

## THE FACTOR OF INFLUENCE ON PURCHASING DECISION ON IPHONE MOBILE CASES OF TOKOPEDIA

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### *Abstract*

*The reason of the study was to determine the impact of product quality, price, brand image and online customer reviews on purchasing decisions for Iphone mobile caseing on Tokopedia with a case study of Dian Nuswantoro University understudies. The research method utilized was quantitative method, with a test of 100 Dian Nuswantoro University students. Tools to analyze the information has been collected, analysts use the Smart PLS program version 3.0. The results appeared that item quality has an impact on purchasing decisions, cost has no impact on purchasing decisions, brand image has an impact on purchasing decisions, and online customer reviews have no impact on purchasing decisions. The sum of coeficient of determination (adjusted R2) is 0.652 or 65.2%, which suggests that the independent variables consisting of product quality, cost, brand image and online customer reviews can contribute an impact of 65.2% to purchasing decisions, whereas the rest (100%-62.2% = 34.8%) is clarified by other variables not included in this study.*

*Keywords: Brand Image; Online Consumer Review; Product Quality; Price; Purchase Decision*

## INTRODUCTION

Advances in the new digital era have had a positive impact in facilitating the shopping style of today's society. One of them is the transition from offline to online

shopping. Online shopping has become the choice of consumers in buying the products they need. Because of the increasingly sophisticated technology, everyone can easily access all kinds of information about the products they need online. Online shopping makes shopping easier. It starts with the marketplace and ends with the help of social media. Social media is also one of the marketing products to be sold, offered, and traded (Yuliani & Suarmanayasa, 2021)

Along with the many internet users, the development of the marketplace in Indonesia is getting faster as evidenced by the emergence of various marketplace applications with various significant advantages (Yuliani & Suarmanayasa, 2021). In addition to the many marketplaces that have sprung up, the online shopping business has increased from time to time, in Indonesia alone internet users reached 72% in 2023 and continued to grow until it reached 79.5% in 2024 (*Populix: 72% Masyarakat Indonesia Menggunakan Internet Untuk Berbelanja*). Most of these internet users are looking for information on a product and shopping online (Juhria et al., 2021).

Currently, the most widely used e-commerce application for buying and selling transactions on the Internet is Tokopedia. Tokopedia became one of the marketplaces that was successfully launched to the public on August 17, 2009 under the auspices of the GoTo Group. Tokopedia presents various millions of products divided into 21 categories including, electronics, accessories, fashion, and others. In today's digital era, consumers often make online purchases through Tokopedia. Interest in shopping online through Tokopedia is based on the encouragement of users' wants and needs for certain products offered through e-commerce (Febriyanti et al., 2023).

The products offered by Tokopedia are varied with different qualities. Product quality could be a product's ability to meet the required customer needs. Product quality is also a benchmark for customers to make purchasing decisions. Rosyidi Ririn too clarified that the term product quality has in general characteristics and properties of product quality that can influence customer or client fulfillment with product quality. The superior the quality of the products we offer, the more purchasing decisions our customers will make (Maryati & Khoiri.M, 2021). At that point about the Price can be the money paid for a product or service or the sum of value a customer gives for the advantage, utilize, or fulfillment of the product or service. Based on the understanding of a couple of specialists, it can be concluded that price is an compelling entirety of cash that can be traded for a thing and can be utilized to urge ownership of a service or product (Rinaldi Syarif Mahmud Mahmud, 2024).

Brand image is generally easier for customers to keep in mind and look for. In case the brand image of a product is well-known, the quality of the product may not have much impact on the brand image (M. Anang, 2019). Brand image has a direct impact on purchase intention and purchase decisions. Purchase interest cannot mediate the impact of brand image on purchasing decisions (Febiyati & Aqmala, 2022). iPhone phone cases are premium products and already have a good brand image among consumers. People who use this product feel cool and have above-average economic power. Brand image is the perception that comes to mind when consumers remember the brand of a particular product.

Before making a purchase, consumers and potential consumers can check online consumer reviews from previous buyers before making a purchase decision. Online consumer reviews provided by consumers online are considered to be very helpful for consumers in making purchasing decisions. Positive customer reviews online can increase the chances of making a purchase. If consumers consider the results of negative reviews, their motivation for the product or business will decrease. In this case, the assessment is based on heuristic information, namely an assessment based on the customer's experience with the product or store (Arief et al., 2023).

Purchasing decisions are the process by which consumers identify a problem, seek information about a particular product or brand, appropriately evaluate each option to solve the problem, and reach a purchase decision. Achieving a better understanding of the purchasing decision-making process is one of the main goals of consumer behavior theory (Marinelli et al., 2020). Where if customers are in a situation where the decision maker has information about adverse results it will decrease customer purchasing decisions on online shopping sites (Immanuel Surya Tjahyono & Mahmud 2024).

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Product Quality**

According to Nasir, who can conclude that there are several indicators of product quality as follows (Maryati and Khoiri.M 2021): The following are the product quality indicators used in this study: (1) Product in how long in the use of products that we can use as product improvements Performance, which is something related to the quality of goods that can describe how things really are or whether the way of service is good or not. (2) Range and type of features, namely an existence related to a function contained in a product or customer who often shops for products that have features or capabilities that a product and service will have. (3) Realibility or durability, is an existence related to the required reliability. (4) Sensory characteristic, which explains the appearance, style, attractiveness, variety of a product and also several factors that can be an important quality in this aspect. (5)

Ethical profile and image, which can relate to the largest part of a buyer's impression of a product and the company's service.

### **Price**

Price indicators according to (Muhammad Irvan Noor Maulana, 2021): (1) Cost reasonableness (2) Cost match with quality (3) Cost competitiveness (4) Cost discounts.

### **Brand Image**

According to Firmansyah brand image indicators can be seen from: (1) Corporate Image; (2) User Image; (3) Product Image (M. Anang, (2019). Meanwhile, Meanwhile, past research conducted Islamiah & Adawiah (2023) states that brand image contains a critical impact on purchasing decisions. Meanwhile, research conducted Viorentina & Santoso (2023) states that brand image does not influence purchase decisions. In this case, brand image does not have an influence on consumers from Indonesia when buying a smartphone.

### **Online Consumer Review**

Online customer review indicators in this study were developed from research conducted by Dzulqarnain. The following are the online customer review indicators used in this study: 1) Perceived effectiveness; (2) Source reliability; (3) Argument quality; (4) Value; and (5) Volume of review (Rinaja et al., 2022). The impact in online customer reviews is very influential and has an important part, to be specific it can encourage potential customers in obtaining all product information agreeing to past consumer fulfillment experiences Siti Nuraeni & Irawati (2021). Meanwhile, study conducted by Rahmawati et al., (2022) indicates that online customer surveys have no significant influence on purchasing decisions at the Shopee commercial center.

### **Purchase Decision**

Consumer actions in making online shopping decisions; Consumer actions in making online shopping choices; (1) Consistent on choices (2) Fast in choosing (3) Certain of the proper choice (Widyanto & Prasilowati, 2015).

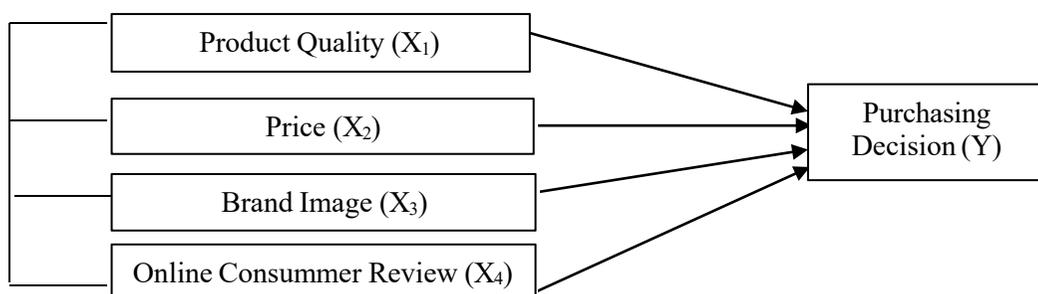
### **Hypotesis**

Based on the description of various hypotheses and the definition of each variable, the hypothesis for this study is as follows, as shown in the research framework image:

H<sub>1</sub>: Product quality (X<sub>1</sub>) features a positive impact on purchasing decisions casing cellphone on Tokopedia (Y).

H<sub>2</sub>: Price (X<sub>2</sub>) has a positive impact on purchasing decisions for casing cellphones on Tokopedia (Y)

H<sub>3</sub>: Brand Image (X<sub>3</sub>) includes a positive impact on purchasing decisions casing cellphone on Tokopedia (Y).  
H<sub>4</sub>: Online Customer Survey (X<sub>4</sub>) has a positive impact on purchasing decisions for cellphones on Tokopedia (Y).



**Figure 1. THINKING FRAMEWORK**

## RESEARCH METHODS

The research method in this study uses quantitative methods. Quantitative research methods can be characterized as research methods based on the reasoning of positivism, utilized to research on certain populaces or tests, information collection using research instruments, information analysis is quantitative or measurable, with the point of testing predetermined speculations (Eka Putra, 2021). As a tool for analyzing the information that has been collected, analysts utilize the SmartPLS program adaptation 3.0. The data collected, analyzed, and compared with existing theories to draw final conclusions. The reason of this consider was to choose the effect of product quality, price, brand image, and online customer surveys on purchasing decisions for iPhone cell phone trades on Tokopedia.

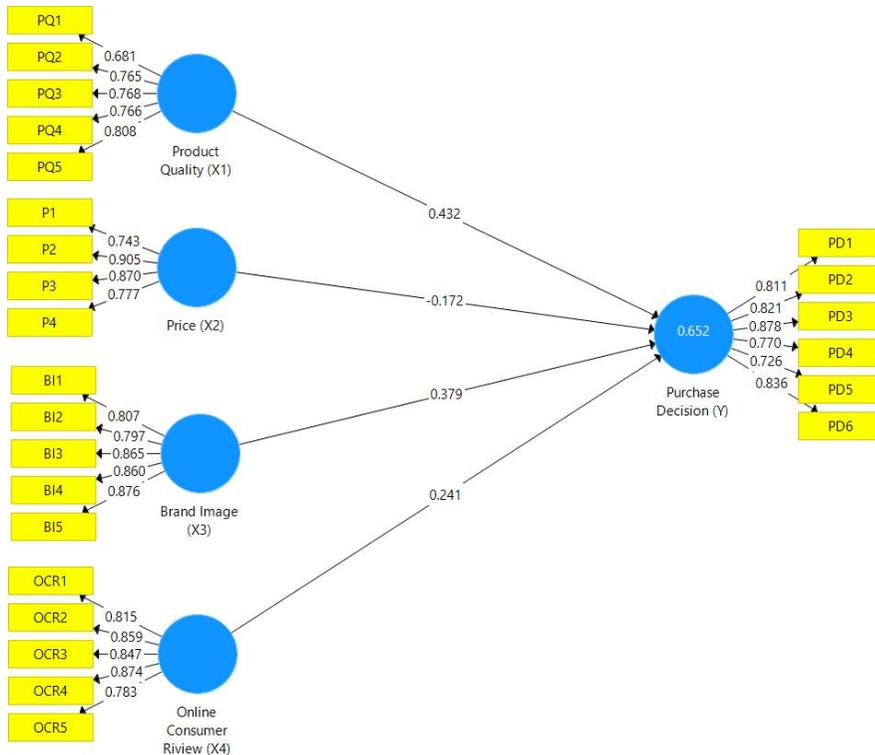
The populace used was all students of Dian Nuswantoro University. The test in the study were 100 students of Dian Nuswantoro University. The information source uses essential data where the information is gotten by distributing surveys to a predetermined populace. In this study utilizing porposive testing procedure with the criteria of students enrolled in the management study program of Dian Nuswantoro University, probability testing utilizing simple random sampling method.

## RESULTS

In starting the research process where the questionnaires have been collected and tabulated, the next thing to do is to evaluate them. Evaluation consists of two stages, namely:

**1. Outer Model Evaluation consisting of:**

1) Convergent Validity Test



**Figure 2. OUTER MODEL**

Source: Results of Data Using Smart PLS 30

2) Discriminant Validity Test

Discriminant validity is used to guarantee that each notion in a latent variable differs from other variables. Each latent variable differs from other variables. The significance of A good discriminant validity value is obtained when each indicator block has a greater loading value for each indicator's latent variable. The value returned from the test fulfills the loading value of each indication from each construct and meets the crossloading value. As a result, we can conclude that all latent variables have good discriminant validity. Good discriminant validity, as the construct indicator block outperforms the indicators in the other blocks. higher than the markers found in other blocks.

### 3) Average Variance Extracted (AVE) Test

To assess discriminant validity, use the Average Variance Extracted (AVE) approach for each construct's latent variables. Each construct's square root value (AVE) must be bigger than the latent variable correlation value of 0.5. Product quality (X<sub>1</sub>) has a value of 0.708, while pricing (X<sub>2</sub>) is 0.700, brand image (X<sub>3</sub>) is 0.683, online consumer reviews (X<sub>4</sub>) is 0.576, and purchase decisions (Y) are 0.653.

### 4) Composite Reliability Test

Product quality (X<sub>1</sub>) has a total reliability value of 0.924, while price (X<sub>2</sub>) has a value of 0.921, brand image (X<sub>3</sub>) has a value of 0.895, online customer reviews (X<sub>4</sub>) has a value of 0.871, and purchasing decisions has a value of 0.919. All variables have composite reliability values over 0.6. Overall, all constructs are reliable and meet stated standards.

### 5) Cronbach's Alpha

Product quality (X<sub>1</sub>) is 0.897, price (X<sub>2</sub>) is 0.892, brand image (X<sub>3</sub>) is 0.843, online user reviews (X<sub>4</sub>) is 0.815, and purchase decisions are 0.893. Each variable has a Cronbach's alpha value greater than 0.6. So it each construct is highly reliable and meets the minimum requirements.

## 2. Inner Model Evaluation consisting of:

**Table 1.**  
**R-SQUARE**

	<b>R – Square</b>	<b>Adjusted R Square</b>
Purchase Decision (Y)	0.652	0.637

Source: result of data processing using Smart PLS 30

### 2) R – Square Analysis

Based on the r-square value, the effect simultaneously or concurrently indicates that product quality (X<sub>1</sub>), price (X<sub>2</sub>), brand image (X<sub>3</sub>), and online user reviews (X<sub>4</sub>) influences purchase decisions by 0.652, with an adjusted r square value of 0.637. Thus, all exogenous constructs and (X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, and X<sub>4</sub>) have a combined influence of more than 50% strong.

### 2) Q – Square Analysis

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,652) \times (1 - 0,637)] \\
 &= 1 - (0,348 \times 0,363) \\
 &= 1 - 0,0126 \\
 &= 0,9874
 \end{aligned}$$

According to the calculations, the Q-Square value is 0.9874. The study model effectively explains 98.7% of the diversity of the data. Other factors decide the remaining 1.3% outside of this research model.

### 3. Hypothesis Test

**Table 2.**  
**HYPOTHESIS TEST**

	<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standar Deviation</b>	<b>T - Statics</b>	<b>P Values</b>
Product Quality	0.432	0.437	0.117	3.684	0.000
Brand Image	0.379	0.356	0.153	2.475	0.014
Online Consumer Review	0.241	0.242	0.127	1.897	<b>0.058</b>
Price	- 0.172	-0.152	1.111	1.559	<b>0.120</b>

Source: result of data processing using Smart PLS 30

The results of the PLS calculation, which show the direct impact of variables, demonstrate this. If the P-value is less than 0.05, the variable is said to have an effect on other factors. According to the table above, it can be stated as follows:

1. The product quality variable influences purchase decisions with a P-value of  $0.000 < 0.05$
2. The price variable has no effect on purchase decisions, with a P-value of  $0.058 > 0.05$
3. The brand image variable influences purchase decisions with a P-value of  $0.014 < 0.05$
4. The online consumer review variable had no impact on purchasing decisions, with a P-Value of  $0.120 > 0.05$

## DISCUSSION

By using quantitative data processing can impact product quality and purchasing decisions. It was found that 5 attributes influenced product quality on purchasing decisions, including: the quality of the products offered is higher than other brands, there are many variations in one product offered, the available products are of good quality, the number of product choices available, and there are various types of products that meet consumer needs. Where in this category purchasing decisions will increase if these attributes are available. However, if one of these characteristics is missing, it will influence purchasing decisions. The results of this study align with previous studies (Zhafran, 2021), which revealed that product quality influenced iPhone purchasing decisions. According to (Aurelia &

Wriyakusuma, 2022) research, product quality strongly influences purchasing decisions.

Price is an insignificant factor in purchase decisions. This is proven by the results of the Convergent Validity Test and the attribute value. The product price is 0.743, compared to 0.905 for products in circulation, 0.870 for benefits, and 0.777 for the market price. Failure to attain these traits may impact the customer's purchasing decision. According to (Satdiah et al., 2023) 'De'lucent Paint Stores' purchase decisions are unaffected by pricing. (Doni Marlius, 2022) The study found that pricing has no positive or significant influence on purchasing decisions. Brand image impacts purchase decisions. Five brand image elements impact purchasing decisions, including a well-known product image and a brand. The brand image should be interesting, pronounceable, positive, and unique to each product. This study validates previous studies (Irawan, 2021) indicating that brand image significantly influences purchasing decisions. (Pratiwi et al., 2022) found that brand image significantly influences purchase decisions.

Online consumer reviews have no significant impact on purchasing decisions, as proven by the Convergent Validity Test, attribute value, and perceived effectiveness. 0.815 for source reliability, 0.859 for argument quality, 0.847 for value, 0.874 for review volume, and 0.783 overall. Failure to attain these traits may impact a customer's purchase decision. According to (A. W. Rahmawati et al., 2022), internet consumer reviews do not impact purchasing decisions. According to (A. I. Rahmawati et al., 2021) research, internet consumer reviews do not affect purchasing decisions. Product quality and brand image have a significant impact on purchasing decisions. Considering product quality, price, brand image, and online consumer reviews, the  $r$  – square analysis result of 0.652 and adjusted  $r$ -square value of 0.637 indicate a combined influence of more than 50%. Unifying all attributes attempts to improve purchasing decisions for products.

## CONCLUSION

The purpose of this research is to find out and understand consumer behaviour by knowing the factors that have the most influence in purchasing decisions for Iphone mobile phone cases. With the many influences on purchasing decisions that exist, consumers or potential consumers mostly have criteria or factors for purchasing decisions in product quality, price, brand image, and online consumer reviews.

With the findings of the research that has been completed on Tokopedia, product quality and online consumer reviews have a significant effect on purchasing decisions, while price and brand image have no effect. We recommend Tokopedia to sell high-quality iPhone mobile phones and rely on online consumer reviews to

inform purchasing decisions. Price is not a factor, and customers can buy products at a reasonable price in the future, Tokopedia can maintain a positive brand image for the iPhone mobile phone brand that is already well-known among consumers.

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