



Exploring Factors Affecting Buying Interest of Smartphones During the Covid 19 pandemic

Agus Purwanto¹, Yuli Sudargini²

¹AGUSPATI Research Institute, Indonesia

²SMA Negeri 1 Pati

Corresponding email : aguspati.research.institute@gmail.com

ABSTRACT

This study aims to determine the effect of Brand Image and Sales Promotion on Interest in Buying Smartphones during the covid 19 pandemic. The research method used is a quantitative method with the type of survey method. The research technique used is probability with a snowball sampling approach, the respondents are 95 smartphone consumers. Data collection techniques using questionnaires distributed online. This research data processing using SmartPLS 3.0 software. The results of this study found that brand image and sales promotion affect interest in buying cellphones during the covid 19 pandemic.

Keywords: Brand Image , Sales Promotion , Buying Interest

INTRODUCTION

According to Nico (2020) Smartphone technology is developing so fast that consumers are becoming more selective in choosing which products to use or consume. In this competitive marketing environment and many competitors in the same field, effective communication in marketing is essential. Companies compete with each other to find out what they can do to promote their brands. Companies face challenges, namely how to introduce their products to potential customers. Global smartphone sales are expected to reach 650 million units in the first half of 2021 with double-digit growth in the first and second quarters. According to Yuyun (2021) overall smartphone shipments in 2021 will increase by 6.4 percent compared to the previous year's 1.32. billion units. Furthermore, the market leaders for the first half of 2021 will include Samsung, Apple, Xiaomi, Oppo, and Vivo, in the top 5 spots. The tech giant has seen 'strong' growth in the first half, with Xiaomi in particular nearly doubling its shipments year over year.

The report further adds that 5G smartphone shipments are projected to reach around 500 to 520 million units in 2021. This will mark a significant jump of around 70 to 80 percent compared to last year. 2020 looks still exciting. Until November 2020, including last year's smartphone sales, it was able to absorb sales figures of up to 40 million units, or an average of about 3.6 million units per month. various activities such as work from home (WFH) as well as online learning for school children. Online sales of cellphones soared in 2020 due to the Covid-19 pandemic which forced most countries in the world to impose regional quarantines. This makes all outdoor activities must be done online. Research firm

Counterpoint Research reports that HP sales through online channels accounted for 26 percent of total global sales throughout 2020. That is, one in four cellphones sold was purchased online.

According to Yustisia (2020) India is the country with the highest sales of mobile phones online at 45 percent. Followed, the UK is the second country with 39 percent and China is in third place with 34 percent. Smartphone sales through the marketplace in the United States have to settle for being in fourth place with 24 percent as quoted by Gizmo China. According to a DigiTimes report, overall smartphone shipments in 2021 will increase by 6.4 percent compared to the previous year's 1.32 billion units. Furthermore, the market leaders for the first half of 2021 will include Samsung, Apple, Xiaomi, Oppo, and Vivo, in the top 5 places. The tech giant is seen experiencing 'strong' growth in the first half, with Xiaomi in particular nearly doubling its shipments year over year. The report further adds that 5G smartphone shipments are projected to reach around 500 to 520 million units by 2021. This will mark a significant spike about 70 to 80 percent compared to last year. Especially 5G smartphones, Apple is expected to lead this market segment. On the other hand, the foldable phone segment is also expected to reach 18 to 20 million units this year. While South Korea's Samsung is projected to hold the top spot in this category, its market share in this segment is expected to fall below 40 percent this year. namely to determine the effect of brand image and sales promotion on interest in buying smartphones during the covid 19 pandemic.

METHOD

This study uses a quantitative research approach. Quantitative research is research based on the philosophy of positivism, which is used to examine a particular population or sample (Sugiyono, 2013). The research strategy used is survey research method. In this study, the author will use data collection techniques through questionnaires. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. . Data collection techniques using questionnaires distributed online. This research data processing using SmartPLS 3.0 software The research was conducted by distributing questionnaires to 95 respondents in Banten. The author uses a probability sampling research technique using a snowball sampling approach.

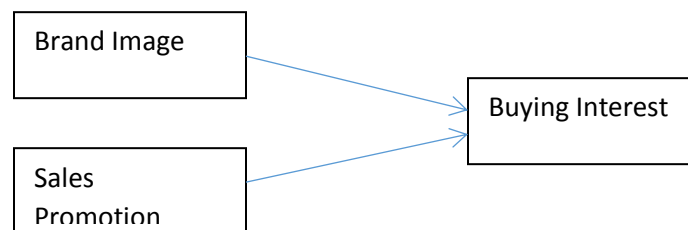


Fig 1. Research Model

The hypothesis in this study is

H1 : There is a positive influence of Brand Image on Interest in Buying Smartphones during the covid 19 pandemic

H2 : There is a positive influence Sales Promotion on Interest in Buying Smartphones during the covid 19 pandemic

RESULT AND DISCUSSION

Descriptive Test Result

The results of the analysis of the demographics of respondents as showed :

Table 1. Demographic Respondents

Profile	Frequency
1. Gender	
Male	34
Female	61
2. Age	
20-30 Years	54
30-40 Years	8
> 40 Years	33
3. Service Years	
1-5 Years	30
>5-10 Years	29
>10-20 Years	5
> 20 Years	31
4. Educational Background	
Senior High School	15
Diploma	3
Bachelor	75
Graduate	2

Outer Model Analysis

In the Outer Model Test it can be seen how each indicator is related to its latent variable. The Outer Model is interpreted by looking at a number of things, including convergent validity, discriminant validity, composite reliability, Average Variance Extracted (AVE) and Alpha Cronbach (Purwanto et al.2021).

Table 2. Convergent Validity

Indicator	Value	Indicator	Value	Indicator	Value
BI1.1	0,886	SP1.1	0,904	BS1.1	0,905
BI1.2	0,915	SP1.2	0,873	BS1.2	0,933
BI1.3	0,888	SP1.3	0,871	BS2.1	0,903

The results of model testing, it appears that of the 35 indicators tested, all indicators already have a loading factor value of 0.7. This shows that each indicator is valid and able to represent the latent variable, so that none of the indicators is excluded and can still be used in this research model.

The composite reliability, AVE & Cronbach Alpha values are presented according to the following table.

Table 3. Composite Reliability, AVE & Cronbach Alpha

Variable	Cronbach Alpha	Composite Reliability	AVE
Brand Image	0,942	0,952	0,681
Sales promotion	0.921	0.931	0,622
Buying Interest	0,931	0,942	0,611

From the analysis results above, the composite reliability value for all variable all illustrates that the variable has a very good consistency value. Cronbach's Alpha value is used to test the consistency of each indicator used to measure latent variables (Purwanto et al.2021). From the results of outer analysis, the Cronbach's Alpha value for each variable indicate excellent consistency for each indicator in measuring its latent variables. The recommended AVE value is > 0.50 which represents the amount of variance of the indicators extracted by the latent construct is greater than the error. Because all variables have an AVE value > 0.5, it can be declared accurate or valid (Purwanto et al.2021).

Inner Model Analysis

The R square test describes the magnitude of the effect of exogenous variables on endogenous variables, the higher the value of R square means the better. The results of Inner Model Analysis measuring R² on the job satisfaction variable, it was obtained a value of 0.523, meaning that 52.3% of the Buying Interest variable was influenced by the brand image and sales promotion variables. Meanwhile, 48.7% is influenced by other variables outside the variables studied.

Table 4. R-Square

Construct	R-Square
Buying Interest	0,523

From the results of the calculation of the Q₂ value obtained a value of 0.871, this indicates that in this research model the endogenous latent variable has a relevance predictive value greater than 0 so that the exogenous latent variable as an explanatory variable is able to predict endogenous variables, namely brand image and sales promotion , or in other words others prove that the model has a good predictive

relevance value. The f^2 test aims to see the magnitude of the influence of the exogenous latent variable on the endogenous latent variable on the structural construct. The results are shown as follows:

Table 5. Value of f square

Variable	Value of f^2
Brand image → Buying Interest	0,231
Sales promotion → Buying Interest	0,017

The results show that the relationship between variables has a strong and moderate influence, except for the hub variable of sales promotion on buying interest which has a weak influence with an f square value below 0.02, which is 0.017.

The results of the path coefficients of the relationship between variables, both direct and indirect, are shown as follows:

Table 6. Path Coefficient, STDEV, T-Values, P-Values

Variable	Original Sample	Standard Deviation	T _{Statistic}	P Values
Brand Image → Buying Interest	0,331	0,133	2,421	0,017
Sales Performance → Buying Interest	0,377	0,071	1,923	0,006

Hypothesis Test

H1 : There is a positive influence of Brand Image on Interest in Buying Smartphones during the covid 19 pandemic

Hypothesis 1, brand image has a significant effect on buying interest, from the research results obtained path coefficient value of 0.331 and t-value of 2.421 > t-table 1.986 and p-value <0.05 which is 0.017, so H1 is accepted and it can be concluded that brand image has a positive and significant effect on buying interest.

H2 : There is a positive influence Sales Promotion on Interest in Buying Smartphones during the covid 19 pandemic

Hypothesis 2, sales performance has a significant effect on buying interest, from the research results obtained path coefficient value of 0.377 and t-value of 1.923 > t-table 1.986 and p-value <0.05 which is 0.006, so H1 is accepted and it can be concluded that sales performance has a positive and significant effect on buying interest.



According to Nico (2020), Nonot (2019), Purwanto (2021), Yustisia (2020), Yuyun (2021) More and more mobile phone brands on the market such as Samsung, iPhone, asus, lenovo, smartfren, evercross, xiami, vivo, nokia and other brands. Each brand is competing. Innovating makes consumers have a variety of choices mobile phones according to consumer needs. Each type of mobile phone has different characteristics, with different features, and different applications make consumers interested in trying. Mobile phone manufacturers must know what consumers want, if producers don't understand of the desires needed by consumers, consumers will change brand. The phenomenon of Smartphones is no stranger at this time in discuss. The increasing use of smartphones in Indonesia, oppo is one of the companies that participated in enlivening, creating a company competing to release their products to make consumers interested in buying their products by building a brand and providing differentiation of their products

CONCLUSION

Brand image has a positive and significant effect on buying interest and sales performance has a positive and significant effect on buying interest. This means that there is a correlation or interconnected relationship, so it can be concluded that for every increase in the value of variable X, the value of variable Y will increase and vice versa, where every decrease in the value of variable X, the value of variable Y will decrease. The results of this study indicate that brand image has an influence on buying interest. Price has a significant influence on buying interest. Sales Promotion has a significant influence on buying interest. Furthermore, for suggestions in this study, among others: this study only uses three independent variables, namely product quality, price and brand experience with one dependent variable, namely buying interest, so for further research it is necessary to use other variables. as a measuring tool to determine the factors that encourage buying interest such as service quality, consumer attitudes, consumer motivation, brand image, promotion, and level of satisfaction

REFERENCES

- Nico Alexander Vizano, Anis Fitria, Mohamad Nuryansah, Muhammad Rikza Muqtada, Gufron , Moh Farhan, Agus Purwanto (2020). HALAL MEDICINE PURCHASE INTENTION AMONG SOUTH EAST ASIAN CONSUMERS. *European Journal of Molecular & Clinical Medicine*, 7(7), 58-77
- Nonot Yuliantoro,* Vasco Goeltom, Juliana, Innocentius Bernarto (2019). Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic . *African Journal of Hospitality, Tourism and Leisure*, Volume 8 (2) - (2019).1-11
- Purwanto, A., Purba,J.T, Bernarto,I, Sijabat,R.(2021). The Role of Transformational Leadership, Organizational Citizenship Behaviour, Innovative Work Behaviour, Quality Work Life, Digital Transformation and Leader Member Exchange on Universities Performance. *Linguistica Antverpiensia*.2021(2).2908-2932
- Purwanto, A., Purba,J.T, Bernarto,I, Sijabat,R.(2021).Pengaruh Servant, Digital dan Green leadership Terhadap Kinerja Industri Manufaktur Melalui Mediasi Komitmen Organisasi, *Jurnal Riset Inspirasi*



Manajemen dan Kewirausahaan Volume 5 No. 1 Edisi Maret 2021 Hal 1-13, DOI : <https://doi.org/10.35130/jrimk>

Purwanto, H., Fauzi, . M., Wijayanti, . R., Awwaly, . K. U. A., Jayanto, . I., Mahyuddin, ., Purwanto, . A., Fahlevi, . M., Adinugraha, H. H., Syamsudin, . R. A., Pratama, . A., Ariyanto, . N., Sunarsi, . D., Hartuti, . E. T. K. & Jasmani, . (2020) Developing Model of Halal Food Purchase Intention among Indonesian Non-Muslim Consumers: An Explanatory Sequential Mixed Methods Research. *Systematic Reviews in Pharmacy*, 11 (10), 396-407. doi:10.31838/srp.2020.10.63

Purwanto, A., Purba,J.T, Bernarto,I., Sijabat,R.((2021).Peran Organizational Citizenship Behavior (OCB), Transformational and Digital Leadership Terhadap Kinerja Melalui Mediasi Komitmen Organisasi Pada Family Business. *Jenius*. 4(3). 256-262.<http://dx.doi.org/10.32493/JJSDM.v4i3.10454>

Purwanto, A., Purba,J.T, Bernarto,I., Sijabat,R (2021). EFFECT OF TRANSFORMATIONAL LEADERSHIP,JOB SATISFACTION, AND ORGANIZATIONAL COMMITMENTS ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR. *Inovbiz: Jurnal Inovasi Bisnis* 9 (2021) 61-69

Purwanto, A., J. T. Purba, I. Bernarto, and R. Sijabat. 2021. Effect of Management Innovation, Transformational leadership and knowledge sharing on Market Performance of Indonesian Consumer Goods Company. *Jurnal Aplikasi Manajemen*, 19(2), 424–434. Malang: Universitas Brawijaya. <http://dx.doi.org/10.21776/ub.jam.2021.019.02.18>.

Purwanto, A., Haque, M. G., & Sunarsi, D. (2021). The Role of Brand Image, Food Safety, Awareness, Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers. *Journal of Industrial Engineering & Management Research*, 2(3), 42 - 52. <https://doi.org/10.7777/jiemar.v2i3.144>

Purwanto, A., & Sudargini, Y. (2021). Exploring Factors Affecting the Purchase Intention of Halal Food Products : An Empirical Study on Student Consumers. *International Journal of Social and Management Studies*, 2(4), 13–21. <https://doi.org/10.5555/ijosmas.v2i4.46>

PURWANTO, A., Ardiyanto, J., & Sudargini, Y. (2021). Intention Factors of Halal Food Purchase among Student Consumers: An Explanatory Sequential Mixed Methods Study. *Journal of Industrial Engineering & Management Research*, 2(2), 21 - 34. <https://doi.org/10.7777/jiemar.v2i2.124>

Yustisia Kristiana, Nonot Yuliantoro, Vasco A. H. Goeltom, Innocentius Bernarto, Rudy Pramono, Agus Purwanto. (2020). Consumer’s Buying Decisions of Schedule Domestic Passenger Flights in Indonesia. *International Journal of Advanced Science and Technology*, 29(05), 13470 - 13481.

Yuyun Affandi, Asep Dadang Abdulah, Abdul Mufid, Ali Murtadho, Hasyim Hasanah, Safrodin, Fihris, Kurnia Muhajarah, M. Shofiyuddin, Agus Purwanto.(2021). Exploring Factors Affecting Purchase Intention of Halal Medicine Products of Indonesian Medicine Consumers. *Linguistica Antverpiensia*. 2021(2).2880 – 2892