

# RESEARCH THESIS

## THE EFFECT OF BRAND IMAGE ON PURCHASING DECISIONS OF IPHONE BRAND SMARTPHONES (STUDY CASE ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS HASANUDDIN 2016-2018)

Complied and submitted by

**FADEL FAUZAN BUDIMAN**

**A211 16 804**



To

**MANAGEMENT DEPARTMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS HASANUDDIN  
MAKASSAR  
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As one of the requirements to obtain  
Bachelor of Economics degree  
compiled and submitted by

**FADEL FAUZAN BUDIMAN  
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THE FACULTY OF ECONOMICS AND BUSINESS  
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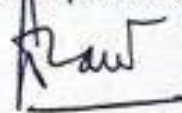
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Makassar, 10 August 2020

A yellow rectangular stamp with a black border. The text on the stamp includes "KETERANGAN" at the top, a central emblem, and "6000" in large digits. Below the digits is "RUPIAH". To the left of the digits is a small text "53AHF383325486". A handwritten signature in black ink is written over the stamp.

Fadel Fauzan Budiman



## PREFACE

Assalamualaikum Wr. Wb

Praises and gratitude the author sends to Allah SWT. Alhamdulillah, thanks to His grace, love, and mercy, the author is finally able to complete this research with title “The Effect of Brand Image on Purchasing Decisions of iPhone Brand Smartphones (Case Study on Students of the Faculty of Economics and Business Universitas Hasanuddin 2016-2018)” as one of the requirement to complete the study and obtain academic degree in Faculty of Economics and Business Hasanuddin University.

The author is fully aware that this thesis would never be realized without the help, guidance, and suggestions for various parties. The author would like to use this opportunity to express deepest gratitude to those who contributed in the making of this research.

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12. All parties that the author cannot mention one by one, but have helped in the process of completing this research in many different ways.

The author realizes that the process of writing and organizing this thesis is inseparable from mistakes and shortcomings. Therefore, with all humility, the author sincerely apologizes and is gracefully willing to accept all input, critics, and suggestions to make this thesis better. The author humbly presents this thesis, with the hope that it can be useful to increase knowledge and information in the field of management.

Makassar, 10 August 2020



**Fadel Fauzan Budiman**



## ABSTRACT

### **The Effect of Brand Image on Purchasing Decisions of iPhone Brand Smartphones (Case Study on Students of the Faculty of Economics and Business Universitas Hasanuddin 2016-2018)**

### ***Pengaruh Citra Merek terhadap Keputusan Pembelian Smartphone Merek iPhone (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Hasanuddin 2016-2018)***

**Fadel Fauzan Budiman  
Idayanti  
Muhammad Toaha**

Rapid development in communication technology has brought an increase in the number of smartphone users in Indonesia. The phenomenon leads to the intense competition between smartphone brands to attract consumers and increase sales. The decision to purchase a smartphone is inseparable from the brand image factor of the product. This research aimed to identify the impact of brand image on purchasing decision of iPhone amongst students of Faculty of Economic and Business Universitas Hasanuddin within 2016 – 2018 timeframe. This research examined corporate image, user image, and product image as the variables of brand image and their effect on purchasing decision. The findings of this study have shown that corporate image, user image, and product image have significant effect on purchasing decision of iPhone smartphone both in partial and simultaneously.

**Keywords:** Brand Image, Corporate Image, User Image, Product Image, Purchasing Decision

*Perkembangan teknologi komunikasi yang pesat telah membawa peningkatan jumlah pengguna smartphone di Indonesia. Fenomena tersebut menyebabkan semakin ketatnya persaingan antar merek smartphone untuk menarik konsumen dan meningkatkan penjualan. Keputusan untuk membeli smartphone tidak terlepas dari faktor citra merek produk. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek terhadap keputusan pembelian iPhone di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Hasanuddin dalam kurun waktu 2016 - 2018. Penelitian ini menguji citra perusahaan, citra pengguna, dan citra produk sebagai variabel citra merek dan pengaruhnya terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa citra perusahaan, citra pengguna, dan citra produk berpengaruh signifikan terhadap keputusan pembelian smartphone iPhone baik secara parsial maupun simultan.*

**Kata Kunci:** Citra Merek, Citra Perusahaan, Citra Pengguna, Citra Produk, Keputusan Pembelian



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## CHAPTER I

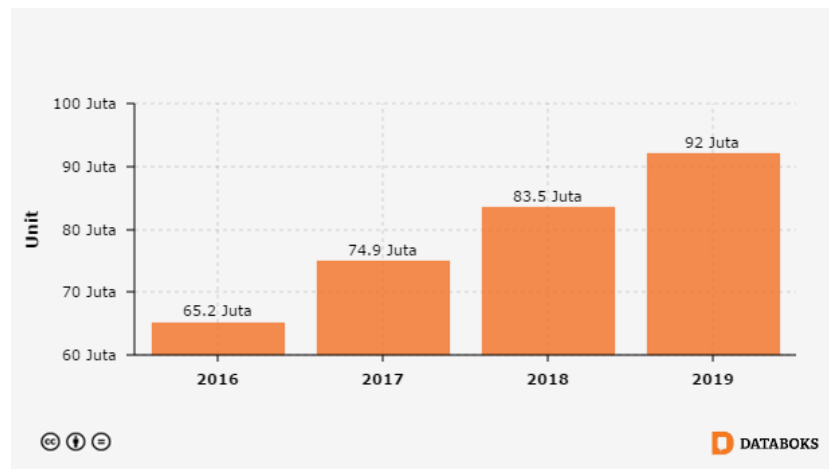
### BACKGROUND

#### 1.1 Background of the Study

The phenomenon of globalization and modernization that is happening in the world is increasingly unstoppable. It unwittingly provides a very big change for human life. In these conditions, the company must be able to compete and find innovations so as not to be left behind and continue to bring interest to consumers and the wider community. All kinds of conveniences and sophistication are offered by many products in this modern era. One area of human life that is undergoing change due to the phenomenon of globalization and modernization is information and communication technology.

The economic future and prosperity of citizens are closely related to the integration of Information, Technology and Communication in every aspect of life (J. Anderson, 2010; Sciadas, 2004). The ease of finding and getting information in this era of globalization is very influential in people's lives. One of the rapid developments in information and communication technology is cellular phones. Smartphones have various multimedia capabilities and features like a computer. If the previous cell phone product was limited in sending short messages and making phone calls, now with the presence of a smartphone, consumers are spoiled with a variety of advanced features that can facilitate the activities of its users.



**Table 1.1 Number of Smartphone Users in Indonesia in 2016-2019**

Source: Katadata.com, 2019.

Based on research conducted by [www.databok.katadata.co.id](http://www.databok.katadata.co.id) from 2016 to 2019, the number of smartphone users in Indonesia is increasing every year. Starting in 2016, there were only 65.2 million smartphone users in Indonesia. Then experienced a relatively large increase in sales until 2017. And finally, the increase in the number of smartphone sales in Indonesia increased significantly starting from 2018 to 2019. But competition in this era of globalization is not only on aspects of product excellence and product features but also brands already attached to consumers. The brand also functions to identify goods or services from a person or group of companies and distinguish them from similar products from other companies (Kotler, 2007).

The decision to purchase a smartphone is inseparable from the brand image factor of the product. Companies must be able to build a better image compared to competitors product to consumers. One way is to provide the best and according to the needs and desires of consumers. The better the brand

attached to the product, the more consumers will be interested in



buying the product. If consumers do not have experience with a product, they tend to trust the preferred or well-known brand (Schiffman and Kanuk, 2008).

**Table 1.2 Top Five Smartphone Vendors, Market Share, and Year-Over-Year, Calendar Year 2015 Preliminary Data**

| Top 5 Smartphone Companies, Worldwide Shipments, Market Share, and Year-Over-Year Growth, Q3 2019 (shipments in millions) |                |                   |                |                   |                       |
|---------------------------------------------------------------------------------------------------------------------------|----------------|-------------------|----------------|-------------------|-----------------------|
| Company                                                                                                                   | 3Q19 Shipments | 3Q19 Market Share | 3Q18 Shipments | 3Q18 Market Share | Year-Over-Year Change |
| 1. Samsung                                                                                                                | 78.2           | 21.8%             | 72.2           | 20.3%             | 8.3%                  |
| 2. Huawei                                                                                                                 | 66.6           | 18.6%             | 52.0           | 14.6%             | 28.2%                 |
| 3. Apple                                                                                                                  | 46.6           | 13.0%             | 46.9           | 13.2%             | -0.6%                 |
| 4. Xiaomi                                                                                                                 | 32.7           | 9.1%              | 33.8           | 9.5%              | -3.3%                 |
| 5. OPPO                                                                                                                   | 31.2           | 8.7%              | 30.0           | 8.4%              | 4.1%                  |
| Others                                                                                                                    | 103.0          | 28.7%             | 120.7          | 34.0%             | -14.7%                |
| <b>Total</b>                                                                                                              | <b>358.3</b>   | <b>100.0%</b>     | <b>355.6</b>   | <b>100.0%</b>     | <b>0.8%</b>           |

Source: IDC Quarterly Mobile Phone Tracker, Q3 2019, November 7, 2019

Source: IDC Worldwide Quarterly Mobile Phone Tracker, Q3 2019 November 7, 2019.

Based on the data above, Samsung is still ranked first by getting 72.2 million shipments in Q3 2018, but that number rising 6 million compared to the previous year to 78.2 million shipments in Q3 2019. Then Huawei was ranked second with a Year-Over-Year change of 28.2 % which means higher than Samsung. After that, Apple had 46.9 million shipments in Q3 2018 and decreased 3 million to 46.6 million shipments in Q3 2019. Apple experienced a Year-Over-Year decrease of -0.6%, which means Year-Over-Year Change in the table above, Huawei becoming a company that has many changes from year to year to defeat Samsung and Apple.

In this study, the author chose an iPhone brand smartphone product,

because Apple's smartphone has its own advantages from Android in terms of applications where developers like to release applications on Apple App Store



for IOS-based devices, while Android applications will follow after the developer releases for IOS applications. According to Kotler & Armstrong (2012) explaining in a competitive market, the battle lies not only in tariffs and products but also in consumer perception. In addition, consumers also consider how much it costs to get the product. The many products that have the same form, usability, and other features make it difficult for consumers to differentiate these products.

According to Peter and Olson (2000), purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. This is the reason that encourages companies to strengthen their brand position so as to create a positive brand image and stick firmly in the minds of consumers because through brand image, consumers are able to recognize a product, evaluate quality, reduce the risk of purchasing, and gain experience and satisfaction from differentiation of certain products (Lin et al, 2007).

In addition to the smartphone that can provide a good model, the features provided will be directly proportional to the price offered. The price policy is very decisive in marketing a product because the price is one of the marketing elements in the consumer's decision to buy products that provide income for the organization or company (Suantara, Artana, Suwena, 2014).

Based on the description above, the writer is interested in studying a scientific paper entitled ***"The Effect of Brand Image on Purchasing Decisions of iPhone Brand Smartphones (Case Study on Students of the Faculty of Economics and Business Universitas Hasanuddin 2016- 2018)"***.



## 1.2 Research Questions

From the background stated above, the writer is interested in raising the problem:

1. Does corporate image have a significant effect on purchasing decisions for iPhone brand smartphones?
2. Does the user image have a significant effect on purchasing decisions for iPhone brand smartphones?
3. Does the product image have a significant effect on purchasing decisions for iPhone brand smartphones?
4. Does the corporate image, user image, and product image simultaneously influence the purchasing decision of an iPhone brand smartphone?

## 1.3 Research Purposes

The purposes of this research are:

1. To find and measure the corporate image influences the purchasing decision of the iPhone smartphone brand.
2. To find out and measure the user image effect on purchasing decisions iPhone smartphone brand.
3. To find out and measure the product image influences the purchasing decision of the iPhone smartphone brand.
4. To find and measure the corporate image, user image, and product image simultaneously influence the purchasing decision of an iPhone brand smartphone.



### 1.4 Significance of The Study

a) For Company

The results of this study are expected to be material for consideration and input for the company, in this case, Apple to find out consumer interest so as to achieve company goals.

b) For Hasanuddin University

The results of this study are expected to be useful as reference material for Hasanuddin University literature and can be a reference for further research.

c) For writer

This research is expected to be able to enrich the experience and knowledge as well as an opportunity for writer to apply the knowledge that has been obtained during the lecture in the real world in the sphere of marketing and serve as a condition for getting graduating.

### 1.5 Structure of Research

The writing of this thesis is divided into five chapters. These chapter are as follows:

Chapter I: Background, contains the background of the study, research questions, research purposes, significance of the study, and the structure of research.

Chapter II: Literature review, contains the theoretical basis such as brand image, variables of brand image, factors influence brand image,



purchasing decision and factors influencing purchasing decision, prior research, conceptual frameworks and hypotheses.

Chapter III: Research method, location and time research, populations and samples, types and sources of data, data analysis, describes the research variables and operational definitions of variables, data collection methods.

Chapter IV: Results and analysis, stated about the description of research objects, data analysis and interpretation of results.

Chapter V: Closing, contains conclusions about the results of research, limitations of research and suggestions.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Brand Image

According to Kotler (2007) said a brand is a name, term, sign, symbol; or designs or alloys of those things which are intended to provide an identity for goods or services made or provided by a seller or seller group and to distinguish them from goods or services provided by competitors. Brands or brands are used not only to provide product differentiation from competitors but also to influence consumer interest in making purchasing decisions.

Meanwhile, Surachman (2011) explain brand is one of the most important attributes of a product whose use is currently widespread for several reasons. One of them is because the brand of a product provides added value to the product. Through brands, customers are influenced by a variety of messages that can amount to thousands of the existence of a product. A brand is not only seen in the impressions of its users but must occupy a special position in mind to truly become a brand.

A year later Sunyoto and Danang (2012) argued that a brand is something that is attached to the thoughts and actions of customers, as well as the liaison between customers and products or companies. Based on these definitions it can be concluded that a brand is an identity (can be the name, term, sign, symbol, design, or a combination of all) of an item or service that can distinguish between one product with another product.

As stated in Kotler (2000) image is people's perception of a company or products. Understanding the image in general, is a collection of beliefs, s, impressions, and perceptions of a person, a community, or society of



a product, brand, figure, organization, company or even a State that is formed through a process of information obtained through various sources.

According to Kotler and Keller (2008) explain that brand image is a perception and belief carried out by consumers, as reflected in the association that occurs in consumer memory. In addition, Tjiptono (2005) Brand Image or brand image is a description of the association and consumer confidence in certain brands.

In addition, the Brand Image Component according to Biels in Consuegra (2006) the image of a brand can be described as having three components: the image of the provider of the product/service, the image of the user, and the image of the product/service itself.

### 2.1.1 Variables of Brand Image

Biels in Consuegra (2006) believes that brand image can be translated into 3 supporting sub-images, namely the image of the product/service maker or company image, the image of the user; and the image of the product/service itself.

- a. Image makers according to Ouwersloot and Tedorica (2001) are associations related to organizations related to company attributes (example: technology level, leadership style, and company history. According to Simamora (2004), corporate image indicators include Company big names, company services, and sales network.
- b. User image according to Sirgy et al, in O'Cass and Grace (2004) states that overall, user image and usage reflect the user's specific product or service stereo in the context in which it is used.



According to (Simamora, 2004) user image indicators include Style, Slang, Confidence, and Attractive.

- c. Product image According to Aaker in Ouwersloot and Tudorica (2001) et al, that product associations include product-related attributes and product scope. According to (Simamora, 2004) product image indicators include Brand, Quality, Feature / Style, and Design.

With the same statement, Sutisna (2001) states that brand image has 3 supporting variables, namely:

- a. The Image of the Maker / Company (Corporate Image) is a collection of associations that consumers perceive the company that makes a product or service.
- b. User Image is a collection of associations that consumers perceive users who use goods or services.
- c. Product Image is a collection of associations that consumers perceive a product.

### **2.1.2 Factors Influence Brand Image**

There are several factors that influence Brand Image Schiffman and Kanuk (2007) mention the factors forming a brand image, namely:

- a. Quality, related to the quality of products offered by manufacturers with certain brands.
- b. Trusted or relied upon. relating to opinions or agreements formed by the public about a product that is consumed.
- c. The usefulness or benefits associated with the function of a product that can be utilized by consumers.



- d. Price, which in this case is related to the high or low or the amount of money spent by consumers to influence a product, can also affect the long-term image.
- e. Image owned by the brand itself, which is in the form of views, agreements, and information relating to a brand of a particular product.

According to Keller (2000), brand image measurement can be done based on aspects of a brand, namely:

- a. Brands are easy to remember: This means that the brand elements chosen should be easy to remember and to call or pronounce. The symbols, logos, names used should be interesting, unique so that they attract the attention of the public to be remembered and consumed.
- b. Brands are easily known: Apart from logos, a brand is known through messages and the way in which products are packaged and presented to consumers called trade dresses. Through intensive communication, a particular form of the product can attract attention and is easily recognized by consumers. So that trade dresses are often the same as trademarks, namely the differentiation of products and services in the market that can be requested for legal protection.
- c. Good brand reputation: For a company, image means people's perception of the company's identity. This perception is based on what the public knows or thinks about the company concerned. The same company may not necessarily have the same image in front of people.



## 2.2 Purchasing Decision

The Purchasing decision is the process of combining knowledge to evaluate two or more alternative behaviors and choosing product/services (Peter and Olson: 2000). According to Kotler (2008) is the stage in the decision-making process of buyers where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

In general, a consumer purchasing decision is to buy the most preferred or most well-known brand among these products (Kotler and Armstrong, 2008). According to Schiffman, Kanuk (2004) purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that someone can make a decision, there must be several alternative choices.

### 2.2.1 Factors Influencing Purchasing Decision

Purchasing decisions to be made by consumers are strongly influenced by cultural, social, personal and psychological factors (Setiadi, 2003):

- a. Cultural factors are determinants that underlie a person's desires and behavior. Cultural factors have the most extensive and deepest influence on consumer behavior. Marketing must understand the role played by its culture, sub-culture, and social class of buyers.
- b. Social factors consist of reference groups, family and the role and status of a person in their environment. Consumer behavior will also be influenced by social factors such as small groups, families, the role and social status of consumers.



- c. Personal factors consist of age and stages in the life cycle, work, economic circumstances, lifestyle, personality and self-concept. A buyer's decision is also influenced by personal characteristics such as the age and life-cycle stage of the buyer, position, economic situation, lifestyle, personality, and self-concept of the buyer concerned.
- d. Psychological factors consist of motivation, perception, learning process and self-confidence and attitude. A person's purchasing choices are also influenced by the main psychological factors, namely motivational factors, perceptions, learning processes, as well as beliefs and attitudes.

Another factors that have a big impact through purchase decision is User Interface. The user interface is a set of tools or elements used to manipulate digital objects (Roth, 2017). Rauschenberger et al (2013) state that a user interface is considered good if it can function well, not only considering the aesthetic aspects. In other words, in determining the form of interface design (user interface), not only visual aesthetic aspects are needed, but also must consider the functional aspects. Cyr et al. (2006) explained that through the aesthetic design of the mobile interface will have a positive impact on users of all functions of usability and ease of use of a device.



### 2.3 Prior Research

**Table 2.1 List of Prior Research**

| NO | Researchers                             | Research Title                                                                                                                                         | Variables                                                                        | Research Results                                                                                                                                                                                                                                                                                                                       |
|----|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | <i>Faisal, Suharyono, Yusri, (2016)</i> | The influence of brand image on purchasing decisions (study of sympathy prime card buyers at the Telkomsel Matossel booth).                            | Brand Image (X), Purchase Decision (Y).                                          | The results of this study that all brand image variables together significantly influence the purchase decision and partially influential but not significantly to the purchase decision is the favorability of brand association. While the dominant influence on purchasing decisions is the variable strength of brand association. |
| 2  | <i>Rendy Iswanto, (2016)</i>            | The influence of brand image on purchasing decisions in the photo cabin.                                                                               | Brand Image (X), Purchase Decision (Y).                                          | The results of this study stated that brand image has a significant influence on purchasing decisions. So this states that the brand has an important role in the photo corner business and other similar businesses.                                                                                                                  |
| 3  | <i>Philius, Agus, Willem (2015)</i>     | The effect of brand image, brand trust, and product quality on purchasing decisions of all new Toyota cars at PT. The eternal desire of the motorbike. | Brand Image (X1), Brand Trust (X2), Product Quality (X3), Purchase Decision (Y). | The results showed that brand image, brand trust, and product quality simultaneously and partially had a significant effect on purchasing decisions                                                                                                                                                                                    |
|    | <i>entine, e, Rudy (2014)</i>           | Analysis of the influence of brand image and celebrity                                                                                                 | Brand Image (X1), Celebrity Endorsement                                          | The results of this study indicate that brand image and celebrity                                                                                                                                                                                                                                                                      |



|   |                                              |                                                                                                                                                                      |                                         |                                                                                                                                                                                                                                            |
|---|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                                              | endorsement on the decision to purchase shampoo head and shoulders products at 24 Manado mart                                                                        | (X2), Purchase Decision (Y)             | endorsement significantly influence consumer purchasing decisions and celebrity endorsement significantly influence consumer purchasing decisions.                                                                                         |
| 5 | <i>Dwi Ajeng &amp; Farah Oktafani (2017)</i> | The Influence of Brand Image on the Decision of the Purchase of Nike Shoes (Study of the Faculty of Communication and Business Telkom University Bandung University) | Brand Image (X), Purchase Decision (Y). | The results of this study indicate that Brand Image has a positive effect on the decision process for purchasing Nike shoes in Telkom University Bandung Business and Communication Faculty students.                                      |
| 6 | <i>Bob Foster (2016)</i>                     | Impact of Brand Image on Purchasing Decision on Mineral Water Product "Amidis" (Case Study on Bintang Trading Company)                                               | Brand Image (X), Purchase Decision (Y). | The results of the research show that the attitude has the grater impact on purchasing dcisions than the variable attributes and benefits.                                                                                                 |
| 7 | <i>Baseer, Danish, Mirza, Sana (2015)</i>    | Impact of Brand Image on Buying Behaviour among Teenagers                                                                                                            | Brand Image (X), Buying Behaviour (Y).  | The results show that teenagers buying behavior is correlated and influenced by advertisement, brand loyalty and brand image. Regression analysis shows that the 33% variation in teenagers buying behavior is explained by given factors. |
|   | <i>ina smin 17)</i>                          | Impact of Brand Image on Consumers' Purchase                                                                                                                         | Brand Image (X), Cinsumer Purchase      | The result of this study has shown that brand image has strongly positive                                                                                                                                                                  |

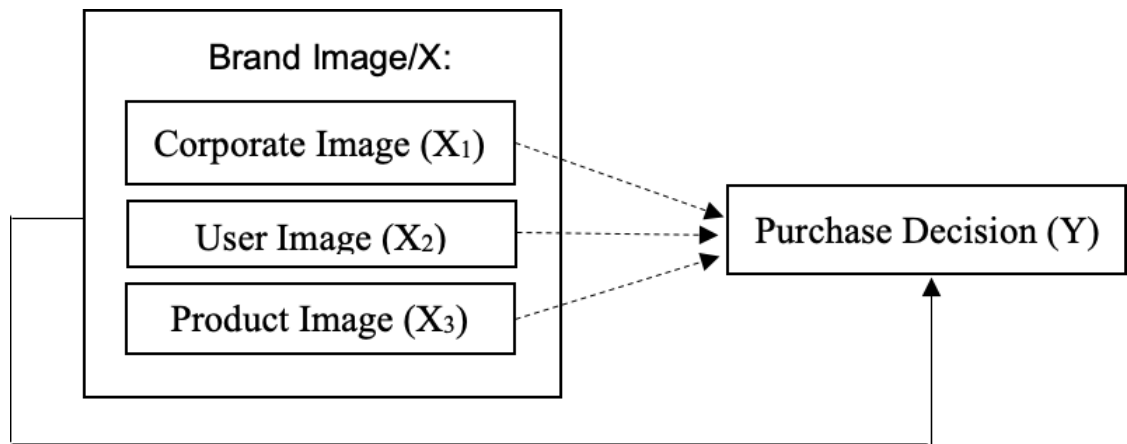


|    |                             |                                                                                                                      |                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----|-----------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                             | Decision                                                                                                             | Decision (Y).                                                               | impact on consumers' purchase decision of laptop in Bangladesh.                                                                                                                                                                                                                                                                                                                                                                                                               |
| 9  | <i>R. Neupane (2015)</i>    | The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Supermarket Chain UK             | Brand Image (X), Customer Satisfaction (Y1), Loyalty Intention (Y2).        | This research concluded that overall brand image has significant positive effects on customer satisfaction as well as customer loyalty intention; and also customer satisfaction in an organisation has significant positive effects on customer loyalty.                                                                                                                                                                                                                     |
| 10 | <i>Hafizh, Hapzi (2017)</i> | Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME product) | Brand Image (X1), Brand Awareness (X2), Price (X3), Purchasing Decision (Y) | The result of descriptive statistical analysis shows that respondents who answered agree on the indicators of research variables are very high and the results of multiple regression analysis yields multiple linear regression equation $Y = 9.430 + 0.227 X1 + 0.278 X2 + 0.376 X3$ . Based on the results of the analysis showed that the variables of brand image, brand awareness and price influence the purchasing decisions of products of SMEs in SMESCO Indonesia. |

Source: Literature review results, 2020.



## 2.4 Conceptual Framework



Source: Research, 2020.

## 2.5 Hypothesis

Based on the main problems that have been raised, the hypothesis proposed is:

- H1: There is a partial influence between corporate image and purchasing decisions.
- H2: There is a partial influence between the user image and the purchase decision.
- H3: There is a partial effect between product image and purchasing decisions.
- H4: There is a simultaneous influence on the corporate image, user image, and product image with the purchase decision.



## CHAPTER III

### RESEARCH METHODS

#### 3.1 Research Design

In this research used quantitative descriptive research. The design in this study uses causal research with the aim of finding out the relationship between two or more variables, looking for roles, influences and causal relationships between independent variables (influential variables) and dependent variables (affected variables). Data collected through the distribution of questionnaires to iPhone brand smartphone users at the Faculty of Economics and Business, University of Hasanuddin and will be processed quantitatively. According to Sugiyono (2016), quantitative methods are methods used to examine populations or certain samples.

#### 3.2 Location and Time of Research

This research was centered on the Faculty of Economics and Business, Hasanuddin University, Jl. Perintis Kemerdekaan Km. 10. The research will be conducted in March 2020, with an estimated time of 3 weeks.

#### 3.3 Population and Sample

##### 3.3.1 Population

The population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014). The population in this



research were all undergraduate students in the Faculty of Economics and Business, Hasanuddin University, from 2016-2018.

**Table 3.1 Number of Active Students at FEB-UNHAS**

| Department   | Batch |      |      | Amount      |
|--------------|-------|------|------|-------------|
|              | 2016  | 2017 | 2018 |             |
| Economics    | 84    | 100  | 113  | 297         |
| Management   | 116   | 134  | 171  | 421         |
| Accounting   | 110   | 121  | 150  | 381         |
| <b>Total</b> |       |      |      | <b>1099</b> |

Source: Academic Faculty of Economics and Business, Universitas Hasanuddin.

### 3.3.2 Samples

According to Sugiyono (2011), The sample is part of the number and characteristics possessed by the population. Sampling in this study using nonprobability sampling. The technique used in nonprobability sampling is the purposive sampling method. According to Sugiyono (2009), nonprobability sampling technique using a purposive sampling method is a sampling technique that does not provide equal opportunity or opportunity for each element or member of the population to be selected as a sample. The criteria for determining the sample in this study are:

1. Undergraduate student in the Faculty of Economics and Business Hasanuddin University batch 2016-2018.



## 2. Using iPhone brand smartphone.

Determination of sample size in this study was carried out using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where:

$n$  = Total of Samples

$N$  = Total of Populations

$e$  = The sampling error rate is 5%

In this study, the total population was 1099 students. Determination of the sample ( $n$ ) can be done with the following calculation:

$$n = \boxed{\phantom{000000}} = 294 \text{ Respondents}$$

Based on the sample collection formula above, there are 294 respondents. The sample used in this study were students of the faculty of economics and business University Hasanuddin who used the iPhone smartphone.

### 3.4 Data Collection and Data Sources

#### 3.4.1 Data Collection Quantitative

This study uses quantitative data, where data is not numbers but numbers (Suharsaputra, 2012). Data collection techniques used in this study were questionnaire data collection techniques. According to Sugiyono (2016), the questionnaire is data collection which is done by giving a set of questions or written statements to the respondents to be answered.



### 3.4.2 Data Sources

#### a. Primary Data

Data obtained by collecting the results of interviews and questionnaire results from selected respondents.

#### b. Secondary Data

Data in the form of written and unwritten information obtained from the results of the literature review, in the form of the results of previous studies and other information related to the research. This research does not use secondary data.

### 3.5 Data Collection Techniques

In obtaining data, this research conducted data collection methods through:

#### 3.5.1 Field Research

Data collection using a list of questions that have been made to obtain data in research, where the questionnaire was submitted matters that are relevant and related to research. The type of questionnaire conducted is an open questionnaire where respondents are asked to answer questions by selecting answers that have been provided using a Likert scale.

Each answer given by the respondent to the variable under study and the indicator is measured by giving a score on each answer as follows:

|                     |         |
|---------------------|---------|
| Strongly Agree (SA) | point 5 |
| Agree (A)           | point 4 |



|                        |         |
|------------------------|---------|
| Neutral (N)            | point 3 |
| Disagree (DS)          | point 2 |
| Strongly Disagree (SD) | point 1 |

### 3.5.2 Library Research

Information and material collection techniques from research originating from journals or literature, books, websites, written reports, and other reference materials that form the basis of the theory in this study.

## 3.6 Research Variables and Operational Definitions

### 3.6.1 Research Variables

According to Sugiyono (2005) research variables are things that are formed and determined by researchers to be studied so that information is obtained about them, then conclusions are drawn.

#### 1. Independent Variable

The independent variable is a variable that influences or causes the change or emergence of the dependent variable.

The independent variables in this study are: (1) the image of the maker (X1), (2) the image of the user (X2), (3) the image of the product (X3).

#### 2. Dependent Variable

The dependent variable is a variable that is affected or becomes a result due to the presence of an independent



variable. In this research, the dependent variable is buying interest (Y).

### 3.6.2 Operational Definitions

**Table 3.2 List of Operational Definitions**

| No | Variabel                | Operational Definitions                                                                                                                                                                                         | Indicators                                                                                                                                | Source          |
|----|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 1  | Corporate Image (X1)    | A collection of associations perceived by consumers for users who use goods or services.                                                                                                                        | 1. The big name of the company<br>2. Company services<br>3. Sales network                                                                 | Simamora, 2004. |
| 2  | User Image (X2)         | A collection of associations that consumers have ascribed a product.                                                                                                                                            | 1. Style<br>2. Slang<br>3. Confidence<br>4. Interesting                                                                                   | Simamora, 2004. |
| 3  | Product Image (X3)      | A collection of associations perceived by consumers for users who use goods or services.                                                                                                                        | 1. Brand<br>2. Quality<br>3. Features / Style<br>4. Design                                                                                | Simamora, 2004. |
| 4  | Purchasing Decision (Y) | A problem-solving process that consists of analyzing needs and desires, searching for information, assessing sources of selection for alternative purchases, purchasing decisions, and behavior after purchase. | 1. Decisions and desires for a product<br>2. The desire to try<br>3. The stability of the quality of a product<br>4. Repurchase decision. | Simamora, 2004. |

Source: Literature review results, 2020.

### 3.7 Data Analysis Method

Data analysis in quantitative research is an activity carried out after data from all respondents or other data sources have been collected properly. Data analysis activities are classifying data based on variables and types of respondents, compiling data based on variables of all respondents, presenting data in each variable studied, doing calculations to get answers to the problem formulation, and taking steps to test the



hypotheses that have been proposed (Sugiyono, 2016). Multiple linear regression analysis is a regression that has one dependent variable and two or more independent variables (Sugiyono, 2016). The multiple linear regression equation can be formulated as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 \dots \dots \dots (1)$$

Where:

Y = Purchasing Decision

a = Constant

b = Regression Coefficient (increase or decrease value)

X<sub>1</sub> = Corporate Image

X<sub>2</sub> = User Image

X<sub>3</sub> = Product Image

### 3.7.1 Descriptive Statistic

Descriptive statistics are statistics used to analyze data by describing data that has been collected as it is without intending to make conclusions or generalizations that are generally accepted. Descriptive statistics include the presentation of data through tables, graphs, diagrams, pictograms, mode calculations, medians, averages (the measurement of central tendencies), decile calculations, percentiles, calculation of data distribution through a calculation of averages and standard deviations, calculation of the percentage of Sugiyono, 2018).



### 3.7.2 Instrument of Research

#### 3.7.2.1 Validity Test

Validity Test according to Sugiyono (2016) shows the degree of accuracy between the data that actually occurs on the object with the data collected by researchers to find the validity of an item, we correlate the score of items with the total items. If the coefficient between items and total items is equal to or above 0.3 then the item is declared valid, but if the correlation value is below 0.3 then the item is declared invalid.

#### 3.7.2.2 Reliability Test

The reliability test according to Sugiyono (2010) was conducted to find out how far the measurement results remained consistent if measurements were made twice or more for the same symptoms using the same measuring device. Reliability test is conducted to find out whether the measuring instrument designed in the form of a questionnaire can be relied upon, a measuring instrument can be relied upon if the measuring instrument is used repeatedly will give relatively the same results (not much different). To see whether a measure is reliably used a statistical approach, namely through the reliability coefficient and if the reliability coefficient is greater than 0.60 then the whole statement is declared to be reliable.



### 3.7.3 Classic Assumption Test

#### 3.7.3.1 Normality Test

According to Ghozali (2013), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. As it is known that the t and f test assumes that the residual value follows the normal distribution. If this assumption is violated then the statistical test becomes invalid for a small number of samples.

#### 3.7.3.2 Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not occur the correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between each independent variable is equal to zero (Ghozali, 2013). In this study, the multicollinearity test functions for between Corporate Image (X1), User Image (X2), and Product Image (X3) are interconnected or not.

#### 3.7.3.3 Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from



one observation residual to another observation is fixed, then it is called Homoscedasticity and if different is called heteroscedasticity. A good regression model is Homoscedasticity or heteroscedasticity does not occur. Most cross-section data contain heteroscedasticity situations because these data collect data that represent various sizes (small, medium, and large) (Ghozali, 2013).

#### 3.7.3.4 Linearity Test

The linearity test is used to see whether the model built has a linear relationship or not. If there is a relationship between two variables that are not yet known whether linear or not, the linearity test cannot be used to provide an adjustment that the relationship is linear or not. The linearity test is used to confirm whether the linear nature between the two variables identified in theory is compatible with the results of existing observations. In this study, the linearity test serves to determine the relationship between Corporate Image (X1), User Image (X2), and Product Image (X3) are interrelated with the Purchasing Decision (Y) or not.

#### 3.7.4 Hypothesis Testing

##### 3.7.4.1 T-Test

The T-test is known as a partial test, which is to test how the effect of each independent variable individually on the dependent variable. T-test results can be seen in the coefficients table in the column (significance). If the



probability value of t or significance  $<0.05$ , it can be said that there is an influence between the independent variables on the dependent variable partially. However, if the probability value of t or significance  $> 0.05$ , it can be said that there is no significant effect between each independent variable on the dependent variable. In this study, the T-Test serves to determine the effect of Corporate Image (X1), User Image (X2), and Product Image (X3) separately without the dependent variable Purchasing Decision (Y).

#### 3.7.4.2 Coefficient of Determination ( $R^2$ )

This test aims to determine the proportion or percentage of the total variation in the dependent variable explained by the independent variable. The coefficient of determination is between zero and one ( $0 < R^2 < 1$ ). A small  $R^2$  value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. In this study, the coefficient of determination functions to determine the total percentage of each independent variable, namely Corporate Image (X1), User Image (X2), and Product Image (X3) of the dependent variable Purchase Decision (Y).



## CHAPTER IV

### RESULTS AND ANALYSIS

#### 4.1 The Overview of Research Object

Apple Inc. is a multinational company headquartered in Silicon Valley, Cupertino, California, and is engaged in the design, development, and sale of goods that include consumer electronics, computer software, and personal computers. Apple is known it will be a range of software products, including the OS X and iOS operating systems, iTunes music player, Safari web browser, hardware for iMac desk computers, MacBook Pro laptop computers, iPod song players, iPhone cellphones, and also Apple Watch smartwatches including software product.

Apple 1 is the beginning of personal computers and is said to be the source or ancestor of all Apple computers in the future. This computer was designed and built handmade by Steve Wozniak, and Steve Jobs was the one who had the idea of selling computers. The first Apple product was first shown to the public in April 1976 at the Homebrew Computer Club in Palo Alto, California and went on sale in July 1976 for \$ 666.66

In April 1997, Apple 2 was launched for personal needs. Unlike the case with Apple 1, which still uses wood as the casing. Apple 2 has done a different upgrade by using a metal casing. Apple 2 has supported Graphic, Basic Language, Visual (with Excel as the window), and is equipped with the Oregon Trail game.

In a press conference in Cupertino, California, on October 23, 2001, Steve introduced the latest product from Apple.Inc, the iPod. The idea



of making the iPod came when Apple felt there was no digital music player product with high technology, so Apple decided to develop the music player.

On January 9, 2007, Steve Jobs again introduced a product from Apple, Inc in the form of a smartphone that was named the iPhone. Using the Macworld Conference and Expo, the iPhone is one of Apple's creations that has shocked the world. iPhone has also become one of the best-selling smartphone products in sales in various countries. Like other Apple products. The iPhone is also always experiencing changes from year to year to become more sophisticated and better.

## 4.2 Data Analysis

### 4.2.1 Descriptive Statistics

Descriptive analysis was conducted to find out the general description of the study. The following is a descriptive analysis of 300 research respondents based on Force, Department, and Duration of iPhone usage variables.

**Table 4.1 Student Cohorts**

| Variable               | Frequency | Percentage (%) |
|------------------------|-----------|----------------|
| <b>Student Periods</b> |           |                |
| 2016                   | 65        | 21.7           |
| 2017                   | 141       | 47.0           |
| 2018                   | 94        | 31.3           |
| Total                  | 300       | 100            |

Source: Data Processed, 2020.

The descriptive table in 4.1 shows a total of 300 respondents with a student period FEB Hasanuddin University dominated by the 2017 class of 141 people with a percentage of 47.0%



**Table 4.2 Department**

| Variable          | Frequency | Percentage |
|-------------------|-----------|------------|
| <b>Department</b> |           |            |
| Economics         | 106       | 35.3%      |
| Management        | 132       | 44.0%      |
| Accounting        | 62        | 20.7%      |

Source: Data Processed, 2020.

Based on the information in the table above shows that FEB students at Hasanuddin University who filled out the most questionnaires were management majors totaling of 132 people with a percentage of 44.0%. Then followed by the Economics department as 106 people with a portion of 35.3% and the remaining Accounting majors were only 62 people with a percentage of 20.7%.

**Table 4.3 iPhone Usage**

| Variable            | Frequency | Percentage |
|---------------------|-----------|------------|
| <b>iPhone Usage</b> |           |            |
| 1-6 months          | 36        | 12.0%      |
| 6-18 months         | 58        | 19.3%      |
| 18-24 months        | 61        | 20.3%      |
| >24 months          | 145       | 48.3%      |

Source: Data Processed, 2020.

In the category of iPhone Usage, there are four categories of that fill out the questionnaire. It can be concluded that the lowest type of respondents is the iPhone Usage category 1-6 months, which is only 12.0% of the total respondents. Meanwhile, the table also shows that 6-18 months and 18-24 months of iPhone Usage Duration as many 58 and 61 respectively. Overall, the majority population were in iPhone Usage duration of above 24 months for 145 and 48.3%.



### 4.3 Variable Perception

The purpose of descriptive analysis of research variables aims to determine the responses of respondents to the variables indicators of Corporate Image (X1), User Image (X2), Product Image (X3), and Purchase Decision (Y) which will then calculate the scores for these variables. Because this study uses a questionnaire with a Likert scale, it is necessary to set a score range. With a total of 300 respondents, the highest score is 5, and the lowest is 1.

$$\text{Range} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Range score}}$$

Highest score :  $300 \times 5 = 1500$

Lowest score :  $300 \times 1 = 300$

So that the range for the survey results is  $\frac{1500-300}{5} = 240$

**Table 4.4 Determination of the range of scores**

| Range of scores | Conclusion        |
|-----------------|-------------------|
| 300 – 539       | Strongly Disagree |
| 540-779         | Disagree          |
| 780-1019        | Neutral           |
| 1020-1259       | Agree             |
| 1260-1500       | Strongly Agree    |

Source: Data Processed, 2020.

The analysis of the descriptions of respondents 'responses regarding the Corporate Image variable (X1) is based on the respondents' responses to the questions in the questionnaire given to the respondents. The diversity of respondents' responses can be seen in the following table.



**Table 4.5 Variable of Corporate Image (X1)**

| Items                                                                                       | Respondents' Responses |        |        |        |       |       | Score  | Conclusion     |
|---------------------------------------------------------------------------------------------|------------------------|--------|--------|--------|-------|-------|--------|----------------|
|                                                                                             | SA                     | A      | N      | DS     | SDA   |       |        |                |
| Apple has a characteristic or symbol that is easily recognized by the public.               | F                      | 229    | 66     | 4      | 0     | 1     | 1422   | Strongly Agree |
|                                                                                             | %                      | 76.3 % | 22.0 % | 1.3 %  | 0 %   | 0.3 % |        |                |
| Apple is a smartphone brand that is well known to many people.                              | F                      | 203    | 94     | 2      | 0     | 1     | 1398   | Strongly Agree |
|                                                                                             | %                      | 67.7 % | 31.3 % | 0.7 %  | 0 %   | 0.3 % |        |                |
| Apple is a smartphone company with maximum service to customers.                            | F                      | 116    | 148    | 31     | 4     | 1     | 1274   | Strongly Agree |
|                                                                                             | %                      | 38.7 % | 49.3 % | 10.3 % | 1.3 % | 0.3 % |        |                |
| A store or branch that sells iPhones is very easy to find                                   | F                      | 138    | 130    | 24     | 8     | 0     | 1298   | Strongly Agree |
|                                                                                             | %                      | 46.0 % | 43.3 % | 8.0 %  | 2.7 % | 0 %   |        |                |
| Stores or branches that sell Apple products offer a complete variety and types of products. | F                      | 129    | 134    | 27     | 8     | 2     | 1280   | Strongly Agree |
|                                                                                             | %                      | 43.0 % | 44.7 % | 9.0 %  | 2.7 % | 0.7 % |        |                |
| Average Score                                                                               |                        |        |        |        |       |       | 1334.4 | Strongly Agree |

Source: Data Processed, 2020.

Table 4.5 shows the tabulated mean score of the respondents' responses for the Corporate Image (X1) variable in the fifth range, which strongly agrees with an of 1334.4. The indicator of the company's big-name gets the highest mely 1422, where the respondents answered strongly agree with the



statement. A total of 229 respondents (76.3%) of the total respondents who answered strongly agree with this statement.

**Table 4.6 Variable of User Image (X2)**

| Items                                                                                |   | Respondents' Responses |       |       |      |      | Score  | Conclusion     |
|--------------------------------------------------------------------------------------|---|------------------------|-------|-------|------|------|--------|----------------|
|                                                                                      |   | SA                     | A     | N     | DS   | SDA  |        |                |
| I feel the iPhone can increase user confidence.                                      | F | 136                    | 127   | 31    | 4    | 2    | 1291   | Strongly Agree |
|                                                                                      | % | 45.3%                  | 42.3% | 10.3% | 1.3% | 0.7% |        |                |
| I feel the iPhone has a classy feel to its users.                                    | F | 126                    | 139   | 33    | 2    | 0    | 1289   | Strongly Agree |
|                                                                                      | % | 42.0%                  | 46.3% | 11.0% | 0.7% | 0%   |        |                |
| I feel the features provided by the iPhone make it easier for users.                 | F | 108                    | 160   | 29    | 2    | 1    | 1272   | Strongly Agree |
|                                                                                      | % | 36.0%                  | 53.3% | 9.7%  | 0.7% | 0.3% |        |                |
| The variations and types offered by the iPhone make users more interested in trying. | F | 128                    | 132   | 36    | 4    | 0    | 1284   | Strongly Agree |
|                                                                                      | % | 42.7%                  | 44.0% | 12.0% | 1.3% | 0%   |        |                |
| I feel that iPhone can increase the perspective of social strata for its users.      | F | 100                    | 127   | 67    | 6    | 0    | 1221   | Agree          |
|                                                                                      | % | 33.3%                  | 42.3% | 22.3% | 2.0% | 0%   |        |                |
| Average Score                                                                        |   |                        |       |       |      |      | 1271.4 | Strongly Agree |

Source: Data Processed, 2020.

Table 4.6 shows the tabulated mean score of respondents' responses for the User Image variable (X2) in the fifth range, which strongly agrees with an average of

Where the confidence indicator gets the highest score, namely 1291, respondents answered strongly agree with the



statement. A total of 136 respondents (45.3%) of the total respondents who answered strongly agree with this statement.

**Table 4.7 Variable of Product Image (X3)**

| Items                                                                                            |   | Respondents' Responses |        |        |       |       | Score  | Conclusion     |
|--------------------------------------------------------------------------------------------------|---|------------------------|--------|--------|-------|-------|--------|----------------|
|                                                                                                  |   | SA                     | A      | N      | DS    | SDA   |        |                |
| The quality of the iPhone is in accordance with the price offered.                               | F | 143                    | 112    | 39     | 6     | 0     | 1292   | Strongly Agree |
|                                                                                                  | % | 47.7 %                 | 37.3 % | 13.0 % | 2.0 % | 0     |        |                |
| iPhone provides many variations for each type of product (model, color, capacity).               | F | 110                    | 155    | 28     | 7     | 0     | 1268   | Agree          |
|                                                                                                  | % | 36.7 %                 | 51.7 % | 9.3 %  | 2.3 % | 0%    |        |                |
| iPhone products follow the times.                                                                | F | 170                    | 119    | 10     | 1     | 0     | 1358   | Agree          |
|                                                                                                  | % | 56.7 %                 | 39.7 % | 3.3 %  | 0.3 % | 0%    |        |                |
| The Iphone smartphone has specifications to my liking compared to smartphones from other brands. | F | 154                    | 118    | 22     | 6     | 0     | 1320   | Strongly Agree |
|                                                                                                  | % | 51.3 %                 | 39.3 % | 7.3 %  | 2.0 % | 0%    |        |                |
| Iphone is a smartphone that has good resistance.                                                 | F | 99                     | 133    | 48     | 17    | 3     | 1208   | Neutral        |
|                                                                                                  | % | 33.0 %                 | 44.3 % | 16.0 % | 5.7 % | 1.0 % |        |                |
| Average Score                                                                                    |   |                        |        |        |       |       | 1289.2 | Strongly Agree |

Source: Data Processed, 2020.

Table 4.7 shows the tabulated mean score of respondents' responses to the Product Image variable (X3) in the fifth range, emphatically agreeing with an of 1289.2. Where the Features/style indicator obtained the highest score, .358, where the respondents answered strongly agree with the



statement. A total of 170 respondents (56.7%) of the total respondents who answered strongly agree with this statement.

**Table 4.8 Variable of Purchasing Decision (Y)**

| Items                                                                    |   | Respondents' Responses |        |        |       |       | Score  | Conclusion     |
|--------------------------------------------------------------------------|---|------------------------|--------|--------|-------|-------|--------|----------------|
|                                                                          |   | SA                     | A      | N      | DS    | SDA   |        |                |
| I bought the iPhone because the price and product quality are balanced   | F | 56                     | 37     | 12     | 3     | 0     | 1316   | Strongly Agree |
|                                                                          | % | 51,9 %                 | 34,3 % | 11,1 % | 2,8 % | 0%    |        |                |
| I have a desire to buy an iPhone with a new model and design             | F | 81                     | 21     | 5      | 1     | 0     | 1274   | Strongly Agree |
|                                                                          | % | 75%                    | 19,4 % | 4,6%   | 0,9 % | 0%    |        |                |
| I prefer iPhone over smartphones from other brands                       | F | 73                     | 22     | 8      | 4     | 1     | 1313   | Strongly Agree |
|                                                                          | % | 67,6 %                 | 20,4 % | 7,4%   | 3,7 % | 0,9 % |        |                |
| I bought an iPhone because it was recommended by my friends or relatives | F | 71                     | 29     | 5      | 2     | 1     | 1030   | Agree          |
|                                                                          | % | 65,7 %                 | 26,9 % | 4,6%   | 1,9 % | 0,9 % |        |                |
| I bought the iPhone because it made ends meet                            | F | 39                     | 36     | 29     | 4     | 0     | 1269   | Strongly Agree |
|                                                                          | % | 36,1 %                 | 33,3 % | 26,9 % | 3,7 % | 0%    |        |                |
| Average Score                                                            |   |                        |        |        |       |       | 1240.4 | Agree          |

Source: Data Processed, 2020.

Table 4.8 shows the tabulated mean score of respondents' responses to the Purchasing Decision (Y) variable in the fourth range, namely agreeing with an average score of 1240.4. Where the stability of the quality of a product indicator



obtained the highest score, namely 1316, where the respondents answered strongly agree with the statement. Fifty-six respondents (51.9%) of the total respondents who answered strongly agree with this statement.

#### 4.4 Instrument Test Results

##### 4.4.1 Validity Test

**Table 4.9 Validity Test for Purchase Decision (Y)**

| Variable | r-count | r-table | Conclusion |
|----------|---------|---------|------------|
| Y.1      | 0.620   | 0.113   | Valid      |
| Y.2      | 0.476   | 0.113   | Valid      |
| Y.3      | 0.434   | 0.113   | Valid      |
| Y.4      | 0.551   | 0.113   | Valid      |
| Y.5      | 0.594   | 0.113   | Valid      |

Source: Data Processed, 2020.

Valid items can be known by comparing the value of r-count and the value of r Product with n-2 degrees of freedom that is  $300-2 = 298$  at a level of 5% to obtain 0.113. If the calculated value is greater than r-table = 0.113, then the item is valid. Based on Table 4.9, the validity test results have an r-count value greater than r-table = 0.113, so that all items in question about the Purchase Decision (Y) are valid.

**Table 4.10 Validity Test for Corporate Image (X1)**

| Variable | r-count | r-table | Conclusion |
|----------|---------|---------|------------|
| X1.1     | 0.441   | 0.113   | Valid      |
| X1.2     | 0.393   | 0.113   | Valid      |
| X1.3     | 0.624   | 0.113   | Valid      |
| X1.4     | 0.544   | 0.113   | Valid      |
| X1.5     | 0.626   | 0.113   | Valid      |

Source: Data Processed, 2020.



Table 4.10 shows the Pearson correlation (Rcount) for all variable items ranging from 0.393 – 0.626. These all figures are greater than 0.1113, which is the value of Rtable, with a significance level of 0.05. This means that all variables or question items that measure the corporate image variable is valid.

**Table 4.11 Validity Test for User Image (X2)**

| Variable | r-count | r-table | Conclusion |
|----------|---------|---------|------------|
| X2.1     | 0.723   | 0.113   | Valid      |
| X2.2     | 0.703   | 0.113   | Valid      |
| X2.3     | 0.499   | 0.113   | Valid      |
| X2.4     | 0.575   | 0.113   | Valid      |
| X2.5     | 0.670   | 0.113   | Valid      |

Source: Data Processed, 2020.

Based on the table 4.11 above, the Pearson correlation (Rcount) for each variable item is greater than 0.1113 which is the value of Rtable. The level of significance for all items is at the 0.05 level. Thus, all indicator/question items that measure User Image is valid.

**Table 4.12 Validity Test for Product Image (X3)**

| Variable | r-count | r-table | Conclusion |
|----------|---------|---------|------------|
| X3.1     | 0.574   | 0.113   | Valid      |
| X3.2     | 0.562   | 0.113   | Valid      |
| X3.3     | 0.478   | 0.113   | Valid      |
| X3.4     | 0.548   | 0.113   | Valid      |
| X3.5     | 0.530   | 0.113   | Valid      |

Source: Data Processed, 2020.

Valid items can be known by comparing the value of r-count and the value of r Product with n-2 degrees of freedom that is  $300-2 = 298$  at a level 5% to obtain 0.113. If the calculated value is greater than r-table =



0.113, then the item is valid. Based on Table 4.12, the validity test results have an r-count value greater than  $r\text{-table} = 0.113$ , so that all items in question about the Product Image (X3) are valid.

#### 4.4.2 Reliability Test

Reliability tests are carried out to show the consistency of a measuring instrument in the same symptoms. The reliability test results are shown in Table 4.13.

**Table 4.13 Reliability Test**

| Variables                    | Cronbach's Alpha | Cronbach's Alpha Standardized | Conclusion |
|------------------------------|------------------|-------------------------------|------------|
| <i>Purchase Decision (Y)</i> | 0.621            | 0.6                           | Reliable   |
| <i>Corporate Image (X1)</i>  | 0.631            | 0.6                           | Reliable   |
| <i>User Image (X2)</i>       | 0.759            | 0.6                           | Reliable   |
| <i>Product Image (X3)</i>    | 0.641            | 0.6                           | Reliable   |

Source: Data Processed, 2020.

Table 4.13 shows the reliability test results with test statistics using Cronbach's Alpha values. The Cronbach's Alpha value for each indicator variable is compared with the standard value of 0.6. Cronbach's Alpha value for the Purchase Decision variable indicator is 0.621, Corporate Image is 0.631, User Image is 0.759, and Product Image is 0.641. The test results show that all indicators have a reliability value of more than 0.6 so that it can be concluded for all the variables used are declared reliable.



#### 4.5 Classic Assumption Test

The classic assumption test is carried out to provide certainty that the regression model obtained has accurate estimation, is unbiased, and consistent. The following of the classic assumption test in this study, namely the normality test, the multicollinearity test, the linearity test, and the heteroscedasticity test.

##### 4.5.1 Normality Test

Normality test in multiple linear regression analysis is performed to determine whether the residual data is normal or not. In this study, the data used were 300 respondents. After testing the normality of the remaining data, it is obtained that the residuals are not normally distributed outliers or outliers in the data cause that. To normalize the residual data of this study, the researcher issues the outlier data. By using the Kolmogorov Smirnov test, the normality test results are obtained as follows.

**Table 4.14 Kolmogorov Smirnov Test Results**

|                               |        |
|-------------------------------|--------|
| <b>Kolmogorov-Smirnov Z</b>   | 0.959  |
| <b>Asymp. Sig. (2-tailed)</b> | 0.317* |

\*Sig. >0,05

Source: Data Processed, 2020.

Table 4.14 shows the results of the normality test using the Kolmogorov Smirnov test with a p-value of 0.317 higher than the value of  $\alpha = 0.05$ , so it can be concluded that the residual data are normally distributed. After the remaining data are normally distributed, a multicollinearity test is then performed.



#### 4.5.2 Multicollinearity Test

Multicollinearity test is performed to ascertain whether, in the regression model, there are intercorrelations between independent variables. Following are the results of multicollinearity test in this study.

**Table 4.15 VIF Value**

| Variable                    | VIF Value |
|-----------------------------|-----------|
| <i>Corporate Image (X1)</i> | 1.572     |
| <i>User Image (X2)</i>      | 1.279     |
| <i>Product Image (X3)</i>   | 1.607     |

Source: Data Processed, 2020.

Table 4.15 shows the results of multicollinearity tests. Based on these results, the VIF value of all independent variables is less than 5, so it can be concluded that the data of this study are free from multicollinearity symptoms. After finding that it is free from multicollinearity symptoms, then a heteroscedasticity test is performed.

#### 4.5.3 Heteroscedasticity Test

Heteroscedasticity test is performed to test whether, in the regression model, there is an inequality of variance and residuals of one variable with other variables. Here are the results of the heteroscedasticity test.

**Table 4.16 Glacier Test**

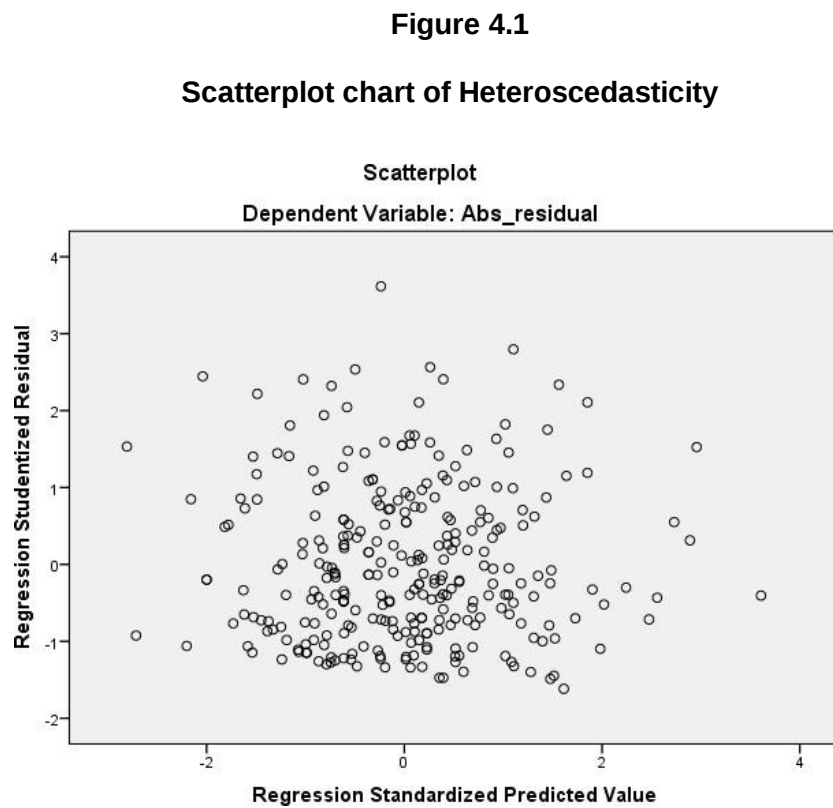
| Nilai F | P-Value |
|---------|---------|
| 1,718   | 0,146   |

Source: Data Processed, 2020.

Table 4.16 shows the results of the heteroscedasticity test using the glacier test. From these results, the p-value or significance value of 0.146 greater than  $\alpha = 0.05$ , so it can be concluded that there are no symptoms heteroscedasticity from the data. Besides, based on the



glacier test, heteroscedasticity can also be seen based on the following scatterplots.



Source: Data Processed, 2020.

#### 4.5.4 Linearity Test

Linearity test is performed to determine whether the relationship of linearly independent variables to the dependent variable. Here are the results of the linearity test.



**Table 4.17 Linearity Test Result**

| <b>Relation</b>                                  | <b>P-Value</b> | <b>Conclusions</b> |
|--------------------------------------------------|----------------|--------------------|
| <i>Corporate Image between Purchase Decision</i> | 0.072          | Linearly           |
| <i>User Image between Purchase Decision</i>      | 0.697          | Linearly           |
| <i>Product Image between Purchase Decision</i>   | 0.008          | Un-linearly        |

Source: Data Processed, 2020.

Table 4.17 shows the results of the linearity test. Based on these results, the P-Value of 0.072 and 0.697 is higher than the  $\alpha$  value of 0.05, so it can be concluded that the relationship between the Corporate Image and User Image variables is linear to the Purchase Decision variable. The P-Value 0.008 and 0.043 are smaller than the  $\alpha$  value of 0.05, so it can be concluded that the relationship between the Product Image variable is not linear to the Purchase Decision variable.

## 4.6 Hypotheses Test

### 4.6.1 T-Test

T-test was conducted to determine the effect of independent variables on the dependent variable partially—the following t-test results in this study.

**Table 4.18 T-Test Result**

| <b>Variable</b>             | <b>T-Value</b> | <b>P-Value</b> | <b>Conclusion</b> |
|-----------------------------|----------------|----------------|-------------------|
| <i>Corporate Image (X1)</i> | 2.212          | 0.028          | Significant       |
| <i>User Image (X2)</i>      | 4.295          | 0.000          | Significant       |
| <i>Product Image (X3)</i>   | 8.872          | 0.000          | Significant       |

Source: Data Processed, 2020.



Table 4.18 is the result of the relationship one by one variable using the t-test. From this table, it is known that the p-value values of Corporate Image (X1), User Image (X2), and Product Image (X3) values are 0.028, 0,000, and 0,000 less than 0.05. It can be concluded that partially variables Corporate Image (X1), User Image (X2), and Product Image (X3) have a significant effect on Purchase Decision (Y).

#### 4.6.2 F-Test

F-test is performed to determine the effect of independent variables on the dependent variable simultaneously. The following F test results in this study.

**Table 4.19 F-Test Result**

| F-Value | Significant Value |
|---------|-------------------|
| 61,678  | 0,000             |

Source: Data Processed, 2020.

Table 4.19 is the result of linear data regression analysis. From this table, it can be seen that simultaneously, the Corporate Image (X1), User Image (X2), and Product Image (X3) variables have a significant effect on the Purchase Decision (Y) variable. This is seen from the p-value of the F test, which is 0,000 less than 0.05.

#### 4.6.3 The coefficient of determination

**Table 4.20 The Coefficient of Determination (R2) Results**

| R (Correlation of Coefficient) | R <sup>2</sup> (Determination Coefficient) |
|--------------------------------|--------------------------------------------|
| 0,689                          | 0,475                                      |

Source: Data Processed, 2020.



The coefficient of determination (R2) of 47.5% indicates that the variable Corporate Image (X1), User Image (X2), and Product Image (X3)

only affect by 47.5%. In comparison, 52.5% is influenced by other factors that are not accommodated from this study. In contrast, the Correlation coefficient of the four independent variables of 68.9% shows that there is a strong relationship between Corporate Image (X1), User Image (X2), and Product Image (X3), against the Purchase Decision (Y) variable.

#### 4.7 Multiple Linear Regression

**Table 4.21 Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
|            | B                           | Std. Error | Beta                      |       |      |
| (Constant) | .639                        | 1.357      |                           | .471  | .638 |
| 1 X1       | .147                        | .066       | .118                      | 2.212 | .028 |
| X2         | .207                        | .048       | .207                      | 4.295 | .000 |
| X3         | .532                        | .060       | .480                      | 8.872 | .000 |

Source: Data Processed, 2020.

Multiple linear regression analysis model:

$$Y = 0,639 + 0,147X1 + 0,207X2 + 0,532X3$$

Y = Purchase Decision

X1 = Corporate Image

X2 = User Image

X3 = Product Image

a = Constant

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub> = Coefficient of Regression

A constant value of 0.639 indicates that the value of Corporate Image (X1), User Image (X2) and Product Image (X3) is zero, so the Purchase Decision (Y) that occurs is 0.639. This equation shows the following:



$b_1 = 0.147$  indicates that the variable Corporate Image (X1) has a positive effect on Purchase Decision (Y), this concludes for every unit increase in Corporate Image, then the purchase decision (Y) of iPhone smartphones for students of the Faculty of Economics, Universitas Hasanuddin, will increase by 0.147 units, assuming other variables remain.

$b_2 = 0.207$  indicates that the User Image (X2) variable has a positive effect on Purchase Decision (Y), this concludes for every unit increase in User Image, then the purchase decision (Y) of iPhone smartphones for students of the Faculty of Economics, Universitas Hasanuddin, will increase by 0.207 units, assuming other variables remain.

$b_3 = 0.532$  indicates that the Product Image (X3) variable has a positive effect on Purchase Decision (Y), this concludes for every unit increase in Product Image, then the purchase decision (Y) of iPhone smartphones for students of the Faculty of Economics, Universitas Hasanuddin, will increase by 0.532 units, assuming other variables remain.

## 4.8 Discussion

### 4.8.1 The Partial Influence Between Corporate Image and Purchasing Decision

This research is in line with the theory put forward by Rangkuti (2004). Company image is a group of company associations that are formed and attached to the minds of consumers. The company



image is very influential in the marketing carried out by the company, which in turn will influence consumers in making purchasing decisions. The better the image of the company in the eyes of consumers, the higher the chances of the company's products being the choice of consumers in their purchasing decisions, and conversely, the worse the company's image in the eyes of consumers, the lower the chances of the company being the choice of consumers in making purchasing decision.

Based on the research results that have been done in terms of the corporate image, it has a significant influence on purchasing decisions. This can be seen in the statistical results of the relationship between corporate image (X1) and purchasing decision (Y) T-Test, which is obtained by a probability value of  $0.028 < \text{Sig. } 0.05$ . So these results indicate that the brand image given by the Apple Inc. company. Appropriate and acceptable to students and will ultimately increase the decision to buy the iPhone brand smartphone.

The results of this study are by the opinion of Kotler (2007), which states that with the company's brand image for the products produced by the company, it is hoped that it can cause consumers' desire to make purchases. With the same study on smartphones, Maharani's research (2015) states that company image has a positive and significant effect on Samsung smartphone products'



purchasing decisions in students of the faculty of economics and business at North Sumatra University. The results of this study are supported by research conducted by Cretu and Brodie (2007). Company image has a strong influence on purchasing decisions. Brand image can have a more specific impact on customer perceptions of product quality, while the corporate image has a broad influence on perceived customer value and customer loyalty.

#### **4.8.2 The Partial Influence Between User Image and Purchasing Decision**

The user image is closely related to consumer personality. In many cases, we often find when a consumer chooses a product or brand based on their personality type. Consumers who have new characters and lifestyles tend to prefer modern style products rather than traditional or ancient style products, and vice versa.

Empirically, this research is supported by the theory put forward by Xian (2011) that the suitability of user image has estimated product preference (for example, clothing style), brand choice, customer satisfaction, and loyalty. According to the t-test table, the user image item is obtained at  $0.000 < \text{Sig } 0.05$ . From this data, it can be seen that the user image can make the respondent make a purchase decision.



In agreement with Putranto (2010) on the study entitled "The Influence of Brand Image on the Purchase Decision of Marlboro Filter Cigarettes," in his research, it is stated that partially, the user image variable has a significant effect. Thus it can be concluded that the user image variable becomes a strong driving factor for purchasing decisions. Meanwhile, previous research conducted by Musay (2013) entitled The Influence of Brand Image on Purchasing Decisions (KFC Kawi Malang Consumer Survey) are different. The results of this study state that the variables of corporate image and product image has a significant effect. In contrast, the user image variable has a positive impact but not significantly.

#### **4.8.3 The Partial Influence Between Product Image and Purchasing Decision**

Product image is the impression that is received by the community on a product. According to Schiffman and Kanuk (2008), product images deemed pleasant have a much better chance of being purchased than products with an unpleasant or neutral image. In this study, the t-test table on the product image item is obtained at  $0.000 < \text{Sig } 0.05$ . The regression testing results indicate that the Product Image variable (X3) has a significant effect on Purchasing Decisions (Y). From this data means, it can be seen that the product image can make respondents make purchasing decisions.



This research is supported by Simamora (2003), which states that the factors that buyers consider when purchasing a product are product attributes, which include product packaging, price, quality, completeness of functions (features), and after-sales service. This research is in keeping with the previous study conducted by Simbolon (2015). Simbolon researched with the title Influence of I-Phone Brand Image on Purchasing Decisions of USU FISIP Students. This study's results indicate that of the three factors of brand image (corporate image, user image, and product image), the dominant influence on purchasing decisions of USU FISIP students is the product image factor.

#### **4.8.4 The Simultaneous Influence Between Corporate Image, User Image and Product Image with Purchasing Decision**

Based on the results of the analysis using multiple regression analysis, the F test was conducted to test the research hypothesis which states that there is a significant influence between company image (X1), user image (X2) and product image (X3) on the dependent variable, namely the purchase decision (Y), simultaneously. This can be seen from the profitability value of the F-test table, which is  $0.000 < \text{Sig } 0.05$ .



Richardson et al. (1994), in the journal Gilaninia and Mousavian (2012), state that brand image is often used as an extrinsic

requirement to make a purchase decision. If consumers do not have experience with a product, they tend to trust a brand that they like or are well-known for (Schiffman and Kanuk, 2008: 173). A brand that has a positive or favorable image is considered to reduce the purchase risk. This is the reason that consumers often use the brand image as a reference in making a purchase decision.

In accordance with the previous research conducted by Sagita (2013), Musay (2013), Angio (2013), Restiawan (2015), and Simbolon (2015) that brand image has a strong and significant influence on consumer purchasing decisions. This study's results are also supported by the opinion of experts who state that brand image has a significant impact on purchasing decisions. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intention (Bloemer, et al., 1998, Da Silva, et al., 2008, and Lai, et al., 2009). Companies that have a good image or reputation will encourage consumers to buy products offered, enhance competitiveness, boost employee morale, and increase customer loyalty (Istijanto, 2005).



## CHAPTER V

### CLOSING

#### 5.1 Conclusion

Based on the results of the analysis and discussion that have been stated in the previous chapter, the authors draw the following conclusions:

1. The corporate image has a significant effect on iPhone smartphone purchasing decisions for students of the Faculty of Economics and Business, Hasanuddin University. This is evidenced by the results of a probability value of  $0.028 < 0.05$ . Factors that can influence a corporate image according to (Simamora, 2004) are the big name of the company, company services, and sales network.
2. User Image has a significant effect on iPhone smartphone purchasing decisions for the Faculty of Economics and Business, Hasanuddin University. This is evidenced by the results of a probability value of  $0.000 < 0.05$ . According to (Simamora, 2004), factors that can influence user image are style, slang, confidence, and interest.
3. Product Image has a significant effect on iPhone smartphone purchasing decisions for the Faculty of Economics and Business, Hasanuddin University. This is evidenced by the results of a probability value of  $0.000 < 0.05$ . According to (Simamora,



2004), factors that can influence product image are the brand, quality, features/style, and design.

4. Corporate image, User Image, and Product Image are tested simultaneously and significantly affect purchasing decisions. The probability value evidences this on the F test, which is  $0.000 < \text{Sig}$  0.05.

## 5.2 Sugestions

Based on the conclusions obtained in this research, suggestions are proposed to complement the research results, which can be given as follows:

1. Apple Inc. company Hopes that the Apple iPhone will continue to build and manage the brand image, especially in terms of product quality, both in terms of design and operating system. It is even hoped that the company will combine brand image variables with other supporting variables to maintain the success of Apple iPhone in the global industry, given the competition in the mobile phone industry. which has gotten tighter in recent years.
2. Apple Inc. company must pay attention to, even improve various components of the brand image to strengthen purchasing decisions, because the variables of Brand image (X) which consist of Corporate Image (X1), User Image (X2), and Product Image (X3)



together have a significant effect on the dependent variable, namely the purchase decision (Y) with a contribution of 52.5%

3. This study only examines the variable corporate image, user image, product image on purchasing decisions. Many other factors can influence consumer purchasing decisions, such as lifestyle and product quality
4. This research is only limited to measuring instruments that are still not maximal; the authors hope for further analysis using different measuring instruments to gain a deeper understanding to get more in-depth and comprehensive information.



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# APPENDIX



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## APPENDIX 1: Research Questionnaire

The criteria for respondents are as follows:

1. Respondents are expected to be students of the Faculty of Economics and Business, Hasanuddin University class of 2016- 2018.
2. Respondents are expected to have used or are currently using an Apple brand smartphone (iPhone).

Give a response by selecting one of the response scales in the column that matches your perception of the question. The response scale in question is as follows:

SA (Strongly Agree): 5

A (Agree): 4

N (Neutral): 3

DS (Disagree): 2

SDS (Strongly Disagree): 1

### Respondent Identity:

1. Name:
2. Periods:

- ☐ 2016
- ☐ 2017
- ☐ 2018

3. Major:



Economics

- ☐ Management
  - ☐ Accounting
4. How long have you been using the iPhone?
- a. 1-6 months
  - b. 6-18 months
  - c. 18-24 months
  - d. > 24 months

### QUESTIONARY TABLE

| <b>Corporate Image</b>                                                                     | SA | A | N | DS | SDA |
|--------------------------------------------------------------------------------------------|----|---|---|----|-----|
| Apple has a characteristic or symbol that is easily recognized by the public               |    |   |   |    |     |
| Apple is a smartphone brand that is well known to many people                              |    |   |   |    |     |
| Apple is a smartphone company with maximum service to customers                            |    |   |   |    |     |
| A store or branch that sells iPhones is very easy to find                                  |    |   |   |    |     |
| Stores or branches that sell Appel products offer a complete variety and types of products |    |   |   |    |     |

| <b>User Image</b>                                                                   | SA | A | N | DS | SDA |
|-------------------------------------------------------------------------------------|----|---|---|----|-----|
| I feel the iPhone can increase user confidence                                      |    |   |   |    |     |
| I feel the iPhone has a classy feel to its users                                    |    |   |   |    |     |
| I feel the features provided by the iPhone make it easier for users                 |    |   |   |    |     |
| The variations and types offered by the iPhone make users more interested in trying |    |   |   |    |     |
| I feel that iPhone can increase the perspective of social strata for its users      |    |   |   |    |     |



| <b>Product Image</b>                                                                             | SA | A | N | DS | SDA |
|--------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| The quality of the iPhone is in accordance with the price offered                                |    |   |   |    |     |
| iPhone provides many variations for each type of product (model, color, capacity)                |    |   |   |    |     |
| iPhone products keep up with the times                                                           |    |   |   |    |     |
| The Iphone smartphone has specifications to my liking compared to smartphones from other brands. |    |   |   |    |     |
| Iphone is a smartphone that has good resistance.                                                 |    |   |   |    |     |

| <b>Purchasing Decision</b>                                                 | SA | A | N | DS | SDA |
|----------------------------------------------------------------------------|----|---|---|----|-----|
| I bought the iPhone because the price and product quality are balanced.    |    |   |   |    |     |
| I have a desire to buy an iPhone with a new model and design.              |    |   |   |    |     |
| I prefer iPhone over smartphones from other brands.                        |    |   |   |    |     |
| I bought the iPhone because it was recommended by my friends or relatives. |    |   |   |    |     |
| I bought an iPhone because it fulfills a need                              |    |   |   |    |     |



## APPENDIX 2: TEST RESULTS

### Uji Validitas

Correlations

|          |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | TOTAL.X1 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| X1.1     | Pearson Correlation | 1      | .441** | .277** | .111   | .140*  | .536**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .054   | .015   | .000     |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300      |
| X1.2     | Pearson Correlation | .441** | 1      | .222** | .089   | .090   | .496**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .125   | .119   | .000     |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300      |
| X1.3     | Pearson Correlation | .277** | .222** | 1      | .284** | .435** | .722**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000     |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300      |
| X1.4     | Pearson Correlation | .111   | .089   | .284** | 1      | .450** | .661**   |
|          | Sig. (2-tailed)     | .015   | .119   | .000   | .000   |        | .000     |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300      |
| TOTAL.X1 | Pearson Correlation | .536** | .496** | .722** | .661** | .732** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300      |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1     | 39.74                      | 15.832                         | .441                             | .743                             |
| X1.2     | 39.82                      | 15.947                         | .393                             | .748                             |
| X1.3     | 40.23                      | 14.019                         | .624                             | .700                             |
| X1.4     | 40.21                      | 13.633                         | .626                             | .694                             |
| TOTAL.X1 | 22.24                      | 4.471                          | 1.000                            | .631                             |



Correlations

|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | TOTAL.X2 |
|--|------|------|------|------|------|----------|
|--|------|------|------|------|------|----------|

|          |                     |        |        |        |        |        |        |
|----------|---------------------|--------|--------|--------|--------|--------|--------|
| X2.1     | Pearson Correlation | 1      | .685** | .287** | .325** | .494** | .789** |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
| X2.2     | Pearson Correlation | .685** | 1      | .300** | .297** | .464** | .766** |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
| X2.3     | Pearson Correlation | .287** | .300** | 1      | .341** | .248** | .593** |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
| X2.4     | Pearson Correlation | .325** | .297** | .341** | 1      | .407** | .664** |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
| X2.5     | Pearson Correlation | .494** | .464** | .248** | .407** | 1      | .750** |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
| TOTAL.X2 | Pearson Correlation | .789** | .766** | .593** | .664** | .750** | 1      |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1     | 38.08                      | 21.456                         | .723                             | .733                             |
| X2.2     | 38.08                      | 22.130                         | .703                             | .743                             |
| X2.3     | 38.14                      | 23.412                         | .499                             | .770                             |
| X2.4     | 38.10                      | 22.652                         | .575                             | .758                             |
| X2.5     | 38.31                      | 21.546                         | .670                             | .739                             |
| TOTAL.X2 | 21.19                      | 6.783                          | 1.000                            | .759                             |



#### Correlations

|                     | X3.1 | X3.2   | X3.3   | X3.4   | X3.5   | TOTAL.X3 |
|---------------------|------|--------|--------|--------|--------|----------|
| Pearson Correlation | 1    | .380** | .243** | .263** | .268** | .677**   |

|          |                     |        |        |        |        |        |        |
|----------|---------------------|--------|--------|--------|--------|--------|--------|
| X3.2     | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .380** | 1      | .326** | .256** | .216** | .660** |
| X3.3     | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .243** | .326** | 1      | .297** | .159** | .570** |
| X3.4     | Sig. (2-tailed)     | .000   | .000   |        | .000   | .006   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .263** | .256** | .297** | 1      | .302** | .649** |
| X3.5     | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .268** | .216** | .159** | .302** | 1      | .659** |
| TOTAL.X3 | Sig. (2-tailed)     | .000   | .000   | .006   | .000   |        | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .677** | .660** | .570** | .649** | .659** | 1      |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3.1     | 38.67                      | 18.223                         | .574                             | .715                             |
| X3.2     | 38.75                      | 18.645                         | .562                             | .721                             |
| X3.3     | 38.45                      | 19.786                         | .478                             | .741                             |
| X3.4     | 38.57                      | 18.707                         | .548                             | .723                             |
| X3.5     | 38.95                      | 17.770                         | .530                             | .716                             |
| TOTAL.X3 | 21.49                      | 5.649                          | 1.000                            | .641                             |

#### Correlations

|      |                     | X4.1   | X4.2   | X4.3   | X4.4   | X4.5   | TOTAL.X4 |
|------|---------------------|--------|--------|--------|--------|--------|----------|
| X4.1 | Pearson Correlation | 1      | .550** | .396** | .271** | .444** | .719**   |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000     |
|      | N                   | 300    | 300    | 300    | 300    | 300    | 300      |
|      | Pearson Correlation | .550** | 1      | .407** | .367** | .532** | .780**   |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000     |
|      | N                   | 300    | 300    | 300    | 300    | 300    | 300      |
|      | Pearson Correlation | .396** | .407** | 1      | .358** | .435** | .700**   |



|          |                     |        |        |        |        |        |        |
|----------|---------------------|--------|--------|--------|--------|--------|--------|
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .271** | .367** | .358** | 1      | .436** | .672** |
| X4.4     | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .444** | .532** | .435** | .436** | 1      | .788** |
| X4.5     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
|          | Pearson Correlation | .719** | .780** | .700** | .672** | .788** | 1      |
| TOTAL.X4 | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|          | N                   | 300    | 300    | 300    | 300    | 300    | 300    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X4.1     | 37.92                      | 24.776                         | .646                             | .758                             |
| X4.2     | 38.07                      | 24.068                         | .717                             | .746                             |
| X4.3     | 37.88                      | 24.949                         | .625                             | .761                             |
| X4.4     | 38.06                      | 24.796                         | .583                             | .763                             |
| X4.5     | 38.15                      | 23.620                         | .721                             | .741                             |
| TOTAL.X4 | 21.12                      | 7.464                          | 1.000                            | .783                             |

#### Correlations

|     |                     | Y.1    | Y.2    | Y.3    | Y.4    | Y.5    | TOTAL.Y |
|-----|---------------------|--------|--------|--------|--------|--------|---------|
|     | Pearson Correlation | 1      | .291** | .306** | .381** | .352** | .697**  |
| Y.1 | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000    |
|     | N                   | 300    | 300    | 300    | 300    | 300    | 300     |
|     | Pearson Correlation | .291** | 1      | .198** | .222** | .246** | .582**  |
| Y.2 | Sig. (2-tailed)     | .000   |        | .001   | .000   | .000   | .000    |
|     | N                   | 300    | 300    | 300    | 300    | 300    | 300     |
|     | Pearson Correlation | .306** | .198** | 1      | .034   | .431** | .535**  |
| Y.3 | Sig. (2-tailed)     | .000   | .001   |        | .558   | .000   | .000    |
|     | N                   | 300    | 300    | 300    | 300    | 300    | 300     |
|     | Pearson Correlation | .381** | .222** | .034   | 1      | .264** | .698**  |
|     | Sig. (2-tailed)     | .000   | .000   | .558   |        | .000   | .000    |
|     | N                   | 300    | 300    | 300    | 300    | 300    | 300     |



|         |                     |        |        |        |        |        |        |
|---------|---------------------|--------|--------|--------|--------|--------|--------|
| Y.5     | Pearson Correlation | .352** | .246** | .431** | .264** | 1      | .685** |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   |
|         | N                   | 300    | 300    | 300    | 300    | 300    | 300    |
| TOTAL.Y | Pearson Correlation | .697** | .582** | .535** | .698** | .685** | 1      |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|         | N                   | 300    | 300    | 300    | 300    | 300    | 300    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Item-Total Statistics**

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y.1     | 36.96                      | 25.664                         | .620                             | .713                             |
| Y.2     | 37.10                      | 26.298                         | .476                             | .730                             |
| Y.3     | 36.97                      | 27.012                         | .434                             | .739                             |
| Y.4     | 37.91                      | 22.655                         | .551                             | .698                             |
| Y.5     | 37.12                      | 25.207                         | .594                             | .710                             |
| TOTAL.Y | 20.67                      | 7.686                          | 1.000                            | .621                             |

## Uji Reliabilitas

X1

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .631             | 5          |

X2

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .759             | 5          |

X3

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .641             | 5          |



X4

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .783             | 5          |

Y

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .621             | 5          |

**Deskriptif Statistik****Angkatan**

|                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Tahun 2016 | 65        | 21.7    | 21.7          | 21.7               |
| Tahun 2017       | 141       | 47.0    | 47.0          | 68.7               |
| Tahun 2018       | 94        | 31.3    | 31.3          | 100.0              |
| Total            | 300       | 100.0   | 100.0         |                    |

**Jurusan**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Ilmu Ekonomi | 106       | 35.3    | 35.3          | 35.3               |
| Manajemen          | 132       | 44.0    | 44.0          | 79.3               |
| Akuntansi          | 62        | 20.7    | 20.7          | 100.0              |
| Total              | 300       | 100.0   | 100.0         |                    |

**Lama\_penggunaan\_iphone**

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

|                   |     |       |       |       |
|-------------------|-----|-------|-------|-------|
| 1-6 bulan         | 36  | 12.0  | 12.0  | 12.0  |
| 6-18 bulan        | 58  | 19.3  | 19.3  | 31.3  |
| Valid 18-24 bulan | 61  | 20.3  | 20.3  | 51.7  |
| > 24 bulan        | 145 | 48.3  | 48.3  | 100.0 |
| Total             | 300 | 100.0 | 100.0 |       |

### Uji normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 293                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 1.89479326              |
|                                  | Absolute       | .056                    |
| Most Extreme Differences         | Positive       | .041                    |
|                                  | Negative       | -.056                   |
| Kolmogorov-Smirnov Z             |                | .959                    |
| Asymp. Sig. (2-tailed)           |                | .317                    |

a. Test distribution is Normal.

b. Calculated from data.

### Uji Multikolinearitas

#### Coefficients<sup>a</sup>

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |       |      | Zero - order | Partial | Part | Tolerance               | VIF   |
| (Constant) | .639                        | 1.357      |                           | .471  | .638 |              |         |      |                         |       |
| X1         | .147                        | .066       | .118                      | 2.212 | .028 | .469         | .129    | .094 | .636                    | 1.572 |
| X2         | .207                        | .048       | .207                      | 4.295 | .000 | .428         | .245    | .183 | .782                    | 1.279 |
|            | .532                        | .060       | .480                      | 8.872 | .000 | .642         | .463    | .379 | .622                    | 1.607 |



|    |      |      |      |      |     |      |      |     |      |      |
|----|------|------|------|------|-----|------|------|-----|------|------|
| X4 | .052 | .052 | .053 | .995 | .32 | .434 | .059 | .04 | .632 | 1.58 |
|    |      |      |      |      | 1   |      |      | 2   |      | 3    |

a. Dependent Variable: Y

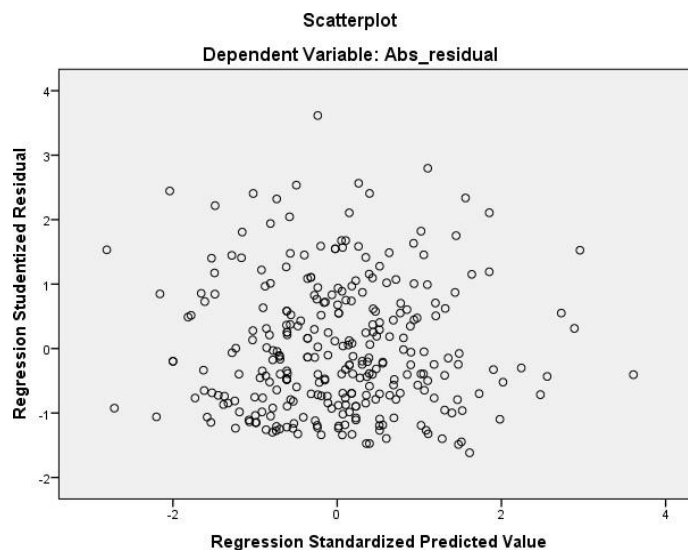
### Uji Heteroskedastisitas

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F     | Sig.              |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1     | Regression | 8.108          | 4   | 2.027       | 1.718 | .146 <sup>b</sup> |
|       | Residual   | 339.720        | 288 | 1.180       |       |                   |
|       | Total      | 347.828        | 292 |             |       |                   |

a. Dependent Variable: Abs\_residual

b. Predictors: (Constant), X4, X2, X1, X3



### Uji Linearitas

ANOVA Table

|     |                                 | Sum of Squares | df  | Mean Square | F      | Sig. |
|-----|---------------------------------|----------------|-----|-------------|--------|------|
|     | (Combined)                      | 529.834        | 11  | 48.167      | 9.217  | .000 |
| Y * | Between Linearity               | 439.051        | 1   | 439.051     | 84.015 | .000 |
| X1  | Groups Deviation from Linearity | 90.783         | 10  | 9.078       | 1.737  | .072 |
|     | Within Groups                   | 1468.466       | 281 | 5.226       |        |      |
|     | Total                           | 1998.300       | 292 |             |        |      |



ANOVA Table

|     |               |                | Sum of<br>Squares | df  | Mean<br>Square | F      | Sig. |
|-----|---------------|----------------|-------------------|-----|----------------|--------|------|
|     |               | (Combined)     | 413.074           | 12  | 34.423         | 6.080  | .000 |
|     | Between       | Linearity      | 366.843           | 1   | 366.843        | 64.796 | .000 |
| Y * | Groups        | Deviation from | 46.231            | 11  | 4.203          | .742   | .697 |
| X2  |               | Linearity      |                   |     |                |        |      |
|     | Within Groups |                | 1585.227          | 280 | 5.662          |        |      |
|     | Total         |                | 1998.300          | 292 |                |        |      |

ANOVA Table

|     |               |                | Sum of<br>Squares | df  | Mean<br>Square | F       | Sig. |
|-----|---------------|----------------|-------------------|-----|----------------|---------|------|
|     |               | (Combined)     | 922.383           | 12  | 76.865         | 20.004  | .000 |
|     | Between       | Linearity      | 822.516           | 1   | 822.516        | 214.054 | .000 |
| Y * | Groups        | Deviation from | 99.868            | 11  | 9.079          | 2.363   | .008 |
| X3  |               | Linearity      |                   |     |                |         |      |
|     | Within Groups |                | 1075.917          | 280 | 3.843          |         |      |
|     | Total         |                | 1998.300          | 292 |                |         |      |

ANOVA Table

|     |               |                | Sum of<br>Squares | df  | Mean<br>Square | F      | Sig. |
|-----|---------------|----------------|-------------------|-----|----------------|--------|------|
|     |               | (Combined)     | 501.688           | 14  | 35.835         | 6.656  | .000 |
|     | Between       | Linearity      | 375.577           | 1   | 375.577        | 69.764 | .000 |
| Y * | Groups        | Deviation from | 126.111           | 13  | 9.701          | 1.802  | .043 |
| X4  |               | Linearity      |                   |     |                |        |      |
|     | Within Groups |                | 1496.612          | 278 | 5.383          |        |      |
|     | Total         |                | 1998.300          | 292 |                |        |      |



## Uji t

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| (Constant)                | .639                        | 1.357      |                           | .471  | .638 |
| 1 X1                      | .147                        | .066       | .118                      | 2.212 | .028 |
| X2                        | .207                        | .048       | .207                      | 4.295 | .000 |
| X3                        | .532                        | .060       | .480                      | 8.872 | .000 |
| X4                        | .052                        | .052       | .053                      | .995  | .321 |

a. Dependent Variable: Y

## Uji F

| ANOVA <sup>a</sup> |                |     |             |        |                   |
|--------------------|----------------|-----|-------------|--------|-------------------|
| Model              | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1 Regression       | 949.950        | 4   | 237.487     | 65.242 | .000 <sup>b</sup> |
| Residual           | 1048.351       | 288 | 3.640       |        |                   |
| Total              | 1998.300       | 292 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

## Koefisien Determinasi

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .689 <sup>a</sup> | .475     | .468              | 1.908                      |

a. Predictors: (Constant), X4, X2, X1, X3



### APPENDIX 3: PROFILE

#### Profile

Nama : Fadel Fauzan Budiman

Tempat, Tanggal Lahir : Ujung Pandang, 13 Agustus 1997

Jenis Kelamin : Laki – laki

Alamat Rumah : Bumi Permata Sudiang BLOK B.3/12 A

No Hp : 087803527269

Email : [fadelfbudiman@gmail.com](mailto:fadelfbudiman@gmail.com)

#### Educational Background

Tahun 2002 - 2003 : TK ANGKASA III

Tahun 2003 – 2009 : SD. ANGKASA III

Tahun 2009 – 2012 : SMPN 25 MAKASSAR

Tahun 2012 – 2015 : SMAN 1 MAKASSAR

#### Course and Training

1. Basic character and study skill training Hasanuddin University (2016)
2. Immaj basic leadership training (2016)
3. Himpunan Mahasiswa Islam basic leadership training (2016)
4. SEMA FEB-UH intermediate leadership training (2019)
5. Summer School Utrecht in Utrecht University in Netherlands (2019)



### Organization Experience

- 2016-2020: Ikatan Mahasiswa Manajemen (IMMAJ) Faculty of Economics and Business, Universitas Hasanuddin
- 2016-2020: Himpunan mahasiswa Islam (Hmi) Faculty of Economics and Business, Universitas Hasanuddin
- 2018-2019: Senat Mahasiswa (SEMA) Faculty of Economics and Business, Universitas Hasanuddin
- 2019-2020: Majelis Permusyawaratan Mahasiswa (MAPERWA) Faculty Economics and Business, Universitas Hasanuddin

This profile is stated truthfully.

Makassar, 10 Agustus 2020



**Fadel Fauzan Budiman**

