

# The Influence of Brand Equity on the Purchase Decision of Samsung Smartphones (A Case Study of Consumers in Marpoyan Damai District, Pekanbaru City)

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## **ABSTRACT**

*The research was conducted to determine the influence of brand equity on purchasing decisions for Samsung brand smartphones, especially people who live in Marpoyan Damai District, Pekanbaru City. The research approach used quantitative methods by distributing questionnaires to 400 people using a random sampling method to answer the problem in this research using the following variables. Variables including the independent variables in this research are Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, and the dependent variable is Purchase Decision. Data analysis uses descriptive analysis and multiple linear regression which is processed using SPSS version 26. The results of this research show: simultaneously brand equity has a significant influence on purchasing decisions, as shown by the results of the F test, the Fcount value is 13.198, while the Ftable value is 2.39. The probability significance value a obtained is  $0.00 < 0.05$ , while partially the variables from brand equity show significant results on purchasing decisions except for brand awareness and brand associations. It was also found that brand loyalty had the highest influence.*

## **INTRODUCTION**

In the era of globalization and increasingly fierce competition, companies need to have a competitive advantage to survive and thrive in the market. One of the most important advantages for companies is brand equity. Brand equity refers to the value of a brand, which is not only seen from the quality of the products offered but also from consumers' perceptions of the brand. A brand with strong brand equity can create a positive impression in consumers' minds and significantly influence purchasing decisions. High brand equity can generate consumer loyalty, enhance product appeal, and encourage consumers to choose a product even when there are many alternatives available in the market (Setiawan, 2018).

Samsung is one of the brands that has successfully built strong brand equity in the global smartphone market. This South Korean company is known for its advanced technology products, particularly smartphones featuring innovative features and attractive designs. With consistent product quality and a wide range of features that meet consumer needs, Samsung has successfully dominated the smartphone market in many countries. However, behind this achievement, the key factor underlying Samsung's success is its exceptional brand equity (Tjiptono, 2011).

Samsung's brand equity plays a crucial role in influencing consumer purchasing decisions. Strong brand equity leads to high brand loyalty, reinforces perceptions of quality, and fosters positive brand associations, all of which significantly impact consumers' decisions to purchase products. Purchase decisions are



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complex processes influenced by various factors such as brand awareness, perceived product quality, brand associations, and brand loyalty (Diskanadia & Hasbi, 2021).

Samsung has successfully built high brand awareness among global consumers. Through intensive marketing campaigns, continuous product innovation, and a wide market presence, the Samsung brand is widely recognized by consumers around the world. With high brand awareness, consumers tend to prefer Samsung products because they are more familiar with the brand and feel more confident in choosing it. This is crucial in highly competitive markets where consumers are often faced with numerous product options that offer similar prices and features (Kotler & Armstrong, 2016).

In addition to brand awareness, brand association also plays an important role in purchasing decisions. Brand association encompasses everything that consumers associate with the brand, such as quality, reliability, and innovation. Samsung has successfully built a strong brand association with high product quality, cutting-edge technology, and modern design. Consumers who associate Samsung with high-quality products are more likely to choose Samsung smartphones because they are confident that they will receive products that meet their expectations (Daryanto, 2013).

Quality perception is also a key factor influencing purchasing decisions. Samsung is known for its excellent product quality, both in terms of durability, performance, and the features offered. Products such as the Samsung Galaxy S series and Galaxy Note series, for example, always attract significant attention from consumers due to their exceptional technical capabilities and innovations. Positive perceptions of product quality undoubtedly influence consumers' decisions to purchase Samsung smartphones, even though the products may be more expensive than other brands (Aditya & Soebiantoro, 2023).

Brand loyalty is also an important factor in Samsung's brand equity. Consumers who have used Samsung products before and are satisfied with the quality and experience they get are more likely to buy Samsung products again in the future. This brand loyalty is formed because consumers feel they get more value from Samsung products, both in terms of functionality and emotionally. Samsung, through its excellent after-sales service and continuous technological development, has successfully maintained customer loyalty (Suntoro & Budi, 2020).

Consumer purchasing decisions are often influenced by a combination of brand awareness, perceived quality, brand associations, and brand loyalty. In this case, Samsung, with its strong brand equity, is able to attract consumers to choose its products. In the highly competitive smartphone market, with numerous options available, brand equity becomes one of the key factors distinguishing one brand from another (Christian et al., 2014).

With high brand equity, Samsung is not only able to maintain a significant market share but also to develop innovations that continue to drive it to the forefront of the global smartphone market. Therefore, the influence of brand equity on the purchase decision of Samsung smartphone products is an interesting topic for further research, especially in the context of how consumers choose and consider certain brands when making purchase decisions.

The influence of brand equity on Samsung product purchase decisions can also be seen in the context of the marketing strategies implemented by the company. By increasing brand awareness, strengthening positive associations, and maintaining high product quality, Samsung can strengthen its brand equity and ensure that consumers continue to choose their products amid increasingly fierce competition (Gitty & Rachmawati, 2022). This study is motivated by the importance of understanding the factors that influence consumer purchasing decisions, particularly in the highly competitive smartphone industry. Samsung, as one of the leading brands, has strong brand equity, but the extent to which this strength influences consumer purchasing decisions, particularly in Pekanbaru, needs to be explored further.

The problem statement in this study focuses on the influence of various dimensions of brand equity on the decision to purchase Samsung smartphone products. The researcher wants to know whether brand awareness has an influence on the purchasing decision-making process. In addition, it is also explored whether brand association, namely the associations attached to the brand in the minds of consumers, also influences purchasing decisions.

Furthermore, this study also examines whether perceived quality or the quality perceived by consumers towards Samsung products contributes to the decision to purchase. Brand loyalty is also one of the focuses, to see whether consumer loyalty to the Samsung brand influences their decisions. Finally, this study aims to determine whether the four variables simultaneously influence the decision to purchase Samsung smartphones in Pekanbaru City.

From an Islamic economic perspective, purchasing decisions are not only viewed from a functional and emotional standpoint, but also involve considerations of sharia values such as honesty in information, product halal status, and the principle of fairness in transactions (Ascarya & Yumanita, 2021). Therefore, the brand equity built by a company should also align with Sharia principles to enhance the trust of Muslim consumers, particularly in Muslim-majority areas like Pekanbaru. This approach is crucial in fostering loyalty that is not only rational but also spiritual.

By examining all these aspects, this study is expected to provide a comprehensive overview of the role of brand equity in shaping consumer behavior, both from a theoretical perspective and in terms of Islamic values relevant to the local community.

## LITERATURE REVIEW

### Consumer Behavior

The grand theory in this study uses consumer behavior theory. According to Engel, Blackwell, and Miniard (1995), consumer behavior is defined as "We define consumer behavior as those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions." (Putri, 2021).

According to Sunyoto, consumer behavior refers to various activities of individuals that are directly related to obtaining and using goods or services, including the decision-making processes that precede and prepare for these activities (Putri, 2021).

### Brand Equity

Brand equity is the value inherent in a brand that can influence consumers' perceptions and decisions regarding the products offered by a company. According to Tjiptono (2014), brand equity consists of several interrelated components, namely brand awareness, brand association, quality perception, and brand loyalty. Each of these components has a significant influence in shaping consumer purchasing decisions (Tjiptono, 2014).

1. **Brand Awareness:** Brand awareness is the ability of consumers to recognize or remember a brand. Tjiptono explains that high brand awareness can influence consumer decisions because consumers tend to choose products they are familiar with or see frequently. Brand awareness often serves as the first step in the purchasing process because consumers will only buy products from brands they know.
2. **Brand Associations:** Brand associations refer to the image or perception formed in consumers' minds about a brand. Strong brand associations can increase purchasing decisions because consumers are more likely to choose brands with positive images. For example, a brand known for high-quality and innovative products will have stronger associations in consumers' minds, which in turn can strengthen purchasing decisions.
3. **Perceived Quality:** Perceived quality is consumers' assessment of the quality of a product or service offered by a brand. Products with high perceived quality are often more desirable to consumers because they believe the products can meet their needs and expectations. Tjiptono emphasizes that brands with good perceived quality will more easily attract consumers' attention.
4. **Brand Loyalty:** Brand loyalty describes consumers' tendency to repeatedly purchase products from the same brand. High brand loyalty indicates that consumers are satisfied with the products offered and have strong trust in the brand. According to Kotler and Keller, brand loyalty is very important because loyal consumers not only continue to purchase products from the same brand but also recommend the brand to others.

### Purchase Decision

A purchase decision is the process consumers go through to select and buy a product. Kotler and Armstrong (2018) explain that purchase decisions are influenced by various factors, both internal (such as motivation, attitudes, and perceptions) and external (such as social, cultural, and economic factors). In this case, brand equity has a significant influence on purchasing decisions, as consumers tend to choose products from brands with strong brand equity, which includes brand awareness, brand associations, perceived quality, and brand loyalty.



Consumers who have high brand awareness will recognize and choose the brand more quickly. Similarly, if brand associations are positive, such as good product quality and innovation, purchasing decisions become easier to make. Brand loyalty also plays an important role, as consumers who are satisfied with previous products are more likely to choose products from the same brand (Kotler & Armstrong, 2018).

#### Brand Equity from a Shariah Perspective

In Islamic marketing principles, a brand is not only evaluated based on its promotional strength or perceived quality, but also on its commitment to Sharia principles, such as product halal status, honesty in information disclosure, and the product's benefits to society (Antonio, 2008). According to Hasan (2010), purchasing decisions in Islam must be free from elements of gharar (uncertainty), maysir (gambling), and riba (usury). Therefore, brand equity built on sharia principles will result in long-term relationships between producers and consumers based on the value of blessings, not merely commercial gain.

Thus, in the context of smartphone products, although not directly related to halal-haram in physical terms, Muslim consumers also consider the ethical aspects of manufacturers, information transparency, and social responsibility in determining their loyalty to a brand.

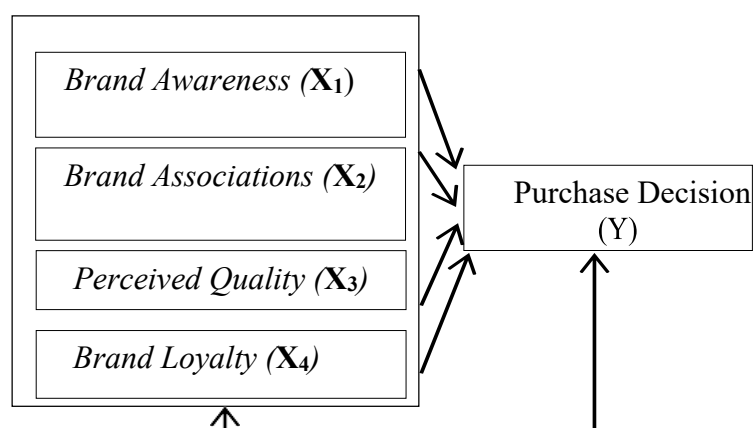
### Research Framework

Hypothesis, based on the problems and description above, the alternative hypothesis formulated in this study is:

- H1 : It is hypothesized that there is a positive and significant influence of *brand awareness* on purchasing decisions.
- H2 : It is suspected that there is a positive and significant influence of *brand associations* on purchasing decisions
- H3 : It is suspected that there is a positive and significant influence of *perceived quality* variables on purchasing decisions
- H4 : It is suspected that there is a positive and significant influence of the *brand loyalty* variable on purchasing decisions.
- H5 : It is hypothesized that there is a simultaneous influence of *brand awareness*, *brand associations*, *perceived quality*, and *brand loyalty* on purchasing decisions

### Conceptual Framework

**Figure 1.1**  
**Conceptual Framework**



Source: Collection of Research (2020)

## METHOD

### Population and Sample

According to Margono, population is the entire object of research consisting of humans, objects, animals, plants, phenomena, test values, or events as sources of data that have certain characteristics in a study (Hardani, et al., 2017). In this study, the population consists of residents of Marpoyan Damai Subdistrict, totaling 64,328 people.

$$n = \frac{64.328}{1 + 64.328(0,05)^2} = 397,5281177$$

Therefore, to simplify the research, the number of respondents was rounded to 400.

### Data Collection Techniques

#### a. Data

The data sources in this study are primary data. Primary data were obtained directly from respondents through the distribution of questionnaires to the community residing within the scope of Marpoyan Damai Subdistrict.

#### b. Data Collection Method

The data collection method used by the researcher was to distribute questionnaires to respondents randomly or by using the random sampling method.

#### c. Research Instruments

Research instruments are tools used to collect data in the field. In this study, the instrument used was a questionnaire. The questionnaire contained a list of questions given to the community in the Marpoyan Damai subdistrict.

### Data Analysis

#### a. Descriptive Analysis

Descriptive analysis is used to process data by describing the data that has been collected. This analysis aims to explain variables such as *Brand Equity* and purchasing decisions by distributing items from each variable. After all the data has been collected, the next step is to compile the data into frequency tables and analyze them descriptively.

#### b. Classic Assumption Test

To apply multiple linear regression, classical assumption tests are required to ensure that the regression analysis results are not biased. In this study, the classical assumption tests conducted include normality tests, multicollinearity tests, and heteroscedasticity tests.

#### c. Multiple Linear Regression Analysis

This analysis is used as a statistical method because this study aims to examine the independent variables that influence the dependent variable. Thus, it can be determined which sub-variables have the most dominant influence on the dependent variable. This study involves two hypothesis tests, namely the F test to measure the simultaneous influence and the t test to measure the partial influence.

## RESULTS AND DISCUSSION

### a. Descriptive Analysis of *Brand Awareness* ( $X_1$ ), *Brand Associations* ( $X_2$ ), *Perceived Quality* ( $X_3$ ), *Brand Loyalty* ( $X_4$ ), and *Purchase Decision* ( $Y$ )

The frequency distribution for each variable can be seen in Tables 1, 2, 3, 4, and 5 below:

**Table 1. Frequency Distribution of *Brand Awareness* Variables ( $X_1$ )**

Indicator/Variable	Mean
I often hear or see Samsung product advertisements in the media	3
I am familiar with the Samsung brand	3.9
If I want to buy a smartphone, I would immediately consider the Samsung brand	3.9
Mean value of <i>Brand Awareness</i> variable	3

Source: data processed using SPSS 26, 2024

Table 1 shows that the grand mean value is 3.96, indicating that the majority of respondents tend to agree with the statements in the research questionnaire.

**Table 2. Frequency Distribution of *Brand Associations* Variable (X<sub>2</sub>)**

Indicator/Variable	Mean
Samsung products are associated with high quality in my mind	
I feel that Samsung products have superior technology compared to other brands I am familiar with the Samsung brand	3
I think Samsung products are better than other similar brands.	4
<b>Mean value of <i>Brand Associations</i> variable</b>	3

**Source: data processed using SPSS 26, 2024**

Based on Table 3, all items obtained a grand mean score of 3.9, indicating that most respondents tended to agree with the statements presented in the research questionnaire.

**Table 3. Frequency Distribution of the *Perceived Quality* Variable (X<sub>3</sub>)**

Indicator/Variable	Mean
I feel that the quality of Samsung products is very high	
I am satisfied with the Samsung products I have purchased previously	3
I believe that Samsung products are durable and reliable	
<b>Mean value of <i>Perceived Quality</i> variable</b>	3

**Source: data processed using SPSS 26, 2024**

Table 4 shows a grand mean of 3.87, indicating that most respondents tend to agree with the statements provided in the research questionnaire.

**Table 4. Frequency Distribution of *Brand Loyalty* Variable (X<sub>4</sub>)**

Indicator/Variable	Mean
I am likely to purchase Samsung products again in the future	
I would recommend Samsung products to others	4
I am more loyal to the Samsung brand than other brands	
<b>Mean value of <i>Brand Loyalty</i> variable</b>	4

**Source: data processed using SPSS 26, 2024**

Based on Table 4, the grand mean value of all items reached 4.07, indicating that the majority of respondents tended to agree with the statements in the research questionnaire.

**Table 5. Frequency Distribution of the *Purchase Decision* Variable (Y)**

Indicator/Variable	Mean
The Samsung brand influences my decision to purchase a Samsung smartphone	3
After learning more about Samsung products, I feel more interested in purchasing their products compared to other brands	3.9
I prefer to buy Samsung products over other brands because of my loyalty to this brand	
When buying a smartphone, I consider Samsung's brand reputation as the most important factor	3
<b>Mean Value of <i>Purchase Decision</i> Variables</b>	3

**Source: data processed using SPSS 26, 2024**

Table 5 shows that the overall grand mean value of all items is 3.86, indicating that the majority of respondents tend to agree with the statements presented in the research questionnaire.



## b. Multiple Linear Regression Analysis

**Table 6. Results of Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.544	.928		11.364	.000
	Brand Awareness	-.040	.049	-.04	-.830	.407
	Brand Associations	-.003	.053	-.003	-.062	.951
	Perceived Quality	.190	.055	.174	3.448	.001
	Brand Loyalty	.263	.055	.252	4.798	.000

a. Dependent Variable: Purchase Decision

**Source: data processed using SPSS 26, 2024**

$$Y = 10.544 + (-0.040X_1) + (-0.03X_2) + 0.190X_3 + 0.263X_4$$

Based on Table 6, the results of the multiple linear regression analysis are as follows:

1. The constant value  $a$  of 10.544 indicates that if there is no change in the values of the variables *brand awareness* ( $X_1$ ), *brand associations* ( $X_2$ ), *perceived quality* ( $X_3$ ), and *brand loyalty* ( $X_4$ ), then the value of the purchase decision variable ( $Y$ ) is 10.544.
2. The *brand awareness* variable ( $X_1$ ) has a negative effect on the purchase decision ( $Y$ ), as indicated by the regression coefficient value of -0.040 for this variable. This shows that a 1-unit decrease in the *brand awareness* variable ( $X_1$ ) will result in a decrease in satisfaction rating of -0.040.
3. The *brand associations* variable ( $X_2$ ) has a negative effect on the purchase decision ( $Y$ ), as indicated by a regression coefficient value of -0.003 for this variable. This indicates that a decrease of 1 unit in the *brand associations* variable ( $X_2$ ) will result in a decrease in satisfaction rating of -0.003.
4. The *perceived quality* variable ( $X_3$ ) has a positive effect on purchase decisions ( $Y$ ), as indicated by a regression coefficient value of 0.190 for this variable. This indicates that a 1-unit increase in the *perceived quality* variable ( $X_3$ ) will result in an increase in satisfaction ratings of 0.190.
5. The *brand loyalty* variable ( $X_4$ ) has a positive effect on purchase decision ( $Y$ ), as indicated by a regression coefficient value of 0.263 for this variable. This indicates that a 1-unit increase in *brand loyalty* ( $X_4$ ) will result in an increase in satisfaction rating of 0.263.

**Table 7. Results of the Coefficient of Determination Test**

Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate
1	.343 <sup>a</sup>	.118	.109	1.66

a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Associations, Perceived Quality

b. Dependent Variable: Purchase Decision

**Source: data processed using SPSS 26, 2024**

Based on Table 7, the adjusted  $R^2$ , is 0.109. This indicates that the influence of the independent variables, namely *brand awareness*, *brand associations*, *perceived quality*, and *brand loyalty*, on the dependent variable, namely purchase decision, as explained in this equation model, is 10.9%, while the remaining 89.1% of the variance is influenced by other factors.

**Table 8. Results of the t-test**

Model		t	Sig.
	(Constant)	11.364	.000
	Brand Awareness	-.830	.407
	Brand Associations	-.062	.951
	Perceived Quality	3.448	.001
	Brand Loyalty	4.798	.000

a. Dependent Variable: Purchase Decision

**Source: data processed using SPSS 26, 2024**

Based on Table 7, the results of the t-test are as follows:

1. The t-test results between *brand awareness* ( $X_1$ ) and purchase decision (Y) show a significance value of  $0.407 > 0.05$  and  $t_{\text{calculated}}(-0.830) < t_{\text{table}}(0.098)$ , indicating that the influence of  $X_1$  on Y is not significant. Therefore, it can be concluded that brand awareness does not significantly influence purchase decision.
2. The results of the t-test between *brand associations* ( $X_2$ ) and purchase decision (Y) show a significance value of  $0.951 > 0.05$  and  $t_{\text{calculated}}(-0.062) < t_{\text{table}}(0.098)$ , indicating that the influence of  $X_2$  on Y is significant. Therefore, it can be concluded that *brand associations* significantly influence purchasing decisions (Y), meaning that as *brand associations* increase, purchasing decisions also increase.
3. The results of the t-test between *perceived quality* ( $X_3$ ) and purchase decision (Y) show a significance value of  $0.001 < 0.05$  and  $t_{\text{calculated}}(3.448) > t_{\text{table}}(0.098)$ , indicating that the influence of  $X_3$  on Y is not significant. Therefore, it can be concluded that perceived quality ( $X_{(3)}$ ) does not significantly influence purchasing decisions (Y).
4. The t-test results between *brand loyalty* ( $X_4$ ) and purchase decision (Y) show a significance value of  $0.000 < 0.05$  and  $t_{\text{calculated}}(4.798) > t_{\text{table}}(0.098)$ , therefore the influence of  $X_4$  on Y is significant. Therefore, it can be concluded that *brand loyalty* ( $X_{(4)}$ ) has a significant effect on purchase decision (Y), meaning that as *brand loyalty* increases, purchase decision also increases.

**Table 9. Results of the F-test**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	145.825	4	36,456	13,168	.000b
	Residual	1,093.535	395	2,768		
	Total	1,239.360	399			

**Source: data processed using SPSS 26, 2024**

Based on Table 4.63 above, the significance value is 0.000, which is less than ( $< 0.01$ ) and  $F_{\text{calculated}}(13.168) > F_{\text{table}}(2.39)$ , it can be concluded that the independent variables, namely *brand awareness*, *brand associations*, *perceived quality*, and *brand loyalty*, together have a significant relationship with the dependent variable, namely purchase decision.



## Discussion

### a. Results of the F-test

Based on the results of multiple regression analysis in the F test with a significance level of 0.05 (5%), it is known that the variables *Brand Awareness* ( $X_1$ ), *Brand Associations* ( $X_2$ ), *Perceived Quality* ( $X_3$ ), and *Brand Loyalty* ( $X_4$ ) have a joint effect on Purchase Decision (Y). This is indicated by the F test result of 13.198 >  $F_{(table)} 2.39$  and a significance probability value of  $\alpha 0.00 < 0.05$ . The coefficient of determination ( $R^2$ ) was obtained from the variables *Brand Awareness* ( $X_{(1)}$ ), *Brand Associations* ( $X_2$ ), *Perceived Quality* ( $X_3$ ), and *Brand Loyalty* ( $X_4$ ) is 0.109 (10.9%) on the purchase decision (Y), while the remaining 0.891 (89.1%) is influenced by other variables not discussed in this study. It can be concluded that people residing in Marpoyan Damai Subdistrict have high knowledge of the *brand equity* of Samsung *smartphones*.

### b. The Influence of *Brand Awareness* on Purchase Decisions

Based on the results of data analysis obtained in the t-test, the coefficient value of  $X_1$  was -0.040, indicating that the variable *Brand Awareness* ( $X_1$ ) had an insignificant and negative effect on purchasing decisions (Y). This is evidenced by the significance probability value of  $\alpha$ , which is  $0.407 > 0.05$ , and the calculated t-value of  $-0.830 < 0.098$   $t_{table}$ . Although most respondents gave good ratings regarding their ability to recognize, remember, and be aware of the product, these factors are still not the main reasons for purchasing decisions. These results are consistent with previous research by Dicho Pradipta Kadarisman Hidayat and Sunarti (2013), which found that the *brand awareness* variable ( $X_{(1)}$ ) had an insignificant and negative effect on purchasing decisions (Y). The intense competition and technological developments, particularly in smartphones, have led to differences in price affordability, *smartphone* specifications, and the variety of features available. This can be seen from the fact that the need for Samsung *smartphones* is still considered insufficient by residents of Marpoyan Damai Subdistrict.

### c. The Influence of *Brand Associations* on Purchase Decisions

Based on the results of the t-test analysis, the coefficient value of  $X_2$  was -0.040, indicating that the *brand associations* variable ( $X_2$ ) does not have a significant and negative effect on purchasing decisions (Y). This is evidenced by the significance probability value of  $\alpha$  at  $0.951 > 0.05$  and the calculated t-value of  $-0.062 < 0.098$ . These results are in line with previous research by Khalimatus Sakdiyah (2019) that the *brand associations* variable ( $X_{(2)}$ ) has no significant and negative effect on purchasing decisions (Y). According to Tjiptono Sangadji, a brand known for its quality and innovative products will have stronger associations in the minds of consumers, which in turn can strengthen purchasing decisions. Companies need to innovate and differentiate themselves from competitors to be more recognized by consumers.

### d. The Influence of *Perceived Quality* on Purchase Decisions

Based on the results of the t-test, the coefficient value of  $X_3$  is 0.190, indicating that the *perceived quality* variable ( $X_3$ ) has a significant and positive effect on purchasing decisions (Y). This is evidenced by the significance probability value of  $\alpha$  of  $0.001 < 0.05$  and the t-value of  $3.448 > 0.098$ . These results support the research by Steven Cristianto Putra (2017), who stated that the *perceived quality* variable ( $X_{(3)}$ ) has a significant and positive effect on purchasing decisions. *Perceived quality* is the consumer's impression of the benefits, quality, and price of a product or service provided to consumers. The benefits of use, competition with quality that is not inferior to competitors, and relatively stable prices create a good impression, especially among residents of Marpoyan Damai District. High perceived *quality* will encourage consumers to prefer Samsung *smartphones* over other *smartphone* brands, thereby increasing their purchase decisions.

### e. The Influence of *Brand Loyalty* on Purchase Decisions

Based on the results of the t-test analysis, the coefficient value of  $X_4$  was 0.263, indicating that the *brand loyalty* variable ( $X_4$ ) has a significant and positive influence on purchase decisions (Y). This is evidenced by the significance probability value of  $\alpha$  at  $0.000 < 0.05$  and the t-value (calculated) of  $4.798 > 0.098$ . These results support the findings of Linawati and Sofiati (2021) that the *brand loyalty* variable ( $X_{(4)}$ ) has a significant positive effect on purchasing decisions. The research findings indicate that the majority of residents in Marpoyan Damai District tend to prefer Samsung *smartphone* products despite the presence of numerous competitors offering similar products and price increases. This loyalty is demonstrated by their continued preference for Samsung *smartphones* and their willingness to recommend them to others.



## RESULTS AND DISCUSSION

- a) Based on the F-test results, the  $F_{\text{calculated}}$  value is 13.198, while the  $F_{\text{table}}$  value is 2.39. The significance probability value  $\alpha$  obtained is  $0.00 < 0.05$ , which means that there is a combined effect and can also be seen from the  $F_{\text{(calculated)}} > F_{\text{(table)}}$ , i.e.,  $13.198 > 2.39$ , so the regression analysis model is significant. It can be concluded that there is a significant combined effect between the independent variables and the dependent variable.
- b) Based on the t-test results, it was found that there are two variables that have a significant partial effect, namely *perceived quality* ( $X_3$ ) with a significance probability value of  $\alpha$  of  $0.001 < 0.05$ , while the  $t_{\text{calculated}}$  value is  $> t_{\text{table}}$ , namely  $3.448 > 0.098$ , and *brand loyalty* ( $X_4$ ) with a significance probability value of  $\alpha = 0.000 < 0.05$  and a  $t_{\text{value}}$  of  $4.798 > 1.983$ . Meanwhile, the *brand awareness* variable did not have a significant partial effect because the significance value was greater than 0.05 and the  $t$ -value was less than the table value. The results of the  $t$ -test calculation for the *brand awareness* variable ( $X_1$ ) yielded a probability significance value of  $0.407 > 0.05$ , while the  $t$ -value was  $-0.830 < 0.098$  and the *brand associations* variable ( $X_2$ ) with a significance probability value of  $\alpha = 0.951 > 0.05$  and a  $t$ -value of  $-0.062 < 0.098$ , and *brand loyalty* ( $X_4$ ) with a significance probability value of  $\alpha = 0.000 < 0.05$  and a  $t_{\text{value}}$  of  $4.798 > 1.983$ . There is a dominant variable that influences the dependent variable, namely the *brand loyalty* variable ( $X_4$ ) with the highest  $t$ -value of  $4.798 > 0.098$ , the lowest significance value of  $0.000 < 0.05$ , and the highest beta coefficient of 0.263.

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