

“The Effect of Promotion and Perception of the Quality of Advan Smartphone Products on Purchase Interest in the Dukonsel Store Bandung”

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Abstract

This study aims to determine the effect of promotion and perceived quality of ADVAN smartphone products on Purchase Interest in prospective Dukonsel Store Bandung consumers. The factors tested in this study were promotion and product quality perception as an independent variable. While Purchase Interest as the dependent variable. The research method used in this research is descriptive and verification methods. The population in this study are people who are interested in buying ADVAN smartphones in the Dukonsel Bandung Store. The sampling technique used in this study is non-probability sampling using a purposive sampling technique with a sample size of 170 respondents. While the analytical method used in this study is multiple linear regression analysis and the coefficient of determination at a significant level of 5%. The program used in analyzing data uses Statistical Package for Social Sciences Ver. 24.00 The results showed that the promotion of ADVAN Smartphones had a positive and significant effect on Purchase Interest, the better the promotion carried out would increase Purchase Interest. The results showed that the perception of the quality of ADVAN Smartphone products had a positive and significant effect on Purchase Interest, the better the perception of product quality would increase Purchase Interest. Promotion and perception of product quality has an influence on Purchase Interest of 43.3%, while the remaining 56.7% is contributed by other variables not examined.

Keywords

Promotion, Product Quality Perception and Purchase Interest

To cite this article: Suganda U, K, Handayani W, F, and Amalia A. (2021). “The Effect of Promotion and Perception of the Quality of Advan Smartphone Products on Purchase Interest in the Dukonsel Store Bandung”. Review of International Geographical Education (RIGEO), 11(6), 778-783. Doi: 10.48047/rigeo.11.06.95

Submitted: 01-11-2020 • **Revised:** 05-02-2021 • **Accepted:** 19-03-2021

Introduction

The development of smartphones and the internet has changed the pattern of people's lives in daily life, such as how to communicate and how to meet the needs of the community. With these changes, it is easier for the community to carry out communication activities, find needed information, and other activities in daily life. All community activities are greatly helped by the emergence of new information and communication technologies, and more and more new innovations will emerge in the future to meet the ever-changing demands of society. Smartphones and the internet which are increasingly sophisticated are one example of how the rapid development of information and communication technology, with the rapid development of information and communication technology will make the level of use of smartphones and the internet increase as well. With the availability of various smartphone choices in the market, consumers are the beneficiaries because they have a variety of alternative smartphone choices that they will buy. Therefore, these smartphone vendors will try to make their brands the best smartphone brands so that they can attract consumers to make purchases. Consumers usually prefer smartphones that have a good reputation and which have better quality than various smartphones available in the industrial market. ADVAN is indeed quite famous for releasing various electronic devices, such as cellphones, tablets, headsets, and smartwatches. Advan was founded in 2007 in Jakarta and focuses on producing electronic goods. Advan itself stands under the auspices of PT Bangsa Teknologi Indonesia. The thing that people may remember from the Advan brand is that the goods are very affordable coupled with fairly reliable specifications. Popular Hp products from Advan include Advan G9 Pro, Advan NASA, Advan G5, Advan Tab 8, and Advan Sketsa.



Figure.1. SMARTPHONE ADVAN

ADVAN sales have fluctuated, this was explained directly by one of the store management that consumers currently choose other products with better features and depend on the finances of each consumer. Promotion is thought to be a factor that can influence consumer Purchase Interest, promotion aims to attract consumers to want to try new products, lure consumers to leave competing products, or to make consumers leave mature products, or withhold or reward loyal consumers. [Kotler, Keller, Manceau, and Dubois \(2016\)](#). In addition to the promotion of other factors that are thought to be able to influence Purchase Interest, namely the perception of product quality according to [Jacobson and Aaker \(1987\)](#) can be defined as the customer's perception of the overall quality or superiority of a product or service related to what is expected by the customer. The perceived quality of consumers affects the willingness of consumers to buy a product. This means that the higher the value perceived by the consumer, the higher the consumer's willingness to finally buy ([Chapman & Wahlers, 2016](#)). Interest in purchasing behavior is indirectly influenced by the quality of a product. If the consumer's perception of the quality of a product is positive, it is also more likely to generate Purchase Interest ([Amri & Prihandono, 2019](#)). Purchase Interest is influenced by the value of the product being evaluated. Value is a comparison between quality to sacrifice in obtaining a product or service. With the perception of high quality, customers will have an interest in reusing the services of the same provider.

Literature Review and Hypothesis

Promotion

According to [Deepak and Jeyakumar \(2019\)](#), promotion is as follows a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the amount that customers buy and make customers satisfied so they make repeat purchases. "According to [Kotler and Armstrong \(2018\)](#) suggests that promotion refers to

activities that communicate product advantages and persuade target customers to buy it. Based on the definition according to several experts, the researchers came to the understanding that promotion is an activity to communicate the advantages of products or services owned by the company so as to attract attention, create purchasing decisions and provide satisfaction so that consumers will make repeat purchases.

Produk Quality Perception

Understanding Store Atmosphere according to Kotler et al. (2016) is the atmosphere of each store has a physical layout that makes it easy or difficult to move around in it. Each store has a different appearance whether it is dirty, attractive, grand, and gloomy. A store must form a planned atmosphere that is in accordance with its target market and can attract consumers to buy at the store. According to Armstrong, Adam, Denize, and Kotler (2014) suggest that product quality is, the ability of a product to perform its function, this includes the overall durability, reliability, accuracy, ease of operation, and repairability of the product, as well as other product attributes. According to Arli, Tan, Tjiptono, and Yang (2018) product quality has eight dimensions as follows: Performance, Features, Reliability, Conformance to Specifications, Durability, Serviceability, Esthetics

Purchase Interest

Purchase Interest is the stage taken by consumers before planning to buy a product. According to Usman and Dyanti (2020) argues that Purchase Interest is the following stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase on an alternative they like the most or the process that consumers go through. to buy an item or service based on various considerations. According to Kotler et al. (2012), suggests that Purchase Interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even in choosing, using and consuming or even wanting a product. Based on some of the opinions above, it can be said that Purchase Interest is consumer behavior where consumers are aware of their needs and choose a brand of goods or services that they feel are very suitable for consumer needs so that in the end they make a purchase.

Framework and Hypothesis

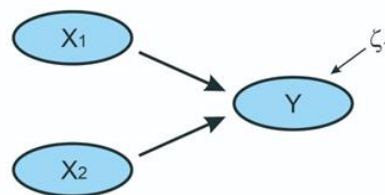


Figure 2. Relationship Flow Framework between Latent Variables

- X_1 = Promotion (variabel laten eksogen)
 X_2 = Produk Quality Perception (variabel laten eksogen)
 Y = Purchase Interest (variabel laten endogen)
 ζ = Residue factor

Hypothesis

- H1: Promotion has an influence on Purchase Interest
 H2: Produk Quality Perception has an influence on Purchase Interest
 H3: Promotion and Produk Quality Perception has an influence on Purchase Interest

Research Methodology

The object of this research is the Product Smartphone ADVAN, the unit of analysis is the customer

Smartphone, this study aims To The Effect Of Promotion And Perception Of The Quality Of Advan Smartphone Products On Purchase Interest In The Dukonsel Store Bandung, the research method is descriptive and verification, with linear regression hypothesis testing multiple , correlation coefficient and determination , with random sampling distribution technique.

Research Finding and Argument

Goodnes fit model test (F-test)

Table .1
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44,564	2	22,282	63,714	,000 ^b
	Residual	58,404	167	,350		
	Total	102,968	169			

- a. Dependent Variable: Purchase Interest
- b. Predictors: (Constant), Produk Quality Perception, Promotion

Obtained an F value of 63,714 and sig 0.000 < 0.05, this indicates that the regression model is said to be fit or a feasible model so that it can be used to estimate the population.

Coefficient of Determination Test

Table .2.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,658 ^a	,433	,426	,59137

- a. Predictors: (Constant), Produk Quality Perception, Promotion
- b. Dependent Variable: Purchase Interest

The correlation coefficient obtained is 0.658, thus, the value of the coefficient of determination can be calculated as follows:

$$Kd = (R)^2 \times 100 \% \quad Kd = (0,658)^2 \times 100 \% \\ Kd = 43.3\%$$

From the results of the above calculation, it can be seen that promotion and perception of product quality have an influence on purchase intention of 43.3%, while the remaining 56.7% are contributions from other variables not examined.

Hypothesis Testing (t Test)

Table .3.
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,686	,287		2,394	,018
	Promotion	,223	,052	,261	4,250	,000
	Produk Quality Perception	,608	,054	,693	11,268	,000

- a. Dependent Variable: Purchase Interest

Hypothesis Testing the Promotion Hypothesis on Purchase Interest

Based on the results of the calculations in [table 5.49](#), it can be seen that the value of t_{count} (4.250) t_{table} (1.654). In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, it means that Promotion has an effect on Purchase Interest.

Hypothesis Testing Product Quality Perception on Purchase Interest

Based on the calculation results in [table 5.49](#), it can be seen that the value of t_{count} (11.268) t_{table} (1.654). In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, it means that Product Quality Perception has an effect on Purchase Interest.

Conclusion and Suggestion

Conclusion

1. Based on a descriptive analysis of the promotion of the ADVAN smartphone, the results of the study obtained the highest average value of 3.63 with respect to "Available communicative waiters in explaining the product", while the lowest average value was obtained at 3.32 with respect to the "Advanced Smartphone". often give discounts for several products that are sold", and then the average value obtained is 3.44. This value is in the class interval between 3.40 - 4.19 and is in the good category. So it can be concluded that the ADVAN Smartphone Promotion can be considered good.
2. Based on a descriptive analysis of the perception of the quality of the ADVAN smartphone product, the results of the study obtained the highest average value of 3.29 with respect to "ADVAN Smartphone is a Smartphone that has quality according to what is perceived", while the lowest average value is obtained at 3, 69 regarding "The ADVAN Smartphone Design has followed the times", and then the average value obtained is 3.10. This value is in the class interval between 2.60 – 3.39 and is in the fairly good category. So it can be concluded that the quality of the ADVAN smartphone can be considered quite good.
3. Promotion and perception of the quality of ADVAN smartphone products have a positive and significant effect on Purchase Interest, with more intensive Promotion carried out and the better the perception of smartphone product quality ADVAN will further increase the Purchase Interest of potential consumers.

Suggestion

1. The ADVAN Smartphone Promotion in particular alludes to price discounts for several products being sold. One way to do this is to create a special event that can be a reason to give discounts to customers. The event in question can be about holidays, special days, or birthdays. Examples such as Halloween discounts, Eid discounts and corona discounts. In addition, discounts can be made through purchases in certain applications such as Tokopedia or on Instagram with the condition that they must share websites/social media accounts and ADVAN Smartphone products with their friends on social media.
2. To increase the Produk Quality Perception of the ADVAN Smartphone product, especially regarding the ADVAN Smartphone design which is indeed following the times, but more and more competitors are following and even exceeding the specifications offered at relatively lower prices. Therefore, the ADVAN Smartphone should be able to instill a positive perception in potential consumers that the product is the best with various promotional strategies so that it will foster a good perception for potential consumers.
3. To increase Purchase Interest, especially regarding the wishes of potential consumers to try examples/displays of the ADVAN Smartphone which is considered less than optimal, namely by providing a lot of clear and concise information about the price, quality and advantages of the product so that some potential consumers are able to capture the information and appear an interest in buy ADVAN Smartphone products.

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