PURCHASING DECISION OF IPHONE: THE ROLE OF PRODUCT QUALITY, BRAND IMAGE AND E-WOM

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Abstract:	*This study aims to analyze the impact of The Influence of Product Quality and Brand Image on Purchase Decisions for iPhone Cell Phone Products Using Word of Mouth as an Intervening Variable. Iphone users in Tangerang City are the subjects of this study. The study was conducted with 175 respondents using quantitative descriptive methods. The sample length uses a purposeful sampling method that pays special attention to finding patterns. The survey method used when collecting data using a questionnaire tool. The analytical method used in this research is the Component or Variance Based Structural Equation Model where the data processing uses the Partial Least Square (Smart-PLS) program version 3.2.8 PLS. This study proves that product quality has a positive and significant effect on electronic word of mouth, brand image has a positive and significant effect on electronic word of mouth, product quality had a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions and electronic word of mouth had a positive and significant effect on purchasing decisions.*
Keywords:	*Product Quality, Purchase Decision, Brand Image, Electronic Word of Mouth, IPhone*

1. Introduction [Times New Roman 12 bold]

In modern times, there is rapid development, especially in the world of telecommunications. One of the innovations that is developing rapidly right now is the smartphone, which is an increasingly sophisticated communication tool in today's modern era (Kuswibowo, 2022a)

One of the famous smartphone brands is iPhone. Apple is a company that has been very successful in creating a strong brand image in the minds of iPhone users. There are many people interested in smartphone products created by Apple. This can be proven by the high growth in sales of Apple smartphone products, namely the iPhone (Winda Setia, 2020).

It can be seen in Figure 1 below. It shows that sales of iPhone smartphones, in 2021 Q1 had sales of 18% and in 2022 Q1 had an increase of 22%, meaning that iPhone sales increased and were loyal to Q1. This is because the high quality of iPhone products means that many people are interested in them.
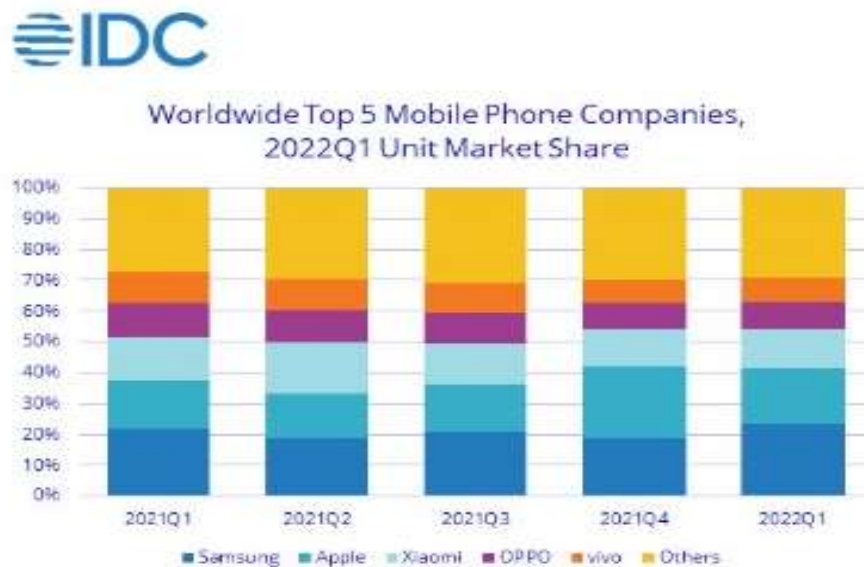
Figure 1. Worldwide Top 5 Mobile Companies within Q1-Q4 2021 and Q1 2022

One of the things that influences purchasing decisions is product quality. Consumers really pay attention to product quality, and they really want the products they buy to be of very good quality when used. Product quality is the ability of a product to provide good function, which includes overall durability, reliability, accuracy, ease of operation and product repair and other product attributes (Kotler & Keller, 2012b).

There are several reasons why customers buy iPhone products because the iPhone has excellent product quality and reliable functions, and another reason is that the iPhone is a well-known brand with a high class and this can increase the social status of iPhone customers. Apart from that, iPhone products with a trusted brand image can provide buyer security for iPhone users. Customers' desires are high so that iPhones maintain quality and brand image (Christian Kuswibowo & Avia Enggar Tyasti, 2023).

According to Akbar et all the quality of the iPhone product is the best quality because the iPhone uses components from Samsung and the iPhone can compete with Dr Dre's company, which is well known as number 1 in the music industry and is assembled in China through the FoxConn company. However, the iPhone 6 product has problems bending when under pressure. iPhone users also regret that the quality of iPhone products has decreased in the iPhone 6, so that in 2022 iPhone sales will decline (Akbar et al., 2022).

Previous research conducted by Pamungkas stated that service quality had a positive and significant effect on purchasing decisions (Pamungkas, 2022), in line with research conducted by Nurbaiti and Rahmi which stated that brand image had a positive and significant effect on purchasing decisions (Winda Setia, 2020). Then research conducted by Aropah et al., (2022) stated that electronic word of mouth had a positive and significant effect on purchasing decisions (Aropah et al., 2022).

Purchase Decision

Kotler and Keller explained that purchasing decisions are purchasing decisions about which brand to get (Kotler & Keller, 2012a) . According to Kanuk a purchasing decision is the selection of an action from two or more alternative choices (Kanuk, 2012). According to Tjiptono, purchasing decisions are a process where consumers recognize the problem, look for

information about a particular product or brand and properly evaluate each alternative to solve the problem, which then leads to a purchasing decision (Fandy Tjiptono, 2015).

Product Quality

According to Kotler and Armstrong, the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes (Kotler & Gary Amstrong, 2012). Product quality is one of the main positioning means of marketers. Product quality has a direct influence on customer satisfaction.

According to Tjiptono, quality is a combination of zero and characteristics that determine the extent to which the output can meet the customer's prerequisite needs or assess the extent to which the traits and characteristics meet their needs (F Tjiptono, 2014).

According to Malau (2017) the elements that can be included to have a superior product (positive quality factors) are as follows: Good design, Advantage over competition, Physical attractiveness and Authenticity (Malau, 2017).

Brand Image

According to Kotler and Keller, brand image is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Brand image is what consumers think and feel when they hear or see the name of a brand . A better brand is also the basis for building a positive company image (Kuswibowo, 2022b). So this brand image is important for consumers in making their choice in purchasing a product (Kotler & Keller, 2012a).

Electronic Word Of Mouth

According to Kotler and Keller, marketing uses the internet to create a word of mouth effect to support marketing efforts and goals (Kotler & Keller, 2012b). According to Sugiarto, electronic word of mouth is a WOM process using internet or web media, where promotional media influences purchasing decisions (Indrasari, 2019). From the definitions above, it can be concluded that according to researchers, the definition of electronic word of mouth is the ability to drive product marketing through the discusion of consumers directly using (Innayah et al., 2022).

From the identification and formulation of the problem, the objectives of the research are:
1. To find out and analyze the influence of product quality on purchasing decisions.
2. To understand and analyze brand image on purchasing decisions.
3. To determine and analyze product quality regarding electronic word of mouth
4. To understand and analyze the brand image of electronic word of mouth.
5. To understand and analyze electronic word of mouth on purchasing decisions.

Hypothesis Development

1) The Influence of Product Quality on Purchasing Decisions

Research conducted by Norbaiti and Rahmi states that product quality has a positive and significant effect on purchasing decisions and is in line with research conducted by Khakim which states that product quality has a positive and significant effect on purchasing decisions (Khakim, 2014). Based on the results of this research, a hypothesis can be concluded, namely: H1: Product quality has a positive and significant effect on purchasing decisions.

2) The influence of brand image on purchasing decisions

Research conducted by Akbar et al (2022) states that brand image has a positive and significant effect on purchasing decisions. in line with research conducted by Somantri et al which states that brand image has a positive and significant effect on purchasing decisions

(Somantri et al., 2020). Based on the results of this research, a hypothesis can be concluded, namely: H2: Brand image has a positive and significant effect on purchasing decisions.

3) The influence of product quality on electronic word of mouth

Research conducted by Pamungkas states that product quality has a positive and significant effect on electronic word of mouth. Based on the results of this research, a hypothesis can be concluded (Pamungkas, 2022) as: H3: Product quality has a positive and significant effect on electronic word of mouth

4) The influence of brand image on electronic word of mouth

Research conducted by Pamungkas states that brand image has a positive and significant effect on electronic word of mouth (Pamungkas, 2022). Based on the results of this research, a hypothesis can be concluded, as: H4: Brand image has a positive and significant effect on electronic word of mouth

5) The influence of electronic word of mouth on purchasing decisions

Research conducted by Aropah et al states that electronic word of mouth has a positive and significant effect on purchasing decisions (Aropah et al., 2022). Based on the results of this research, a hypothesis can be concluded, namely: H5: electronic word of mouth has a positive and significant effect on purchasing decisions.

Below is the conceptual framework to make it easy to understand about this research.
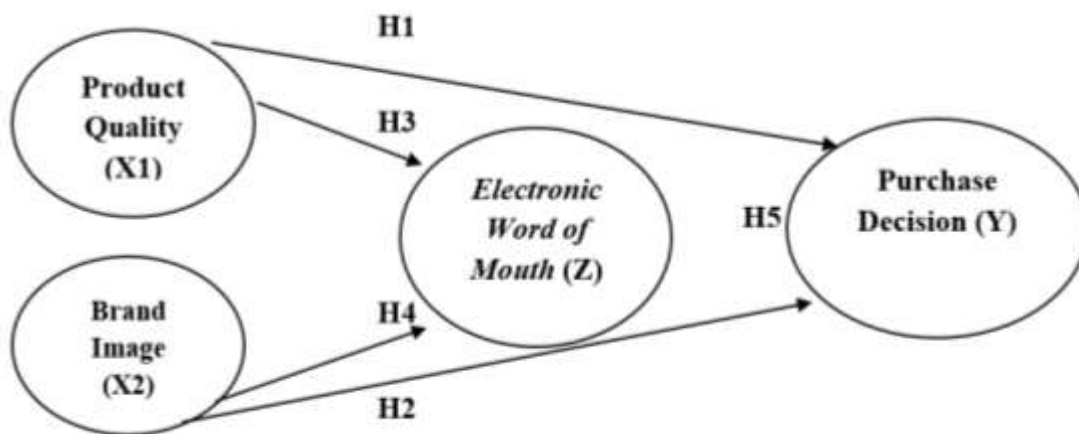
Figure 2. Conceptual Framework

2. Research Method

In this research, the author uses causal research methods. According to Sugiyono (2017) Causal research is research that aims to find out about causal relationships with the existence of independent (free) variables and dependent (bound) variables.
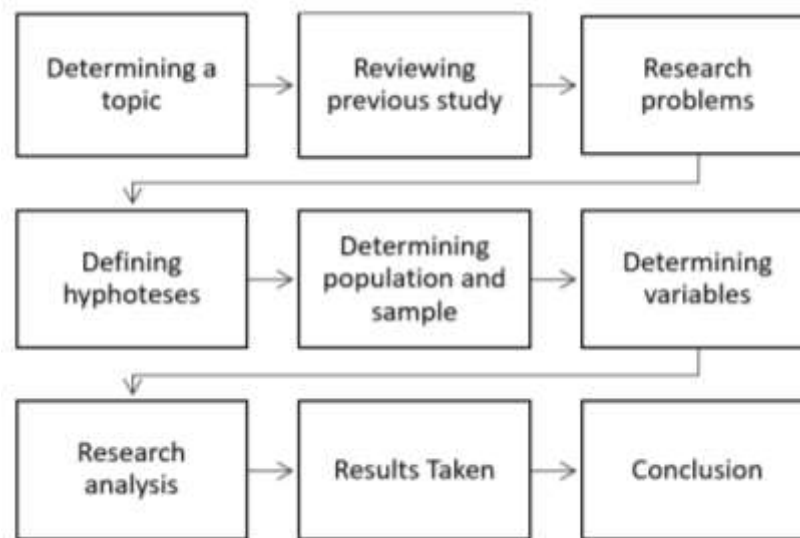
Figure 3. Research Chart Flow

The measurement scale in this study uses a Likert Scale. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2016). The target population in this research is iPhone cell phone product users in the Tangerang area.

The sampling method used in this research is Incidental Sampling, namely a sampling technique based on chance, that is, anyone who uses an iPhone cell phone product who by chance or incidentally meets the researcher can be used as a sample, if it is deemed that the person who is accidentally met is suitable as a source. data. The reason for using Incidental Sampling is because the population size is unknown and large. According to Ferdinand (2014), the appropriate sample size is between 100-200 samples. Determining a representative sample depends on the number of indicators multiplied by 5 to 10 so that the number of representative samples in this study is:

Minimum Maximum
Total Number of Indicators x 5 Total Number of Indicators x 10
31 x 5 = 175 35 x 10 = 350

Based on the calculations above, the researcher took a minimum sample size of 35 x 5 = 175 samples. This sampling technique was used to distribute questionnaires directly to respondents, namely iPhone cell phone users in the Tangerang area.

The data collection method used in this research is the Questionnaire Technique. The analytical method used in this research is the Component or Variance Based Structural Equation Model where the data processing uses the Partial Least Square (Smart-PLS) program version 3.2.8 PLS. PLS (Partial Least Square) is an alternative model to covariance-based SEM. PLS can be used to confirm theories, besides that it can be used to explain whether or not there is a relationship between latent variables.

Testing of the structural model is carried out by looking at the R-square value which is a model goodness-fit test. The testing stages of the structural model (hypothesis testing) are carried out with the following steps:

R-square value

Look at the R-square value which is the goodness-fit model test. The second test can be seen from the R square results for the endogenous latent variable of 0.67, 0.33 and 0.19 indicating that

the model is good, moderate and weak in the structural model and 0.7 is categorized as strong (Ghozali, 2014).

Goodness of Fit Model

Goodness of Fit testing of the structural model on the inner model uses the predictive-relevance value (Q^2). A Q-square value greater than 0 (zero) indicates that the model has predictive relevance value (Sugiyono, 2017).

Hypothesis Testing Results (Path Coefficient Estimates)

The estimated value for the path relationship in the structural model must be significant. This significance value can be obtained by a boostrapping procedure. To find out whether it is significant or not significant, look at the T-table at alpha 0.05 (5%) = 1.96 then the T-table is compared by T-count (T-statistics) (Mudrajad Kuncoro, 2013).

3. Results and Discussion

3.1. Results

Based on the research method that has been discussed, the next step is to test the structural model which in Partial Least Square is called the Inner Model. This test is important for analyzing the correlation between external and internal variables described in the conceptual framework (Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, 2017). The steps for testing the structural model are as follows:

The table below is the R-square value which is the goodness of fit model test as shown in Figure 4 and Table 1 below:
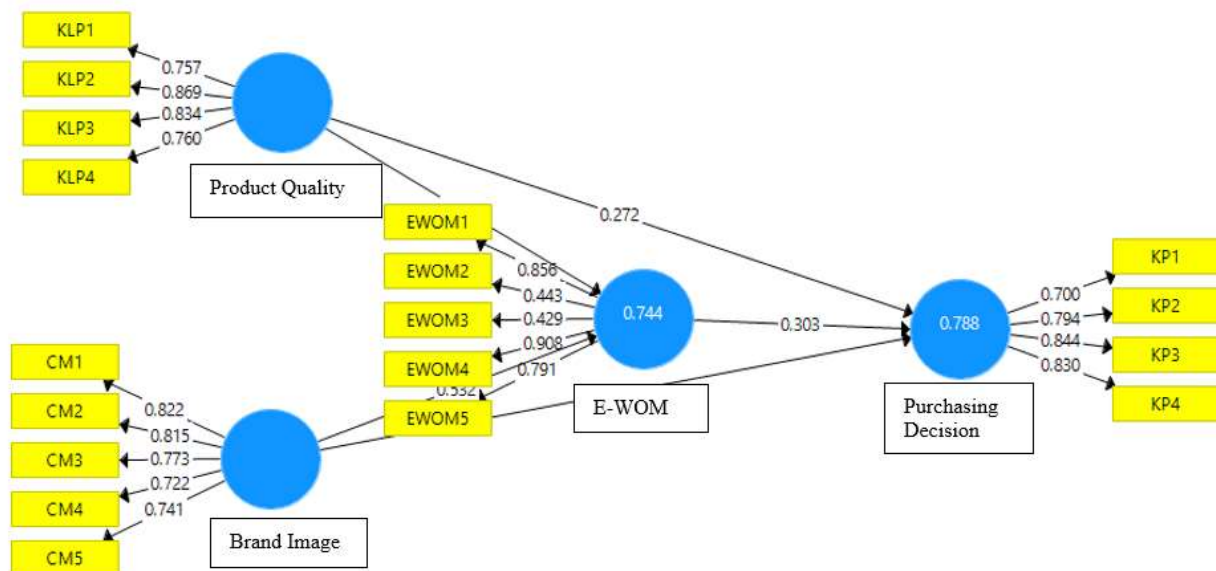
Source: Output PLS, 2023

Figure 4. Bootstrapping

**Table 1. Test Results R-Square (R^2)**

Remarks	R Square	R Square Adjustment
Electronic Word of Mouth	0.744	0.739
Purchase Decision	0.788	0.781

Source: Processed data, 2023

The structural model indicates that the model for the purchasing decision variable can be said to be strong because it has a value above 0.67. The model of the influence of exogenous latent variables (product quality, brand image) on purchasing decisions provides R-square values of 0.744 and 0.788 which can be interpreted as 74.4% and 78.8, while 21.2% is explained by other variables outside those studied.

a. Hypothesis Testing Results (Path Coefficient Estimates)

The estimated value for the path relationship in the structural model must be significant. The significance value for this hypothesis can be obtained using the boostrapping procedure. See the significance of the hypothesis by looking at the parameter coefficient values and the T-statistic significance value in the boostrapping report algorithm. To find out whether it is significant or not significant, look at the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistics).
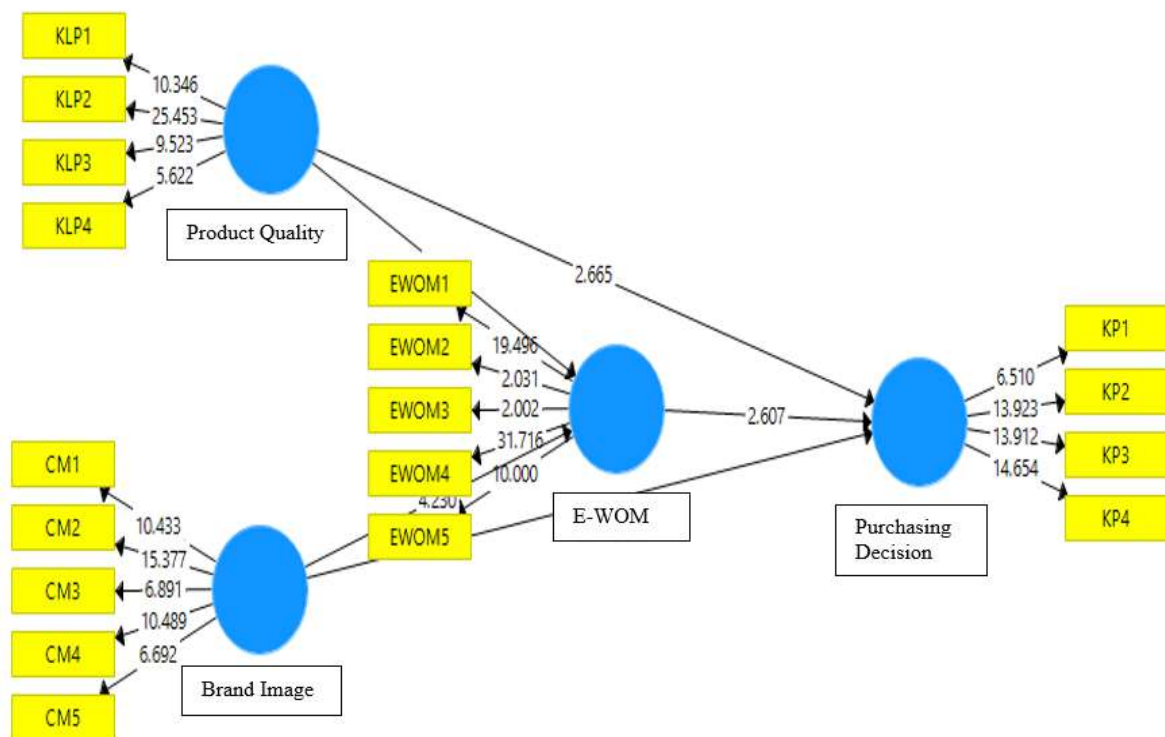
Source: Output PLS, 2023

Figure 5: Boostrapping

Table 2: Boostrapping Test Results

Description	Original Sample	T-Statistic	P Values
Brand Image > E-WOM	0.532	4.230	0.000
Brand Image > Purchase Decision	0.361	3.341	0.001
E-WOM > Purchase Decision	0.303	2.607	0.009
Product Quality > E-WOM	0.359	2.584	0.010
Product Quality > Purchase Decision	0.272	2.665	0.008

Source: Processed Data, 2023

3.2. Discussion

Based on the first hypothesis test in this research, the T-Statistic result was 2.584, the original sample value was 0.359 and the p-value was 0.010. This means that the first hypothesis is accepted, product quality has a positive and significant effect on electronic word of mouth.

Based on the second hypothesis test in this research, the T-Statistic result was 4.230, the original sample value was 0.532 and the P-Value was 0.000. This means that the second hypothesis is that brand image has a positive and significant effect on electronic word of mouth.

Based on the third hypothesis test in this research, the T-Statistic result was 2.665, the original sample value was 0.272 and the P-Value was 0.008, meaning that the third hypothesis was accepted, product quality had a positive and significant effect on purchasing decisions.

Based on the fourth hypothesis test in this research, the T-Statistic result was 3.341, the original sample value was 0.361 and the P-Value was 0.001, meaning that the third hypothesis was accepted, brand image has a positive and significant effect on purchasing decisions.

Based on the fifth hypothesis test in this research, the T-Statistic result was 2.607, the original sample value was 0.303 and the P-Value was 0.009, meaning that the third hypothesis was accepted, word of mouth had a positive and significant effect on purchasing decisions.

4. Conclusion

From this study, we can understand that product quality has a positive and significant effect on electronic word of mouth, brand image has a positive and significant effect on electronic word of mouth, product quality had a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions and electronic word of mouth had a positive and significant effect on purchasing decisions. So from this, it's strongly recommended to Apple or any other company in electronic industry that they have to maintain their quality of product and brand image so they can keep their electronic word of mouth among their users in order to increase their sales performance.

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