

The Influence of Smartphone Brand Awareness on Purchase Decisions iPhone Smartphone Consumers

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Abstract. Competition between companies is getting tougher day by day, along with the increasing needs of consumers for a product. Now consumers can choose what kind of brand they need. Competition in the business world is getting tougher because the needs of consumers are increasingly undergoing changes and developments. The purpose of this study is (1) to determine the effect of brand awareness on consumer purchasing decisions for iPhone smartphones. The number of respondents in this study was taken from some iPhone users in Bandung city. The research uses quantitative methods, and data collection is done by distributing online questionnaires, statistical analysis shows that brand awareness has a positive and significant influence on purchasing decisions contribute to iPhone smartphone users in the city of Bandung.

1. Introduction

Over time, business development in Indonesia has grown rapidly, besides, there have been products and services that have appeared this year. Because of this, there is intense business competition [1]. The role of a company in meeting the needs and desires of consumers is increasingly complex with high business competition, it is necessary to have a certain identity on the product or service being marketed in order to have a differentiating power [2]. In Indonesia, one of the highly developed industrial fields is the smartphone industry [1]. A Smartphone (gadget) is an electronic device of a small size that has a special function. Smartphones (gadgets) are media that function as modern and practical communication tools and nowadays easy internet access [3]. Smartphone users reach 167 million people or 89% of the total population of Indonesia [4].

The benefits of smartphones are as follows: to facilitate communication, improve social relations, increase knowledge of technological advance and facilitate educational facilities by creating easy and practical digital books [5]. Smartphones are also currently designed to be comfortable for users to use, many of today's smartphone designs are rectangular there are several reasons that rectangles make them comfortable in the hand and rectangles contain many components [6]. Currently, there are so many various kinds of smartphone brands provided by several companies, the competition is getting faster, it's just that what specifications are needed by consumers are what they are looking for.

Consumers also follow digital developments by using smartphones because now it has become a necessity, the internet is one of them which makes this mobile phone more sophisticated, with the internet, everything can be searched through their smartphone, this smartphone is a long-distance communication tool with audiovisual facilities. sophisticated. People finally have awareness of the

brand they have. Brand awareness itself has the meaning of an image of the existence of the brand in the minds of consumers which can be a determinant in several categories and usually has a role [7-9].

It is the brand awareness that is owned by consumers that will be the purchase decision. Brand awareness plays a major role in consumer decision-making, because the higher the brand awareness, the certain products/brands will become part of the consumer's consideration of the brand. Consumers gain brand awareness using valuable marketing communications such as telephone, online, and media advertising. Because it provides a statement about the product's superiority and reliability which helps to minimize threats to product judgment and choice when purchasing a product [10].

Brand awareness can provide a number of competitive advantages, here are some indicators that refer to consumer brand awareness [11]:

- Brand awareness can indicate a brand with a sense of familiarity or being known, and people like things that are known or familiar in the surrounding environment.
- Name awareness can be a signal of presence, commitment and substance, attributes that can be of great importance even to industrial buyers of big-ticket goods and consumer buyers of durable goods.
- Brand excellence will determine if it is remembered at a critical time in the process. The initial stage, such as selecting an advertising agency decides which brand to choose.

Consumer decision-making varies according to purchasing decisions. Behavior Consumer purchases are very different for each product. Larger and more expensive purchases usually involve more consideration and more purchasers. There are four types of consumer buying behavior based on the level of buyer involvement and the degree of difference between brands [12]:

1. Complex Buying Behavior
2. Dissonance Reduction Purchase Behavior
3. Habit Buying Behavior
4. Buying Behavior Seeks Diversity . The purpose of this study is to determine the effect of brand awareness on consumer purchasing decisions for iPhone smartphones.

2. Method

The research method used is a quantitative method with multiple linear regression analysis. The two variables measured are: Brand Awareness as the independent variable (X) and Purchase Decision as the dependent variable (Y). The respondents of this study were smartphone users in the city of Bandung with a population of 2,510,103 people and the sampling referred to the slovin approach with a sample of 100 respondents. Data collection techniques using Simple Random Sampling with 100 respondents who have been mentioned. Data was collected through a questionnaire with a Likert scale. Questionnaires were distributed from March 4 to April 4, 2022. Then, hypothesis testing was conducted.

3. Results and Discussion

Table 1 shows the results of data that have been processed by researchers from the acquisition of questionnaires that have been given related to Brand Awareness and Purchase Decisions.

Table 1. Multiple Linear Regression

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	391,936	141,599		2,768	,007
Brand Awareness	1,278	,119	,736	10,767	,000

a. Dependent Variable: Purchase Decision

$$Y = 391,936 + 1,278X$$

- The constant value is 391,936, meaning that the interpretation of the independent variables is independent, the measurement uses a Likert scale starting with an estimate of 1 to 5.
- The Brand Awareness value of 1,278 is positive, which means that with every increase in Brand Awareness per unit, the Purchase Decision will increase. Shows in table 2 data is normally distributed.

Table 2. Normal Probability Test

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual 100
Normal Parameters, b	mean	,0000000
	Std. Deviation	298.87152210
Most Extreme Differences	Absolute	0.050
	Positive	0.050
	negative	-,044
Kolmogorov-Smirnov Z		,503
asyp. Sig. (2-tailed)		,962
a. Test distribution is Normal.		
b. Calculated from data.		

Table 2 above shows the sig value is 0.962 > 0.05 which means the data is normally distributed (See Table 3).

Table 3. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Awareness	1,000	1,000

a. Dependent Variable: Purchase Decision

Table 3 above shows the tolerance value of 1,000 and VIF of 1,000 so that the multicollinearity of the data is met (See Table 4).

Table 4. Correlation and Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736a	.542	.537	300.39251

a. Predictors: (Constant), Brand Awareness
b. Dependent Variable: Purchase Decision

Table 4 shows the correlation values obtained simultaneously from brand awareness 0.736. This value is included in the close category level, is in the class interval between 0.60 – 0.80 R Square gained 54.2%. This illustrates the large contribution of brand awareness to purchasing decisions. The remainder obtained is the contribution of other variables not included in the study, such as product quality, price, and so on.

The hypothesis in this study is as follows:

H1: Brand Awareness has a positive and significant effect on Purchase Decisions (Figure 1 and Table 5)



Figure 1. Brand Awareness Diagram of Purchase Decision

Table 5. Significance Test of the Effect of Brand Awareness on Purchase Decisions

Statistics	T- Statistics	T-Table	Conclusion
(α) of 5% and 0.05 df = n – k = 100 – 2 = 98	10,767	2.22	H1: It is accepted that there is a positive and significant effect.

The table shows that the statistical value of the t-test for the brand awareness variable is 10,767. The value of t table is based on the distribution table of t degrees of freedom $df = nk = 100-2 = 98$ and a significance level of 5% and $t = 5\%$ is table = 2.22 because the value of t statistic = 10,767 > t table = 2.22 concluded that H1 is accepted or there is a positive and significant influence that occurs between the brand awareness variables on purchasing decisions. This finding supports the previous findings proposed by [8] which state that brand awareness has effects on purchasing decisions. The results of this study indicate that brand awareness has an important role in the occurrence of purchasing decisions. Conclusions from the research [9] results are proof that there is a positive influence on the brand variable awareness of purchasing decisions. This means that the higher the level of brand awareness then the more purchases owned by consumers to recognize the product is certainly influences in purchasing decisions.

4. Conclusion

Based on statistical analysis that has been tested shows that brand awareness has a positive and significant influence on purchasing decisions. The findings of this study contribute to iPhone smartphone users in the city of Bandung.

Acknowledgment

The author would like to thank the supervisors who have helped in conducting this research. The author also expresses gratitude to the consumers of iPhone smartphone users in the city of Bandung who has become respondents in this study

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