



## ANTASEDEN OF INTEREST IN BUYING ANDROID IN STUDENTS

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### ABSTRACT

The purpose of this study was to determine and analyze the effect of price and brand image on interest in buying Iphone 12 in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. The approach used in this study is an associative approach. The population in this study were 4,175 students from the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, while the sample in this study used the slovin formula as many as 98 people. Data collection techniques in this study used interview techniques, documentation studies, observation, and questionnaires. The data analysis technique in this study uses Multiple Linear Regression Test, Hypothesis Testing (T Test and F Test), and Coefficient of Determination. Data processing in this study used the IBM SPSS Statistic 23 software program.

**Keywords: Price, Brand Image and Buying Interest**

### PRELIMINARY

There are several factors that influence consumer buying interest, both internal factors / within consumers or external influences, namely external stimuli carried out by business actors (companies), where in companies or business actors must be able to identify consumer behavior in relation to making a purchase.

One that affects consumer buying interest is the price which in research (SMANasution, 2017) proves that price has a positive or significant influence on buying interest, where high buying interest can be formed by the price offered by service or product providers.

To be able to influence consumer buying interest, the company must improve its brand image as a whole, because "a strong condition of a brand is brand image". The stronger the brand image in the customer's mind, the stronger the customer's confidence to remain loyal or loyal to the product he bought so that it can make the company continue to benefit from time to time.

Table 1.1  
 Smartphone Sales Data 2020

| Company      | 3Q20 Shipments | 3Q20 Market Share | 3Q19 Shipments | 3Q19 Market Share | YoY Growth   |
|--------------|----------------|-------------------|----------------|-------------------|--------------|
| Samsung      | 10.3           | 35.6%             | 11.0           | 35.8%             | -6.9%        |
| Apple        | 8.2            | 28.5%             | 8.1            | 26.4%             | 1.1%         |
| Xiaomi       | 3.7            | 12.8%             | 1.5            | 4.8%              | 151.6%       |
| Huawei       | 2.5            | 8.8%              | 6.2            | 20.0%             | -58.7%       |
| OPPO         | 0.9            | 3.1%              | 0.1            | 0.4%              | 566.2%       |
| Others       | 3.2            | 11.1%             | 3.9            | 12.6%             | -17.8%       |
| <b>Total</b> | <b>28.8</b>    | <b>100%</b>       | <b>30.8</b>    | <b>100%</b>       | <b>-6.5%</b> |

Source: IDC Worldwide Quarterly Phone Tracker, November 2020

From the smartphone sales data above, it can be seen that Apple is in the top 2 most purchased by consumers, when viewed from the sector, the price offered by Apple on its iPhone products is relatively high compared to its competitors. With a scope in Indonesia, which can be said to be very competitive in the smartphone market, conditions like this must have a certain effect on the consumers they are targeting with alternative products offered from other brands.

It is very important for companies to maintain a positive image attached to the company's brand, because brand image is very influential on consumer buying interest. Brand image is a guarantee of product quality and the brand can also be an added value when consumers buy a product.

In terms of price and brand image that makes anyone who uses and sees an iPhone, it has privileges for people who see it so that many students want to have it so that it creates interest in buying an iPhone.

## LITERATURE REVIEW

### Buying Interest

Buying interest can be interpreted with loyalty. The buying interest referred to in this study is the consumer's buying interest in the company. Where consumers buy a product or service from a company, then the consumer is loyal (loyal) to the company's product or service. According to (Kotler & Keller, 2019, p. 153) Purchase interest is a deeply held commitment to buy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch.

(Hasan, 2013, p.81) states that consumer buying interest is one of the core goals pursued in modern marketing, this is because with buying interest it is expected that the company will get long-term benefits. Consumer buying interest as a more reliable measure to predict sales and financial growth compared to consumer buying interest (Setiawan, 2011, p. 24).

From some of the definitions above, it can be concluded that buying interest is a customer who is loyal to the products sold by the company so that these consumers will not switch to other products.

### Price

Customers are very dependent on price as an indicator of the quality of a product,



especially when they have to make purchasing decisions while the information they have is incomplete. Several studies show that customer perceptions of product quality change with changes in price. As for another concept that shows that if the price of an item purchased by a customer can provide very satisfactory results, it can be said that the company's total sales will be at a satisfactory level, can be measured in rupiah values, so that it can create subscriptions.

According to (Farisi & Siregar, 2020) Price is the value of an item that can be expressed in money. So the definition of price is a basic measurement tool of an economic system because prices affect the allocation of factors of production. Meanwhile (MFR Nasution & Yasin, 2014) states that price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. Although pricing is an important issue, there are still many companies that are less than perfect in handling pricing.

Another opinion (Handoko, 2017) states that price is one of the important attributes evaluated by consumers so that company managers need to really understand this role in influencing consumer attitudes. (Lubis, 2015) Price is the amount of compensation (money or goods, if possible) needed to obtain a number of combinations of goods or services.

Meanwhile, according to (Arianty et al., 2016) price is something that must be given to customers to get the advantages offered by the company's marketing mix. (Dharmmesta, 2018, p. 147) usually marketers set prices for a combination of: specific goods/services that are the object of the transaction, a number of complementary services, the benefits of satisfying the needs provided by the product concerned.

Based on the above understanding, the author can conclude that the price is a value listed on a product that will be marketed to customers.

## Brand Image

In purchasing decisions, Brand Image is one of the important factors to make a purchase, with the existence of a brand image, customers can distinguish between a product and other products and can decide whether to make a purchase or not.

According to (Tobing & Bismala, 2015) brand image is a positive impression of a product that sticks in the minds of consumers because the product has its own characteristics or characteristics that are different from products from other companies.

(SMA Nasution, 2017) states that Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. Brand image of the brand against the brand associated with attitudes in the form of beliefs and preferences for a brand, will be more likely to make a purchase.

(AE Nasution, 2018) states that brand image is a picture or view of consumers about a product, place or company brand. The brand is not only able to work optimally and deliver the promised performance but also must be able to understand consumer needs, carry the values desired by consumers and also meet the individual needs of consumers who will contribute to the relationship with the brand. Second, the perception formed by the company of the brand through various forms of communication, such as advertising, promotion.

## RESEARCH METHODS

This research was conducted on students of the Faculty of Economics and Business UMSU Jl. Mukhtar Basri no. 3, The research time is from February to completion.

(Astuty, 2018) states that the population is the sum of the total object characteristics to be estimated, the population used in this study is all students of FEB UMSU. So that the

population in this study amounted to 4175 people, where this research was carried out in June 2021.

According to (Sugiyono, 2018, p.116) "The sample is part of the number and characteristics possessed by the population". The sampling method used the Slovin method with a total sample of 98 FEB UMSU students.

$$\begin{aligned} \text{Where } n &= n / 1 + n(e)^2 \\ n &= 4175 \\ 1+4175 (0.1 \times 0.1) \\ n &= 4175 \\ 1 + 4175 (0.01) \\ n &= 4175 \\ 1+41.75 \\ n &= 4175 = 98 \text{ Students/i} \\ &42.75 \end{aligned}$$

**RESEARCH RESULTS AND DISCUSSION**

**T-Test Results (Partial Test)**

The test of the relationship between the independent variables (X1) Price and (X2) Brand Image on the dependent variable (Y) Buying Interest can be seen in the following table:

**Table 4.1. Partially Significant Test (t Test)**

|       |                  | Coefficients <sup>a</sup>   |            |                           |       |      |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                  | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
| Model |                  | B                           | Std. Error | Beta                      | t     | Sig. |
| 1     | (Constant)       | 31,712                      | 3,903      |                           | 8.126 | ,000 |
|       | Price (X1)       | 0.075                       | ,103       | 0.075                     | 2,730 | ,007 |
|       | Brand Image (X2) | ,072                        | ,102       | ,072                      | 2,709 | ,000 |

a. Dependent Variable: Buying Interest

Source: Data Processed by IBM SPSS 23 (2021)

1) Effect of Price (X1) on Purchase Intention (Y)

Based on the t-test table data above, it can be seen that the acquisition of coefficients values:  $t_{count} = 2,730$   $t_{table} = 1,985$

With decision making criteria:

- Ho rejected if :  $t_{count} > t_{table}$  or  $- t_{count} < - t_{table}$  at  $\alpha = 5\%$ ,
- Ho accepted if:  $t_{count} \leq t_{table}$  or  $- t_{count} \geq -t_{table}$

Based on the test results above, the price variable (X1) obtained  $t_{count}$  of 2.730 with a significant value of 0.007 while the value of the provisions for 98



samples t-table was 1.985 with a significant value of 0.05. In conclusion,  $t_{count} 2.730 > t_{table} 1.985$  with a significant value of  $0.007 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted which means that partially Price (X1) has a positive and significant effect on Buying Interest (Y) on Iphone 12 at Faculty of Economics and Business Students Muhammadiyah University of North Sumatra.

## 2) The Effect of Brand Image (X2) on Purchase Intention (Y)

Based on the t-test table data above, it can be seen that the acquisition of coefficients values:  $t_{count} = 2,709$   $t_{table} = 1,985$

With decision making criteria:

- $H_0$  rejected if :  $t_{count} > t_{table}$  or  $- t_{count} < - t_{table}$  at  $\alpha = 5\%$ ,
- $H_0$  accepted if:  $t_{count} \leq t_{table}$  or  $- t_{count} \geq -t_{table}$

Brand Image (X2) obtained  $t_{count}$  of 2.709 with a significant value of 0.000 while the value of the provisions for 98 samples  $t_{table}$  of 1.985 with a significant value of 0.05. In conclusion,  $t_{count} 2.709 > t_{table} 1.985$  with a significant value of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted, which means that partially Brand Image (X2) has a positive and significant effect on Buying Interest (Y) on Iphone 12 in students of the Faculty of Economics and Business University of Muhammadiyah North Sumatra.

## F Test Results (Simultaneous Test)

Substantial hypotheses in this study are: Price (X1), and Brand Image (X2) have an effect on the Purchase Interest variable (Y). In order to perform statistical testing, the substantial hypothesis is converted into statistical hypotheses as follows:

**Table 4.2. Simultaneous Significant Test (F Test)**

| ANOVA <sup>a</sup> |            |                |    |             |        |           |
|--------------------|------------|----------------|----|-------------|--------|-----------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.      |
| 1                  | Regression | 2,998          | 2  | 1,499       | 13,545 | ,000<br>b |
|                    | Residual   | 261,502        | 95 | 2,753       |        |           |
|                    | Total      | 264,500        | 97 |             |        |           |

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Brand Image, Price

Source: Data Processed by IBM SPSS 23 (2021)

$F_{table} = Df_1 = k - 1 = 3 - 1 = 2$ ,  $Df_2 = nk - 1 = 98 - 2 - 1 = 95$  is 3.94,  $F_{count} = 13,545$

a.  $F_{count} > F_{table} = H_0$  is rejected, significant level is 0.05 (Sig.2 tailed 0.05)

b.  $F_{count} < F_{table} = H_0$  is accepted, the significant level is 0.05 (Sig.2 tailed

0.05)

Based on table data 4.10. In the F test, the  $F_{count}$  value is 13,545 with a significant value of 0.000 in  $F_{table}$  for 98 samples with a significant 0.05 with a  $F_{table}$  value of 3.94, then

Fcount is 13,545 > Ftable 3.94 with a significant value of 0.000 below the 0.05 value which indicates that Variable Price (X1), and Brand Image (X2) simultaneously affect Purchase Interest (Y) Iphone 12 in Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

**Coefficient of Determination Test Results**

The coefficient of determination is used to measure the percentage of the influence of the independent variable on the dependent variable. The value of the coefficient of determination is determined by the value of R Square as can be seen in the following table:

**Table 4.3. Coefficient of Determination**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,706 <sup>a</sup> | ,711     | ,879              | 1.65911                    |

a. Predictors: (Constant), Brand Image, Price

b. Dependent Variable: Buying Interest

Source: Data Processed by IBM SPSS 23 (2021)

Through the table above, it can be seen that the R value is 0.706 and the R-Square is 0.711 or 71.10%. From the R-Square value, it can be seen that together Price and Brand Image have an influence of 71.10%, while the remaining 28.9% is influenced by other factors outside of this study.

**DISCUSSION**

**Effect of Price (X1) on Purchase Intention (Y)**

From the results of the statistical test Price (X1) has a positive and significant effect on Buying Interest (Y) Iphone 12 on students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Due to the results of tcount (2.730) > ttable (1.985) with a significant value of 0.007 < 0.05, Ho is rejected and Ha is accepted.

**The Effect of Brand Image (X2) on Purchase Intention (Y)**

From the results of statistical tests Brand Image (X2) has a positive and significant effect on Purchase Interest (Y) Iphone 12 in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Due to the results of tcount (2.709) > ttable (1.985) with a significant value of 0.000 < 0.05, Ho is rejected and Ha is accepted.

**The Effect of Price (X1) and Brand Image (X2) on Purchase Interest (Y) Iphone 12 on Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra**

Tests carried out simultaneously showed that the variable Price (X1), and Brand Image (X2) had a significant effect on Buying Interest (Y) Iphone 12 in Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Due to the results of Fcount (13,545) > Ftable (3.94) with a significant value of 0.05, then Ho is rejected and Ha is accepted.



With an R Square value of 0.711 or 71.10%, which means that the relationship between Purchase Interest (Y) with Price (X1) and Brand Image (X2) is High, while the remaining 28.9% are other variables not examined by research. this.

## CONCLUSION

Based on the data obtained in the study regarding the Effect of Price and Brand Image on Interest in Buying Iphone 12 in Students of the Faculty of Economics and Business, Muhammadiyah University, North Sumatra. Respondents in this study amounted to 98 students, then it has been analyzed, the conclusions are as follows:

1. There is a positive and significant effect of the price variable (X1) on the buying interest variable (Y) Iphone 12 in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.
2. There is a positive and significant influence on the Brand Image (X2) variable on the Iphone 12 Buying Interest (Y) variable in the students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.
3. From the Fcount test with probability showing Ho is rejected and Ha is accepted, it means Price (X1), and Brand Image (X2) have a positive and significant effect on Buying Interest (Y). The coefficient of determination means that the relationship between Purchase Interest (Y) with Price (X1) and Brand Image (X2) is high.

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