



# THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE DECISION THROUGH BRAND IMAGE AND WORD OF MOUTH AS MEDIATING VARIABLES ON OPPO SMARTPHONE CONSUMERS IN MALANG CITY

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## Abstract

*Humans as social creatures certainly need interaction with other humans, in this modern era there are many ways for humans to communicate with each other, one of which is using smartphones. In this study, we will discuss how consumer behavior in making purchases of Oppo smartphones. The research method used in this study is a quantitative method. The partial least square (PLS) data analysis method is used in this investigation. PLS is a structural equation modeling (SEM) model that uses a component-based or variance-based approach. From the results of the Bootstrapping analysis, all hypotheses were obtained with a P-value below 0.05 which means that all hypotheses were accepted. The results of this analysis also show that the Brand Image and Word of Mouth variables are able to mediate the influence of product quality on purchase decisions.*

**Keywords:** *Product Quality, Purchase Decision, Brand Image, Word of Mouth*

## 1. INTRODUCTION

The existence of technology in the current era is very closely related to humans, Technology has occasionally developed so quickly that it is now a vital necessity for human life. Current technological developments have improved the lifestyle of people in general. Humans are created to complement each other, this is what encourages humans to be able to make it easier to communicate such as communication functions in office work. The communication tools used are getting more sophisticated along with the development of the modern world. These days, technology permeates practically every part of existence. There is technology present in almost every daily human action. In today's world, telecommunication technology is a crucial area of technology. There are many types of communication tools, for example landlines, smartphones or can be via the internet (chat, e-mail). Smartphones are not a luxury item for people at this time, because almost all people have smartphones. People are more interested and use smartphones more than other communication tools.

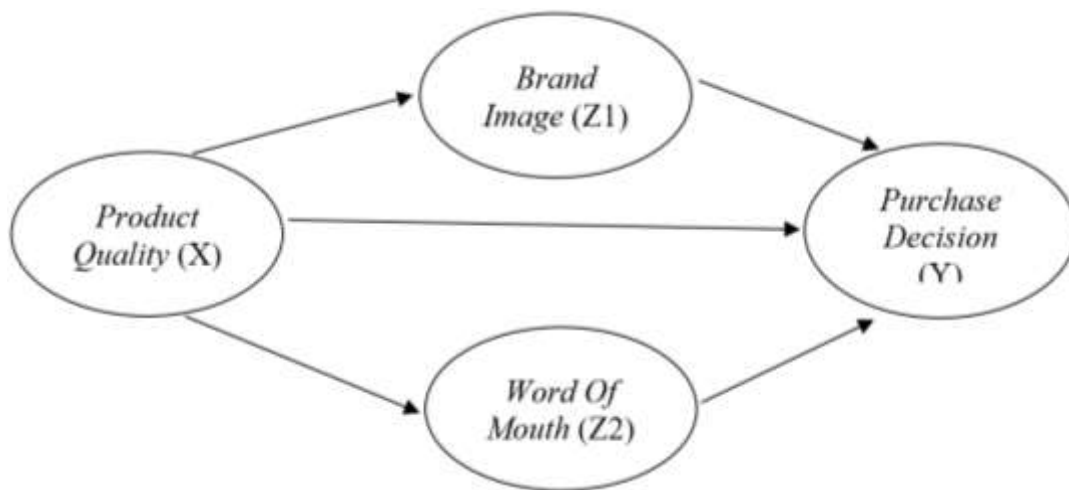
In addition to communication tools in today's era, smartphones also have a great influence in the business world. (Kurniawati et al., 2021) In their research, they found that the use of Android-based applications can make it easier for MSME actors to carry out their business through digital marketing. With the increasing human need to use smartphones that suit their needs, prospective consumers must be smart in choosing the right smartphone. This study will analyze the use of Oppo smartphones in Malang City, Malang City itself smartphone market share is very closely related to students. There are many favorite universities in Malang City, there are also many students from outside the region who study in Malang City, although not a few indigenous people or Malang residents themselves use Oppo smartphones. Therefore, Malang City is one of the largest Oppo market shares in Indonesia. In marketing, the role of purchasing decisions is an important process in choosing a product, goods or services and it has gone through several stages. Decision Theory According to (Mintzberg et al., 1998) The purchasing decision process has been broadly defined as a dynamic set of actions and factors that begin with the identification of stimulus for action and end with commitment. In addition to the Purchase Decision variable supporting in this study is Product Quality, the capacity of a thing to carry out its intended functions is its quality, including the

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capacity, durability, reliability, and valuable attributes of the overall product (Kotler & Armstrong, 2012). Product quality is also the ability of the product to meet consumer needs or preferences (Nilsson & Öström, 2005). Then there is the issue of branding: Every product on the market has a distinct consumer perception that marketers have purposefully cultivated to set it apart from rivals. (Kotler & Keller, 2016a). One way to conceptualize branding is as a connection that people have when they think about a specific brand. And the last one is word of mouth. The meaning of word of mouth is the dissemination of information from one person to another through oral communication. Telling a story between two or more people is the most common form of verbal communication, whether it's telling stories about things that are really happening or things that aren't real. according to (Qadhafi, 2017) Word of Mouth is a behavior carried out by consumers by providing information to other consumers about products, services or brands.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

**2. LITERATURE REVIEW**

**2.1 Purchase Decisions**

According to (Prasad et al., 2017) Purchase decisions are determined in terms of purchase intent and loyalty as post-purchase behavior. Use of the customer purchase decision process according to a (Hutter et al., 2013) that starts with the intention to buy A purchasing choice is the result of an integration process that blends knowledge to assess multiple options or behaviors and select one. (Fortunata & Toni, 2020). Purchase decisions made by consumers also vary according to the behavior of purchase decisions. (Kotler & Keller, 2016b) The purchase decision stage by recognizing the problem (Need Recognition) When a buyer perceives a need or problem, the buying process starts. The buyer feels the gap between the situation he desires and the reality; this need can be sparked by both internal and external stimuli, (Repurchase or Information search) Consumers who are influenced by stimuli will try to find more information.

The number of searches carried out depends on the intensity of the drive, the amount of additional information, and the level of satisfaction with the search for that information. Alternative evaluation (Purchase Behavior). Some approaches consider processes that are cognitive-oriented, meaning they take the form of consumers. The product is mainly based on awareness and proportion, the purchase decision at the evaluation stage, the consumer forms a preference for the brand, the brand in the series of choices The consumer will modify his purchase



intention more if others have a worse attitude and are more negative in general. In the other direction, if there is someone who also enjoys a particular brand, the buyer's liking for that brand will increase.

## 2.2 Product Quality

The influence of product quality on the purchasing decision process is very close. Anything that can be put on the market to be seen, acquired, utilized, or consumed in order to fulfill the requirements or desires of customers is referred to as a product. (Kotler & Keller, 2012). Product quality can be defined as the ability of a product to carry out its functions and benefits which include the durability of the product, the suitability of the product's function, the appropriateness of the product produced or not, as well as the ease of carrying out product operations and improvements and several other attributes (Kotler & Keller, 2012). There are several benchmarks for product quality (Kotler & Keller, 2016b) 1) Performance, of the operating characteristics of the main product, 2) Features, characteristics of the product designed to improve the functionality of the product or increase consumer interest in the product, 3) Conformity with specifications, 4) Durability, related to how long the product can be used, 5) The likelihood that a product will function successfully or unsatisfactorily during a specific time frame is known as reliability. The product will be more dependable the less likely it is to break down. 6) Aesthetics, namely the attractiveness of a product.

## 2.3 Brand Image

According to (Kotler & Armstrong, 2012) A brand definition is a name, sign, symbol, design, or combination that identifies a person's or company's products or services, which distinguishes them from competitors' products. Numerous outside variables have an impact on the company's image. Three elements make up an effective image: First, it strengthens the characteristics and value of the product offered. Second, convey your personality in a different way so as not to be confused with competitors. Third, It offers more than simply a mental picture; it gives emotional strength. The image needs to be spread by the media and existing brand associations in order to be effective. Symbols, written and visual media, atmosphere (physical space), events (activities), and staff behavior are a few examples of how messages must be conveyed.

## 2.4 Word of Mouth

As stated by (Qadhafi, 2017) Word of Mouth is a behavior carried out by consumers by providing information to other consumers about products, services or brands. The definition of Word of Mouth (WOM) according to (Harahap, 2013) It is interpreted as a form of conversation between one person and another about a product or service where when conveying the message is not realized by the informant or the recipient of the information. According to (Joesyiana, 2018) explains that word-of-mouth (WOM) is an oral communication that tries to enlighten people both individually and in groups about how a product or service is perceived. Word of Mouth (WOM) can be used as a strategy in building consumer trust in consumer decisions to use products or services.

According to (Harsasi, 2006) Word of Mouth (WOM) by its nature can be divided into 2 types. 1) WOM Negative, is a negative form of Word of Mouth (WOM). This type of Word of Mouth (WOM) can jeopardize a company's success. This is said to be dangerous for the company because, dissatisfied consumers will spread their dissatisfaction to others. 2) Word of Mouth (WOM) positive is a type of Word of Mouth (WOM) that is useful for the company and the opposite of Word of Mouth (WOM) which has a negative nature. Positive WOM has an impact and effect on purchase decisions. With the existence of a positive Word of Mouth (WOM), the company benefits. This is because information about the products they make can be spread well.

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**3. RESEARCH METHODS**

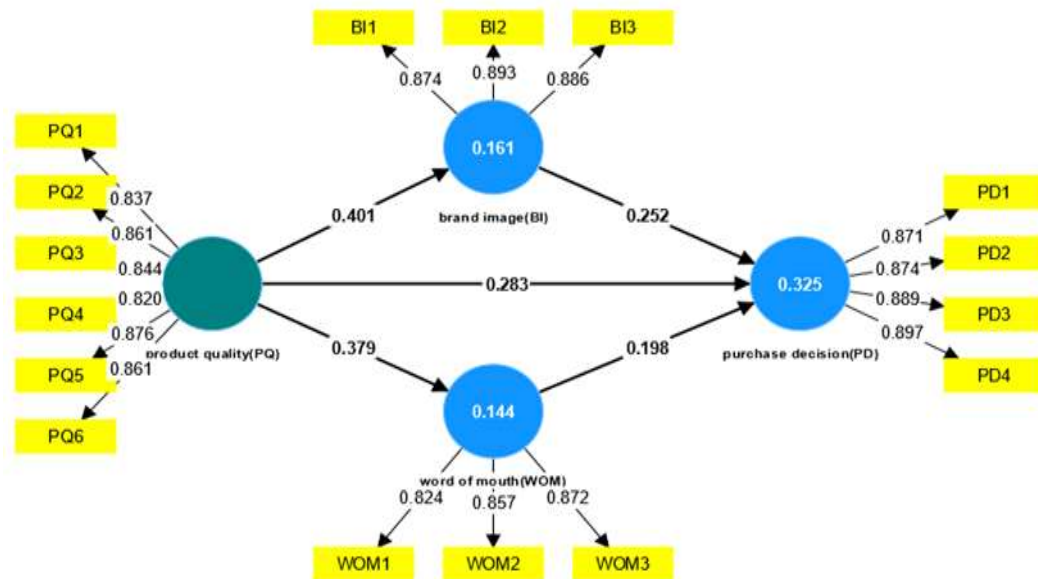
**3.2 Type of Research**

Quantitative research methodology was employed in this study. This research involves effective testing with numerical data results. Quantitative research is research that tests objective theories by analyzing the relationship between variables (Creswell, 2013). This research is descriptive and explanatory, namely describing the influence between research variables. The term "description" refers to the explanation and analysis of research variables, including brand (Z2), word-of-mouth (Z1), product quality (X), and purchase decision variable (Y). Explanatory, on the other hand, refers to the use of hypotheses to find causal relationships between research variables. The direct relationship between product quality (X) and purchase decisions (Y) as well as the indirect relationship between product quality (X) and purchase decisions (Y) through brand image (Z1) and word of mouth (Z2) to buyers who use Oppo in the city of Malang constitute the causal influence.

**3.2 Sample of Research**

The sampling method in this study is sampling probability. Primary data in the form of a survey from the questionnaire was processed using PLS. The questionnaire used used a Likert scale distributed to 227 respondents. PLS is a Structural Equation Modeling (SEM).

**4. RESULTS AND DISCUSSIONS**



**Figure 2. Results PLS-SEM Algorithm**

**4.1 Path Coefficient**

The Path coefficient illustrates the importance of the influence between the constructions. The path coefficient's sign needs to line up with the presumptive theory. The Path coefficient's significance can be evaluated by examining the results of the t (critical ratio) test, which is derived from the bootstrapping procedure (sampling method).





#### 4.2 R-Square

R-Square is a metric that quantifies the percentage of variation in the endogenous variable's value that can be accounted for by the exogenous variable that influences it. This is useful for predicting whether the model is good or bad (Imam Ghozali & Hengky Latan, 2015). R-Square criteria according to (Imam Ghozali & Hengky Latan, 2015). are as follows:

- a) If the value of R<sup>2</sup> (adjusted) = 0.75 then the model is substantial.
- b) If the value of R<sup>2</sup> (adjusted) = 0.50 means the model is medium.
- c) If the value of R<sup>2</sup> (adjusted) = 0.25 then the model is weak

**Table 1**  
**R-Square**

Variable	R-Square
Purchase Decision	0.325
Brand Image	0.161
Word Of Mouth	0.144

**Source: Data Processed with Smart PLS, 2024**

The conclusion from the purchase decision variable's R-squares value, as determined by the r-square value test above, is 0.325, or 32.5%. This demonstrates that the variables of product quality, brand perception, and word-of-mouth account for 32.5% of the variance in the purchase decision. The brand image variable's R-squares value is thus 0.161. This demonstrates that the product quality variable of or 16.1% may explain the brand image variable. Additionally, the word-of-mouth variable's R-squares value is 0.144, or 14.4%. This demonstrates that the product quality variable can account for the brand image variable. While factors not covered in this study account for the remainder.

#### 4.3 F-Square

In this study, the value of F Square is used to assess how an exogenous variable affects endogenous variables. According to (Ghozali & Latan, 2015). an exogenous variable is classified as small if its F Square value is less than 0.02, as medium if it is less than 0.15, and as large if it is more than 0.35. To determine the F Square value, the following data processing was done utilizing smartPLS analysis.

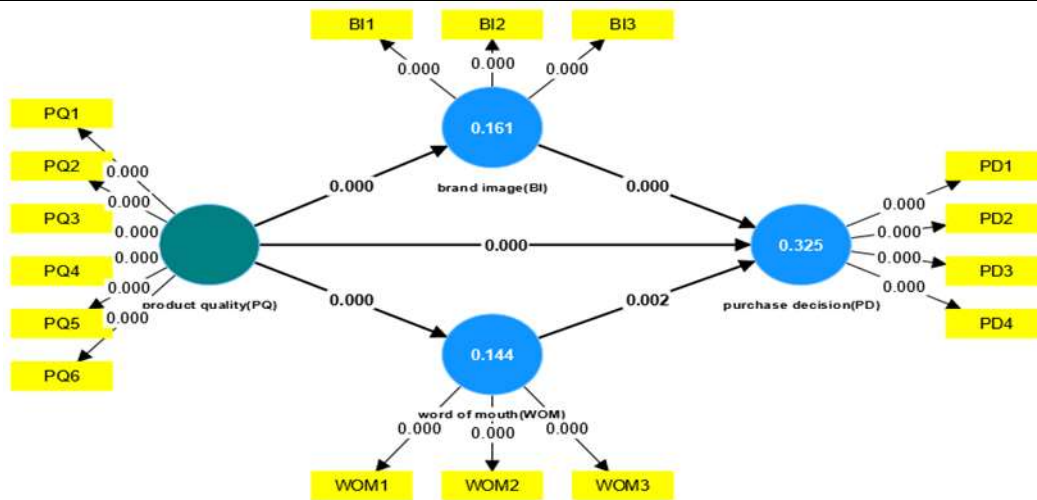
**Table 2**  
**F-Square**

Variabel	Brand Image	Purchase Decision	Product Quality	Word Of Mouth
Brand Image		0.071		
Purchase Decision				
Product Quality	0.192	0.093		0.168
Word Of Mouth		0.045		

**Source: Data Processed with Smart PLS, 2024**

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**Figure 3. Bootstrpaing**

**4.4 Direct and Indirect Effect**

The purpose of direct influence analysis is useful to test the hypothesis of the direct influence of a variable that affects (exogenous) to the variable that is affected (endogenous) (Imam Ghozali & Hengky Latan, 2015). Probability/significance value (P-Value):

- a) If the P-Values < 0.05, it is significant.
- b) If the P-Values > 0.05, it is not significant

**Table 3  
Direct and Indirect Effect**

Hypothesis	Path Coefficient	P-value
Product Quality -> Purchase Decision	0,283	0,000
Product Quality -> Brand Image	0,401	0,000
Product Quality -> Word Of Mouth	0,379	0,000
Brand Image -> Purchase Decision	0,252	0,000
Word Of Mouth -> Purchase Decision	0,198	0,002
Product Quality -> Brand Image -> Purchase Decision	0,101	0,003
Product Quality -> Word Of Mouth -> Purchase Decision	0,075	0,011

**Source: Data Processed with Smart PLS, 2024**

The discussion of the direct influence value in table 3 above is as follows:

1. The Influence of Product Quality on Purchase Decision on Oppo Smartphone Consumers in Malang City  
 Product quality has a favorable and substantial influence on consumers' decisions to buy Oppo smartphones in Malang City. Table 3 provides an explanation of the path coefficient, which is 0.283 with a p value of 0.000, supporting the acceptance of H1. Backed by research (Rosanti et al., 2021), (Sari et al., 2022) which results in Purchase decisions are positively and significantly impacted by product quality. After carrying out the distribution of the questionnaire, it was found that they made a purchase decision on Oppo smartphones because they have excellent product quality, according to Oppo consumers in the city of Malang Oppo products have



features and functions that suit their needs and are useful for use in the daily lives of consumers, besides that Oppo smartphones also have a good design and quality that can be accepted by all groups.

2. **The Influence of Product Quality on Brand Image in Oppo Smartphone Consumers Malang City**  
The relationship between brand image and product quality is favorable and substantial on Oppo smartphone consumers in Malang City. Table 3 explains that the route coefficient is 0.401 and the P value is 0.000, indicating that H2 is acceptable. The results of this study are supported by research (Saraswati & Giantari, 2022), (Widiastiti et al., 2020) which states that there is a positive and significant influence between product quality and Brand Image. Based on the observation results, Oppo smartphone products are very durable and can last for several years because Oppo smartphone products are made of quality materials and are also easy to use without reducing the reliability of these functions, besides that Oppo smartphones are very rarely found defects in their products. So with excellent quality will form a very good brand image in the eyes of consumers and the public, because good quality will form a brand that is increasingly recognized and demanded by consumers based on personal experience or other people who have used Oppo smartphone products in Malang City.
3. **The Influence of Product Quality on Word Of Mouth on Oppo Smartphone Consumers in Malang City**  
Product quality and word-of-mouth are positively and significantly correlated among Oppo smartphone users in Malang City. Table 3 provides an explanation of the path coefficient, which is 0.379 with a P value of 0.000, supporting the acceptance of H3. The results of this study are supported by research (Pranandha & Kusumadewi, 2022). (Pranastiti, 2012) It claims that word-of-mouth and product quality are positively correlated. It is clear from the distribution of the questionnaire that the product quality of Oppo smartphones is excellent, based on the results of the survey given to the participants. The study discovered that although customers frequently compliment Oppo smartphone devices, there is still room for improvement in terms of performance, features, specification compliance, durability, reliability, and aesthetics. The good quality of the Oppo Malang City product will make WOM positive among the people of Malang City about Oppo Malang City smartphone products.
4. **The Influence of Brand Image on Purchase Decision on Oppo Smartphone Consumers in Malang City**  
Customers of Oppo smartphones in Malang City show a significant relationship between Brand Image and Purchase Decision. Table 3 explains that the path coefficient is 0.252 and the P value is 0.000, which means that H4 is accepted. The results of this study are supported by research (Selviasari et al., 2023). research result (Rukman et al., 2023) The average consumer is attracted to a company because of its brand image. Both in terms of company image, user image and product image. Based on the results of the research conducted, it is known that brand image has a direct influence on purchase decisions, according to consumers in the city of Malang Oppo smartphones are suitable for use by all groups both in terms of age, work, and income of each consumer because Oppo smartphones are able to compete with other brands whose prices are far above it, in addition to the popularity of Oppo itself is very good as one of the mobile phone companies.
5. **The Influence of Word Of Mouth on Purchase Decision on Oppo Smartphone Consumers in Malang City**  
Word-of-mouth has a favorable and substantial impact on Oppo smartphone buyers' purchase decisions in Malang City. Table 3 provides an explanation of the path coefficient, which is 0.198 with a P value of 0.002, supporting the acceptance of H5. Backed by research a (Wahyudi et al., 2023). (Erlitna & Soesanto, 2018) stated that Word of Mouth has a positive and significant effect on purchasing decisions because WOM is a natural promotion so that it is accepted by the community. From the results of this study, Word of Mouth has a significant influence on

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Purchase Decisions so that it can be concluded that the high decision to purchase the HP Oppo brand in the city of Malang is one of the factors is the creation of a positive Word of Mouth among the people of Malang. Consumers in Malang City before making a purchase decision get recommendations from family, friends, relatives and others to buy Oppo smartphones and also get clear information about how good the specifications of Oppo smartphone products are.

6. The Impact of Product Quality on Purchase Decision with Brand Image as mediating variable on Oppo Smartphone Consumers in Malang City

Product quality has an indirect impact on consumers' decisions to buy Oppo smartphones in Malang City through brand image. The path coefficient of Product Quality to the Purchase Decision through Brand Image is 0.101 with a P value of 0.003, as shown in Table 3, which supports the acceptance of H6. Backed by research a (Maia et al., 2023). believes that brand image is the perception of a brand that is reflected in the brand association in the consumer's memory. Therefore, good product quality will create a good image and bring a positive reaction for consumers to make a purchase decision. Based on the results of the questionnaire distribution to consumers in the city of Malang, the quality of Oppo smartphones is very good because it has an easy-to-remember logo, has an elegant and innovative appearance and can be used by all groups, a good image that is embedded in the minds of the people of Malang City so that they make a purchase decision on an Oppo smartphone.

7. The Impact of Product Quality on Purchase Decisions Made by Oppo Smartphone Users in Malang City through Word of Mouth

Product quality has an indirect impact on consumers' decisions to buy Oppo smartphones in Malang City through word-of-mouth. With a P value of 0,011 and a path coefficient of 0,075 from the product quality to the purchase decision through word of mouth, table 3 explains why H7 is approved. The results of this study are supported by research (Arif & Siregar, 2021). (Qadhafi, 2017) Word of Mouth is a behavior carried out by consumers by providing information to other consumers about products, services or brands. Judging from the distribution of questionnaires, the average public gets information about the good quality of Oppo smartphone products from other people, both from family, friends, relatives, and strangers and then recommends buying products from Oppo smartphones.

## **5. CONCLUSIONS**

The following conclusions can be made in light of the analysis and debate that were conducted in the preceding chapter:

1. The results of the study, it can be seen that there is a positive and significant influence between product quality and purchase decisions. This means that the higher the quality of a company's products, the higher the purchase decision in Malang.
2. The study's findings indicate that there is a strong and positive correlation between brand image and product quality. This means that the higher the product quality owned by a company, the higher the brand image obtained by Oppo smartphones in Malang City.
3. Based on the results of the study, it shows that there is a positive and significant influence between product quality and word of mouth, the better the product quality owned by an Oppo company, the better the word of mouth in Malang City.
4. The results of the study, it can be seen that purchasing decisions are positively and significantly impacted by brand image. This means that the better the brand image on the Oppo smartphone, the greater the purchase decision in Malang City.
5. Based on the results of the study, it is shown that there is a positive and significant influence between word of mouth on purchase decisions. This means that the better





the Word of Mouth owned by the Oppo smartphone, the better it will increase the decision to buy an Oppo smartphone in Malang City.

6. The study's findings indicate that, through brand image, product quality significantly and favorably influences consumers' decisions to buy. This means that the better the product quality of Oppo smartphones will provide a positive brand image and can increase Oppo smartphone purchase decisions in Malang City.
7. Product quality has a positive and significant effect on purchase decisions through word of mouth in consumers of Oppo smartphone products. This means that the higher the word of mouth on Oppo due to product quality, the higher the purchase decision of Oppo smartphone products in Malang City.

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