variable (X1), the lowest average value of respondents' answers was in the performance indicator, namely with the statement "The features on Samsung brand smartphones are very modern and up to date". From the answers, many consumers said they disagree. Therefore, it is recommended for companies to improve the features on smartphones to be more updated and modern. Price (X2) was determined based on test findings. The study of respondent achievement level (TCR) on product quality yielded strong results, with a TCR score of 78%. The lowest average value of respondents' answers in the price variable (X2) is in the price affordability indicator, namely with the statement "I do not hesitate to buy Samsung smartphone products even though the price is slightly higher than my budget" and the indicator of price suitability with product quality, namely with the statement "I feel the price of Samsung smartphone products is in accordance with the usefulness of the product offered". As a result, it is advised that firms reduce costs somewhat while maintaining quality so that consumers, particularly students, can purchase Samsung cellphones without financial restraints. According to the research findings, the t-test's beta coefficient of 0.458 suggests that product quality is the most important variable. As a result, organizations should consider increasing their focus on product quality. Consumers' purchase decisions will be influenced more if they are aware of the quality of the brand. In this study, the researchers only investigated the impact of product quality and price on the dependent variable, purchase decisions. As a result, it is hoped that future scholars would conduct research on other independent variables to investigate their impact on purchase decisions. According to the R Square (R²) calculation, the product quality and price variables account for 68.8%, with the remaining 33.2% impacted by other factors. This can help

to explain the philosophy behind purchase decisions. It is envisaged that future researchers would conduct study with larger samples that can represent the community, increasing the consistency of the research results and expanding the research area, resulting in more ideal outcomes.

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