



## Effect of Promotion, Positioning and Brand Image on Samsung Smartphone Purchase Decisions

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### Abstract

This study aims to determine the effect of promotion, positioning, and brand image on purchasing decisions for Samsung smartphones in engineering students at Hasanuddin University Makassar. This research uses quantitative research with 91 respondents. The testing stages that will be carried out are validity test, reliability test, classic assumption test consisting of (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis using the computer program SPSS for Windows version 17.0., coefficient of determination test (R<sup>2</sup>) and hypothesis testing consisting of the F test and t-test. The results partially showed a positive influence between promotions and purchasing decisions. Meanwhile, the partial test of the independent variable Positioning and Brand image on the dependent variable of Purchase Decision stated a positive and significant effect. All variables in this study, namely Promotion, Positioning, and Brand image, have a significant simultaneous effect on purchasing decisions. The researcher states that the Brand image variable has a dominant influence on the purchasing decision variable from these three variables. Based on the partial test results, the brand image variable was declared to have a more significant positive influence on the dependent variable, namely purchasing decisions.



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## Introduction

Today, technological developments and rapid globalization have resulted in considerable changes in increasing the economy's pace and selling products on the market (Aprilia, 2016; Latief, & Ayustira, 2020). Without us knowing it, marketing has become an inseparable part of our daily lives. Whether we realize it or not, it turns out that the things around us are the result of marketing

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activities, ranging from various products and services and information that is always present to help and complete all our needs. Along with changes that occur in the world of marketing, business people are required to be more creative and innovative in seeing market opportunities because competition between similar and dissimilar companies to dominate the market will increase, and consumer desires are not limited; therefore, the company should maximize its resources so that increasingly varied and increasing market needs can be met (Sarippudin et al., 2019).

Companies use marketing to introduce, remind, and persuade people to give their goods and services (Akbar & Backgrounduva, 2013). Marketing is a process carried out by companies to meet current demands in the market and earn profits for the company's survival (Latief & Nur, 2019). In addition, marketing also aims to provide satisfaction to consumers. Therefore, we must understand the wants and needs of consumers so that marketing goals can be achieved or better known as the marketing concept. The Marketing Concept is a business philosophy that challenges three business orientations. The business philosophy asserts that the key to achieving the set organizational goals is to be more effective than competitors in creating, delivering, and communicating customer value to selected target markets. Zohar et al., 2002).

Marketing is one of the essential keys to the success of a business (Dirwan et al., 2021). Understanding marketing is not just selling but more broadly fulfills consumer needs (Amilia, 2017). Marketing is a social and managerial process of individuals or groups obtaining what they need and want through creating and exchanging products and value with others. An individual or group satisfies their needs and wants with a product, and a product is broadly defined as something that can be offered to someone to satisfy a need or want (Zohar et al., 2002). The increasingly advanced technology and industry causes human wants and needs to become increasingly complex. Companies are competing increasingly fiercely to seize the existing opportunities to meet consumer wants and needs. A company must meet conditions to succeed in the competition are trying to create and retain customers. Every company must understand the consumer behavior of its target market because the survival of a company depends on the company itself to meet the wants and needs of consumers so that consumers will buy products from the company. Companies can develop appropriate strategies and programs to take advantage of current opportunities and outperform their competitors by understanding consumer behavior.

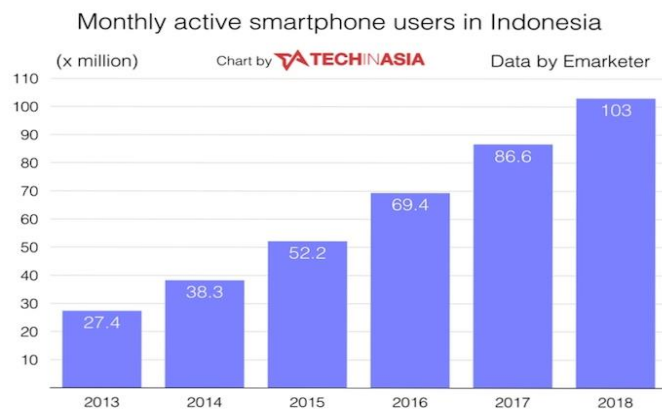
This increasingly dynamic and complex business competition can provide opportunities and challenges. These challenges arise along with innovations in various products circulating in the market so that consumers will take more selective actions to meet their needs and desires (Nurfitriani & Hartini, 2020). These conditions make companies required to follow consumers' tastes continuously. The nature of consumers who are more careful in choosing and buying a product shows that the products offered by a company may not necessarily meet its consumers' needs and desires. Consumer behavior is an individual activity directly involved in obtaining and using goods or services, including the decision-making process in the preparation and determination of these activities (Febrinasari, 2015). Without an understanding of why consumers buy a product, the company will not make the right marketing strategy to market its products.

With different conditions and increasingly fierce competition in the business world, especially competition from similar companies, companies are increasingly being demanded to attract consumers

faster. So that companies that apply the concept of marketing need to pay attention to consumer behavior and the factors that influence their purchasing decisions in the marketing efforts of a product. In the marketing concept, one way to achieve company goals is to know the needs and wants of consumers or target markets and provide the expected satisfaction more effectively and efficiently than competitors (Larika & Ekowati, 2020).

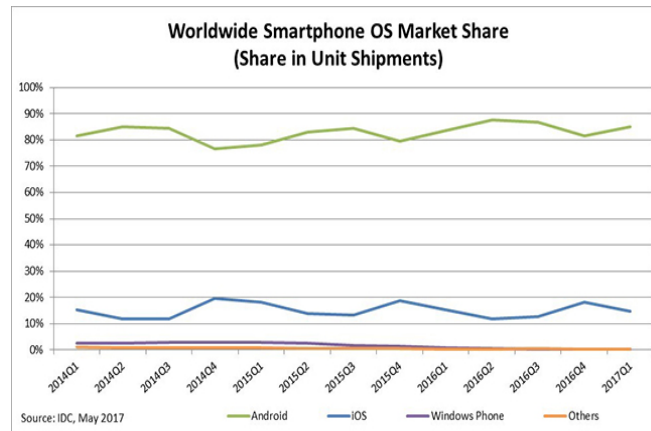
Along with the rapid development of the economy and technology in Indonesia, many new industries and companies have emerged, one of which is communication technology. The rapid development of telecommunications technology has significantly impacted telecommunications companies in Indonesia. One of the developments in telecommunications technology is the development of cellular telecommunications. Mobility and the increasing need for people to communicate anywhere and anytime are the driving factors for the emergence of cellular-based technology. This phenomenon can be seen in the current competitive conditions in cell phones (cell phones). The diversity of mobile phone products with various operating systems (Operating System / OS) currently encourages consumers to determine which OS meets their mobility and communication needs. The operating system is an intermediary interface between the user and the device used to control/manage the device and its applications (Pramita & Subagja, 2018).

The most popular OS in the world is Ios for iPhone products, Blackberry OS for Blackberry products, Symbian OS for Nokia products, Windows Mobile OS for various smartphones, and the last one is Android OS. The development of mobile phones, which have now reached the stage of grouping operating systems, has made the competition between mobile phone manufacturers even tighter and fiercer (Tamara et al., 2021). Mobile Operating System (OS) makers have been competing to market their products by creating functions and technologies that are increasingly pampering smartphone users (cells with OS) in terms of entertainment and cellular usage functionality to facilitate their daily tasks day. Once the rapid development of mobile phones today, marked by the emergence of new products that are so widely circulating in the market, reviewing various mobile phone operating systems becomes interesting to explore more deeply. Because now, the operating system on the phone also determines the decision to buy a cell phone. The following image shows the market share OS on a mobile phone.



**Figure 1. Active smartphone users from 2013 to 2018**

Based on Figure 1, the Android OS was increasing every year. In 2013, active users were as much as 27.4%, and in 2014 as much as 38.3% and continued to grow until 2018, which is 103%. Here is a picture that shows the graph of smartphone sales from 2014 to 2017.



**Figure 2. Worldwide Smartphone OS Market Share**

Based on Figure 2, which was reported on the IDC page, May 2017 shows that iOS has increased sales in the 20% range, not much different from iOS, Windows Phone experienced sales in the 10% range, and other products were below 10% in the first quarter of 2014 to the first quarter. In 2017, unlike its competitors, Android smartphones occupied the top sales increase, with sales continuing to be in the 80% range from the first quarter of 2014 to the first quarter of 2017.

From the two pictures above, the comparison and sales of OS (android, ios, windows phone, blackberry, linux, symbian and other types of OS) from year to year increasingly competitive and sales of android OS have increased the most rapidly from year to year. Android is an operating system for mobile phones based on Linux. Android provides an open platform for developers to create their applications for various mobile devices. Initially, Google Inc. bought Android Inc., a newcomer who makes software for mobile phones. Then to develop Android, the Open Handset Alliance was formed, a consortium of 34 hardware, software, and telecommunications companies, including Google, HTC, Intel, Motorola, Qualcomm, T-Mobile, and Nvidia. At the time of the inaugural release of Android, on November 5, 2007, Android, together with the Open Handset Alliance, stated that they supported the development of open standards on mobile devices.

On the other hand, Google releases Android codes under the Apache license, a software license, and open standards for mobile devices. There are two types of distributors of the Android operating system in this world. The first is full support from Google or Google Mail Services (GMS). The second is that it is entirely free of distribution without Google's direct support, otherwise known as Open Handset Distribution (OHD). Android has also joined several smart mobiles such as Nokia, Sony Ericsson, and others. The first phone that uses the Android operating system is the HTC Dream, released on October 22, 2008. At the end of 2009, there were at least 18 types of cellular phones in the world that used Android.

Marketing activities are a benchmark for a company in delivering products to customers and

achieving company goals in optimal product sales (Ambarwati, 2020). Before launching their products, companies must be able to see or know what consumers have, so it is only natural that all company activities must always be devoted to meeting consumer needs. Then consumers will decide to buy the product, in the end, the company's goal of making a profit will be achieved. As individuals in obtaining or buying goods, consumers have gone through processes or stages beforehand, such as getting information either through advertisements or references from other people and then comparing one product with another product until finally deciding to buy the product. Marketers must understand every facet of consumer behavior. Intelligent companies will try to understand the customer's decision-making process fully, namely, their experiences in learning, choosing, using, and even disposing of a product (Kotler & Pfoertsch, 2007). By looking at the opportunities that exist, marketers use various strategies to reach their target market, one of which is promotion, where promotion is essential to influence consumers in making purchasing decisions because promotions are intended to influence consumers in purchasing a product. In making a purchase, consumers need information about the product. To inform the product that has been produced, promotion is carried out. Promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing (Febrinasari, 2015). No matter how good a product is, if consumers have never heard of it and are not sure it will be helpful to them, they will never buy it. For the brand of a product to be widely known by consumers, the seller must carry out marketing activities called promotions.

Sugiyono, (2004) argues that promotion is an essential factor in realizing a company's sales goals. For consumers to be willing to subscribe, they must first be able to try or research the goods produced by the company, but they will not do this if they are not sure about the goods. This is where the need to hold a targeted promotion because it is expected to have a positive influence on increasing sales. To win the competition is not only limited to developing a promotional strategy as a tactic but more than that, in addition to promotion, marketers/companies must also pay attention to other strategies such as developing an STP strategy consisting of segmentation and targeting the intended market.

Furthermore, the position (positioning) desired by the company in the minds of consumers (Purnamasari, 2017). The essence of any good marketing strategy is to achieve the correct position. The term positioning implies how consumers define a product through its essential characteristics in the minds of consumers owned by the product. A good marketing strategy is a proper strategy in achieving a position. According to (Ries & Trout 2002:3), the definition of Positioning is "Positioning is the first body of thought to come to grips with the problems of communicating in overcommunicated society." That is, positioning is something you do to the minds of potential customers, namely placing the product in the minds of potential customers through communication. The proper positioning and strong differentiation can create a brand image in customers' minds (Febrinasari, 2015).

Brand image (brand image) is a set of beliefs, ideas, messages, and perceptions of a person, community/society about a brand (Murdaningrum, 2017). The company has made various efforts to maintain the brand image they have. The brand image itself can be interpreted as a set of associations formed on consumers due to the experiences of people who have consumed a product. Therefore, consumer experience is the most critical factor in building a brand image. From that experience, a

consumer can feel satisfied/dissatisfied with a product and then assess the product. In addition, brand image is also essential because the brand image is one of the factors that can make a consumer stay loyal to a particular brand or make a purchase decision (Mahanani, 2018). (Rangkuti, 2009:20-24) argues that Brandimage is the impression of consumers or a brand's personality. The brand image also has dimensions such as brand associations, brand association favorability, the strength of brand associations, and the uniqueness of brand associations.

Therefore, in the buying decision process, consumer behavior is also critical because the market faced by the company is the consumer market, where consumers have a powerful influence in determining the occurrence of a purchase decision. The following is a table of smartphone users by age in Indonesia, July 2016.

**Table 1. Number of Smartphone Users by Age in 2017**

Vendor	< 18	18-25	26-30	31+
Samsung	28%	31%	27%	23%
Apple	2%	4%	4%	3%
Huawei	1%	1%	1%	2%
Oppo	6%	6%	4%	3%
Lenovo	7%	5%	8%	10%
Blakberry	3%	4%	4%	7%
Xiaomi	21%	21%	18%	15%

Sumber: [www.emarketer.com](http://www.emarketer.com)

Based on the smartphone user data in table 1, Samsung occupies the top smartphone vendor standings with users under the age of 18 years as much as 28% and Samsung users aged 18 to 25 years as much as 31%, Samsung users aged 26 to 31 years as much as 27% and users Samsung with age over 31 years as much as 23%. Based on the data on the age of the most users obtained from the table, the researchers decided to conduct research among students. The following is a table of increased sales of Samsung smartphone products in the 3rd quarter of 2017.

**Table 2. Smartphone Brands with the Most Users in Indonesia in 2017-2018**

Vendor	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Q2 2018
Samsung	73,0%	83,8%	84,7%	79,2%	80,3%
Apple	47,5%	48,0%	74,8%	51,2%	47,4%
Huawei	29,6%	27,3%	32,7%	28,1%	32,1%
Oppo	9,6%	11,4%	14,4%	19,7%	22,6%
Vivo	9,1%	10,5%	12,1%	14,6%	16,4%

Sumber: [www.emarketer.com](http://www.emarketer.com)

Data reported on [www.emarketer.com](http://www.emarketer.com) in table 2, Samsung smartphones have increased, namely in the second quarter of 2015 as much as 73.0%. In the third quarter of 2017, as much as 83.8%, in the fourth quarter of 2015 as many as 84.7% and 2016, the increase in sales of Samsung products continued to increase although not as much as in 2017. In the first quarter of 2018, it was 79.2%, and in the second quarter of 2018, it was 80.3%.

This study focuses on research on Samsung android users in engineering students at

Hasanuddin University Makassar. This decision was taken based on voting that had been done beforehand by the researcher through one of the features of social media Instagram by asking their background first, such as if they came from a public or private university, what primary they came from, until the voting stage for choosing an android product. Alternatively, other OS (operating system) based products. Most of the answers came from students majoring in engineering at state universities.

## Theoretical Framework and Hypotheses

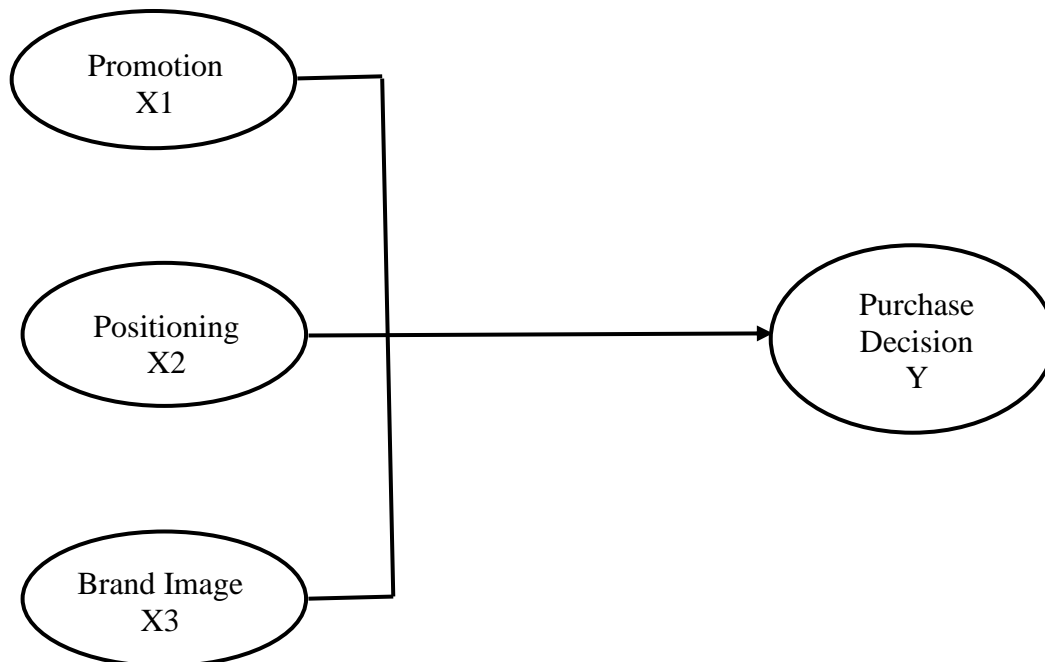
Promotion can be defined as a form of marketing communication / marketing activity that seeks to disseminate information, influence / persuade and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Swastha and Irawan, 2002; Pramita, 2018).

Positioning is an effort to identify, develop, and communicate advantages that are distinctive and unique. Thus, the company's products and services are perceived as superior and distinctive (distinctive) compared to competing products and services in consumer perceptions (Febrinasari, 2015).

Brand image (brand image) is a picture or impression about a brand that appears in the minds of consumers. Placement of a brand in the minds of consumers must be done continuously so that the brand image created becomes more positive for consumers. When a brand has a positive image, the brand will be remembered by consumers and will affect consumer purchases (Musay, 2013; Murdaningrum, 2017).

Understanding purchasing decisions, according to (Kotler & Armstrong 2001; Kharisma et al., 2017) is the stage in the buyer decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

The research model is as shown in Figure 3.



**Figure 3. Research Model**

**H1:** Promotion has a significant effect on purchasing decisions.

**H2:** Positioning has a significant effect on purchasing decisions.

**H3:** Brand image partially has a more dominant influence on purchasing decisions.

## Research Method

The type of research used in this research is quantitative research, which is one type of research whose specifications are systematic, well-planned, and structured. The population in this study were all active students majoring in engineering at Hasanuddin University Makassar, as many as 960, so the number of samples in this study was determined based on the criteria to be used as respondents, namely samples using Android-based Samsung. Based on these criteria, the respondents obtained as many as 91 out of 961 people who use Samsung smartphones. The data in this study uses primary data collected by distributing questionnaires to all respondents filled with several statements with five answer options that will be given a weighted score such as answers (Strongly Agree = 5, Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree = 1). The testing stages to be carried out are validity test, reliability test, classical assumption test consisting of (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis using the SPSS for Windows version 17.0 computer program. Furthermore, the coefficient of determination test ( $R^2$ ) and hypothesis testing consisting of the F test or simultaneous test were carried out where the test was carried out by comparing the F-count value with the F-table at a 5% error degree in the sense ( $\alpha = 0.05$ ). If the F-count the F-table value, the independent variables together have a significant influence on the dependent variable and the t-test (partial test). The test is carried out by comparing the T-value of each independent variable with the T-value. -table with 5% error degree in meaning ( $\alpha = 0.05$ ). If the value of T-calculated the value of T-estimated, the independent variable has a significant influence on the dependent variable.

**Table 3. Variable Operation**

Variable	Code	Indicator	References
Promotion	• X1.1	• Advertising	(Darma & Hartati, 2021; Kharisma et al., 2017; Tamara et al., 2021)
	• X1.2	• Sales promotion	
	• X1.3	• Quality of delivering messages to consumers	
Positioning	• X2.1	• Identifying targets	(Aisyah, 2018; Ambarwati, 2020; Anastasiah, 2021)
	• X2.2	• Determining customer frames of reference	
	• X2.3	• Price positioning	
Brand Image	• X3.1	• Quality of products/services produced	(Aprilia, 2016; Sarippudin et al., 2019)
	• X3.2	• Company policies and company reputation Company.	
	• X3.3	• Marketing activities	
Purchase Decision	• Y1.1	• Purchase of products based on needs	(Amilia, 2017; Nurfitriani & Hartini, 2020)
	• Y1.2	• Purchase of products based on quality of products	
	• Y1.3	• Purchase of products based on influences from other parties	

## Data Analysis and Discussion

### Data Analysis

Respondents in this study were users of Samsung smartphone products in the engineering department of Hasanuddin University, as many as 91 people. There are three characteristics of respondents included in this study: age, gender, and duration of product use. To clarify the characteristics of the respondents in question, table 4. is presented.

**Table 4. Demographic Data**

Variable	Measurement	n	%
Gender	Male	72	79,1
	Female	19	20,9
Age	18-21 year	55	60,4
	22-25 year	36	39,6
Long Use	1-2 year	1	26,4
	>3 year	7	46,2
	SMA	34	27,5

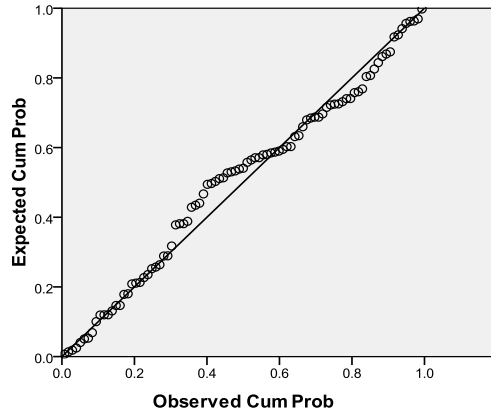
From table 4, it can be seen that of the 91 people sampled in this study, male respondents were dominated by 72 respondents or 79.1%. In contrast, female respondents were only 19 or 20.9%, with an age of 18-21. years as many as 55 respondents (60.4%). This shows that most Samsung android enthusiasts in this study are students age 18 to 21 years. Most of the respondents sampled in this study used Samsung products for three years, as many as 42 respondents or 46.2%. This shows that most Samsung smartphone users in this study used the product for an extended period, up to 3 years.

**Table 5. Validity and Reliability Test**

Variable	r-Calculated	r-Tabel	Cronbach's Alpha	Description
Promotion (X1)	0,575	0,265	0,843	Valid and reliable
	0,633	0,265		Valid and reliable
	0,597	0,265		Valid and reliable
	0,515	0,265		Valid and reliable
	0,439	0,265		Valid and reliable
	0,413	0,265		Valid and reliable
Positioning (X2)	0,610	0,265	0,843	Valid and reliable
	0,429	0,265		Valid and reliable
	0,497	0,265		Valid and reliable
	0,642	0,265		Valid and reliable
	0,688	0,265		Valid and reliable
	0,382	0,265		Valid and reliable
Brand Image (X3)	0,858	0,265	0,843	Valid and reliable
	0,801	0,265		Valid and reliable
	0,716	0,265		Valid and reliable
	0,495	0,265		Valid and reliable
	0,641	0,265		Valid and reliable
	0,739	0,265		Valid and reliable
Purchase Decision (Y)	0,699	0,265	0,843	Valid and reliable
	0,750	0,265		Valid and reliable
	0,438	0,265		Valid and reliable
	0,602	0,265		Valid and reliable
	0,640	0,265		Valid and reliable
	0,636	0,265		Valid and reliable

A validity test is used to measure whether or not a questionnaire is valid and is said to be valid if the statement on the questionnaire can reveal something that the questionnaire will measure. The validity test is calculated by comparing the value of r count (correlated item-total correlation) with the value of r table; if r-count > from r-table (at a significance level of 1%), then the statement is declared valid. The validity tables X1, X2, X3, and Y show that all indicators used to measure the variables used in this study have a correlation coefficient greater than r table = 0.265 (r table value for n = 91). So that all indicators of this research variable are valid.

The results of reliability testing in table 5 also show that all variables in the study have a large enough alpha coefficient ( $\alpha$ ) that is > 0.6 so that it can be said that all measuring concepts of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is promising.



**Figure 4. Normality Test Results**

Looking at the standard curve on the histogram in Figure 4, it can be said that the model is usually distributed because it forms a bell or by using the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals so that the basis for making normality test decisions is: If the data is spread across the around the diagonal line and following the direction of the diagonal line or the histogram graph shows a typical distribution pattern, then the regression model fulfills the assumption of normality, by looking at the diagonal line that follows the direction of the histogram graph it can be said that the data in this study is usually distributed.

Statistical normality test is used to determine whether a data is normally distributed or not; if the distribution is normal, then the distribution of the values of each variable is in the form of a normal distribution. Normality test can be done with the Kolmogorov-Smirnov (KS) Non-Parametric Statistical Test. the data are declared generally distributed if the significance is more significant than 0.05.

**Table 6. Normality Test (Statistical Analysis)**

		Unstandardized Residual
N		91
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.86132925
Most Extreme Differences	Absolute	.099
	Positive	.063
	Negative	.099
Kolmogorov-Smirnov Z		.942
Asymp. Sig. (2-tailed)		.637
a. Test distribution is Normal.		
b. Calculated from data.		
Source: Processed primary data		

The results of the data in the table above are 0.637. Compared with a probability of 0.05, this result is more significant, so it can be concluded that the data in this study are typically distributed. Table 7 shows the results of testing using the VIF method; the VIF value 0.01 and < 10, it can be concluded that there is no multicollinearity.

**Table 7. Multicollinearity Test Results**

Variabel	VIF	Keterangan
Promotion	1,129	No Multicollinearit
Positioning	1,736	No Multicollinearit
Brand Image	1,743	No Multicollinearit

**Table 8. Heteroscedasticity Test Results**

Variabel	Sig	Keterangan
Promotion	0,873	Heteroscedasticity does not occur
Positioning	0,621	Heteroscedasticity does not occur
Brand Image	0,640	Heteroscedasticity does not occur

**Table 9. Results of Multiple Linear Analysis**

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.826	2.533
	Promotion (X1)	.179	.101
	Positioning (X2)	.299	.128
	Brand image (X3)	.440	.101

Source: Processed primary data

Based on table 9 it can be written in the form of a regression equation in the form of Standardized Coefficients, the following equation is obtained:

$$Y = 0.826 + 0.179X_1 + 0.299X_2 + 0.440X_3$$

The regression equation can be explained as follows:

1. The constant value (a) is 0.826. it means that if the independent variables namely Promotion (X1), Positioning (X2) and Brand image (X3) are assumed to be worth 0, then the dependent variable, namely Purchase Decision (Y) will be worth 0.862.
2. The regression coefficient value of the Promotion variable (X1) is 0.179. This means that if the other independent variables have a fixed value and Promotion (X1) has increased by one unit, then the Purchase Decision (Y) will increase by 0.179. The positive coefficient means that there is a positive relationship between Positioning (X1) and Purchase Decision (Y). where what is meant is that the more Promotions increase, the more Purchase Decisions will increase.
3. The regression coefficient value of the positioning variable (X2) is 0.299. This means that if the other independent variables have a fixed value and positioning (X2) has increased by one unit, then the Purchase Decision (Y) will increase by 0.299. The positive coefficient means that there is a positive relationship between positioning (X2) and Purchase Decision (Y). where what is meant is that the higher the positioning, the higher the Purchase Decision.
4. The regression coefficient value of the Brand image variable (X3) is 0.440. This means that if the other independent variables have a fixed value and Brand image (X3) has increased by one unit, then the Purchase Decision (Y) will increase by 0.440. The positive coefficient means that there is a positive relationship between Brand Image (X3) and Purchase Decision (Y). where what is meant is that the more the brand image increases, the more purchasing decisions will be made.

**Table 10. Simultaneous Regression Test Results (Test F)**  
ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	670.756	3	223.585	26.399	.000 <sup>a</sup>
	Residual	736.848	87	8.470		
	Total	1407.604	90			
a. Predictors: (Constant), Brand image (X3), Promotion (X1), Positioning (X2)						
b. Dependent Variable: Purchase Decision (Y)						

**Table 11. Results of Partial Regression Test (T Test)**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.826	2.533		.326	.745
	Promotion (X1)	.179	.101	.146	1.772	.080
	Positioning (X2)	.299	.128	.239	2.343	.021
	Brand image (X3)	.440	.101	.446	4.358	.000
a. Dependent Variable: Purchase Decision (Y)						

The results of the simultaneous test in table 10 show that the F-count value is 26.339, while the F-table results in the distribution table with an error rate of 0.05% is 3.098. This means that  $F_{count} > F_{table}$  ( $26,399 > 3,098$ ). The calculation shows that the variables namely Promotion, Positioning, and Brand Image together have a positive and significant influence on the Purchase Decision variable.

#### Promotion (X1)

The results of regression testing for the Promotion variable on purchasing decisions using a significance level of 0.05 obtained t count of 1.772 and t table of 1.662. Therefore, t arithmetic is stated to be greater than t table which is 1.772 1.662 then the hypothesis is declared accepted. So it can be concluded that partially there is a positive influence between promotions and purchasing decisions.

#### Positioning (X2)

The results of the regression test for the positioning variable on purchasing decisions using a significance level of 0.05, obtained t count of 2,343 and t table of 1,662. Therefore, t arithmetic is stated to be greater than t table which is 2.343 1.662 then the hypothesis is declared accepted. So it can be concluded that partially there is a positive influence between positioning and purchasing decisions.

#### Brand image (X3)

The results of the regression test for the brand image variable on purchasing decisions using a significance level of 0.05 obtained tcount of 4.358 and ttable of 1.662. Therefore, if tcount is greater than ttable, namely 4.358 1.662, the hypothesis is declared accepted. So it can be concluded that partially there is a positive influence between brand image and purchasing decisions.

The coefficient of determination ( $R^2$ ) test is used to measure how far the model's ability to explain the variation of the dependent variable is.

**Table 12. Coefficient of Determination Test Results**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.577	.558	2.91024
a. Predictors: (Constant), Brand image (X3), Promotion (X1), Positioning (X2)				

From the results of the analysis of the factors that influence brand switching in Table 12, it shows the adjusted R square value of 0.577, this means that all X variables have a joint contribution of 55.8% to the dependent variable (Y) namely purchasing decisions. The remaining 45.2% was influenced by other factors not included in the study.

### Discussion

Based on data analysis conducted by researchers, it is simultaneously known that the variables Promotion, positioning, and Brand image have a positive and significant effect on the purchasing decision variable, where the calculation shows that Promotion, Positioning and Brand image together have a positive and significant influence. on the purchasing decision variable (Y). The results of this study are supported by the results of research conducted by (Prasetya, 2011; Arsyanto & Rahmawati, 2018) showing that of the three dependent variables used in this study, all three have a positive effect on the independent variables, namely promotion, positioning and brand image on purchasing decisions. Based on the data analysis that has been done by the researcher, it is partially known that the dependent variable Promotion affects the independent variable purchasing decisions. It can be seen based on the results of the T test where, for the dependent variable Promotion, t count is stated to be greater than t table. The results of this study are almost the same as the results of research with the same variables conducted by (Rizki, 2011; Murdaningrum, 2017) which shows that brand image has a positive and significant effect on purchasing decisions. The dependent variable positioning has a positive and significant effect on the independent variable, namely Purchase Decision. Where, obtained t arithmetic is stated to be greater than t table. This research is supported by similar research with the same independent and dependent variables conducted by (Yuli Prihartini, 2008; Astuti, 2009) showing that the positioning variable has a positive and significant effect on the purchasing decision variable. The results of this study indicate that the better the positioning strategy carried out by the company, the greater the number of consumers who make purchasing decisions. Brand Image variable affects the independent variable purchasing decisions. It can be seen based on the results of the T test, where, for the dependent variable Brand image, t count is stated to be greater than t table. The results of this study are supported by the same research by (Rizki, 2011; Aprilia, 2016; Nurfitriani & Hartini, 2020) which shows that brand image has a positive and significant effect on purchasing decisions. This means that the results of the T test for the brand image variable are not in accordance with the hypothesis in this study.

## Conclusions

Based on the results of the analysis and discussion that has been carried out, it can be concluded that partially there is a positive influence between Promotion and Purchase Decision. Meanwhile, the partial test of the independent variable Positioning and Brand image on the dependent variable of Purchase Decision stated that there was a positive and significant effect. All variables in this study, namely Promotion, Positioning and Brand image have a significant simultaneous effect on purchasing decisions. From these three variables, the researcher states that the Brand image variable has a dominant influence on the purchasing decision variable. Where, based on the results of the partial test, the brand image variable was declared to have a greater positive influence on the dependent variable, namely purchasing decisions. The advice given is that it is still necessary to do further research on variables other than promotion, positioning and brand image which are included in marketing strategies that affect purchasing decisions. This is because, in this study, the three variables were only able to explain 55.8% of the variation in making purchasing decisions. This research has not included other variables or factors that might influence and improve the results of this study.

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