
**THE INFLUENCE OF PRODUCT QUALITY, ADVERTISING
ATTRACTION ON THE BUYING INTEREST OF SAMSUNG
SMARTPHONE CONSUMERS
(Case Study on University of Gorontalo Students)**

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INTRODUCTION

The development of the modern world and today's globalization of a need for communication is very important for all circles of society. According to its current development, our needs have arrived at communication tools that are practical and mobile. This need has an impact on increasing demand for various types of communication tools which results in more and more competition in the business world in the field of communication. This can be seen from the many manufacturers of communication equipment products such as mobile phones that offer various types of new products with different innovations from previous products, where the products produced provide convenience for consumers in communicating. From that on, the business world of communication products is competing to be able to attract interest in the community and decide to buy and use its products. This is also a step or way for a company to provide satisfaction to their consumers who have used certain types of cellphone or smartphone products before.

The need for communication devices such as mobile phones or smartphones has always increased from year to year, especially for certain types of cellphones or smartphones with certain brands. This is due to consumer consumption patterns at this time who always want an ease of communication that can support their daily activities both at work and other things. Therefore, the choice of consumers to use cellphones or smartphones is currently very high, one of which is the increase in sales of Samsung cellphones or smartphones. This has been proven based on the Gartner research institute, sales and types of cellphone or smartphone products have increased from the 3rd quarter of 2020 to the 3rd quarter of 2021, one of which is the Samsung smartphone.

Quality is the consumer's perception of the quality or superiority of a product, according to their expectations. Each consumer has a different perception of quality depending on the experience and perspective of consumers on a product with other products. Moradi and Zarei (2011, in Khasanah, 2013: 78) state that quality influences consumers in making purchasing decisions, because usually quality is used as a reason for consumers to buy a product.

Promotional media that is often used to convey information about products is advertising media. Advertising is one of the media used by companies, it can be classified according to its purpose, namely, to provide information, persuade and remind. The essence of advertising is to get something in the minds of consumers and encourage consumers to act or the existence of advertising activities often results in sales immediately, although many sales occur in the future. Thus, in general it can be said that the purpose of advertising is to increase profitable sales.

Advertising means a message that offers a product aimed at the public through a medium (Kasali, 2010) in the journal Pujiyanto (2014:68). Advertising is a means of communication about products delivered through various media at the initiator's expense so that people are interested in it

Price is also one of the consumer factors to determine purchasing decisions on products. Where price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service. Kotler & Armstrong (2014: 98). The effect of price on purchasing decisions is very important, because the price level set by the company can be used as a benchmark for the demand for a product. Setting the wrong price for a product can result in the number of sales of a product not being maximized resulting in decreased sales and reduced market share. Therefore, in determining the price, the company must be able to determine the sales price according to the target market share so that product sales and market share increase. In this case, the price of Samsung smartphones is more affordable than its competitors such as Apple.

Kotler and Keller (2009:96), consumer behavior itself is influenced by several factors including social factors such as reference groups, namely groups consisting of all groups that have a direct or indirect influence on that person's behavior. From this reference group, it is not uncommon for students to use it as a purchasing decision factor such as a cell phone or smartphone. This is because students usually buy cellphones or smartphones based on their group and also solely to be able to balance their association with their reference group. In addition to social factors there are personal factors in the form of age factors and life cycle stages, namely people buy different goods and services throughout their lives, for the current age of students, they are more likely to use or replace a product or item that they use, because it is in accordance with their age who always want to keep up with the times and according to the needs they want as well as advances in the world of technology, especially in the field of communication.

From the point of view of the students themselves, their consumption pattern is usually adjusted to their daily needs either from association or from needs that support their activities as a student. Then, judging from the economic environment, an average student does not have his own income, but still relies on pocket money or gifts from his parents.

Based on the description above, the authors conducted a study to find out how product quality, advertising attractiveness, and price affect the buying interest of Samsung smartphone consumers in a case study among students at the University of Gorontalo.

Formulation of the problem

In accordance with the title of this proposal, the problem that can be identified is whether product quality and advertising attractiveness affect consumer buying interest?

Research purposes

Based on the background and formulation of the problem above, this study aims to analyze and determine the effect of product quality and advertising attractiveness on consumer buying interest in Samsung smartphones.

LITERATURE REVIEW

1. Product Quality

The activities of a company must have certain products that can be offered to consumers. Products are defined by Kothler and Armstrong (2014: 248) as follows: A product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. The meaning of this definition is anything that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a want or need. Another definition put forward by Fandy

Tjiptono (2010: 95), suggests that a product is anything that can be offered to a market to be noticed, owned, used and consumed so as to satisfy wants and needs.

There are several benchmarks for product quality according to Kotler and Keller (2012: 8), which consist of:

1. Form (form)

The form of a product can include the size, shape, or physical structure of the product.

2. Features

Product features that complement the basic function of a product.

3. Adjustment (Customization)

Marketers can differentiate products by adapting these products to individual desires.

4. Performance Quality

The degree to which the main characteristics of the product operate. Quality is becoming an increasingly important dimension for differentiation as companies adopt a value model and provide higher quality for less money.

5. Conformance Quality

The degree to which all units produced are identical and meet the promised specifications.

6. Durability

Is a measure of the product's expected operating life under normal or stressful conditions, is a valuable attribute for certain products.

7. Reliability

A measure of the probability that a product will not suffer damage or failure within a certain period of time.

8. Ease of Repair (Repairability)

A measure of the ease of repair of a product when it malfunctions or fails.

9. Style

Describe the appearance and taste of the product to buyers.

10. Design (Design)

Is the totality of features that affect the look, feel and function of a product based on customer needs

2. Advertising Attractiveness

In general, advertising can be interpreted as a form of activity in communicating, attracting attention and persuading some or all of the public to take action in response to the ideas, goods or services presented.

According to the Indonesian Advertising Council (DPI) (2007: 16) "Advertising is a marketing communication message or public communication about a product delivered through a medium, financed by a known initiator, and addressed to some or all of society."

Junaedi (2013: 111) reveals that "Advertising must use mediums to reach audiences. Advertising medium is media paid by advertisers to place their advertisements so that they can reach a wide audience. From this medium, various forms of advertising are known, such as radio, television, newspaper advertisements, outdoor advertisements and so on

Advertisements are created with the aim of being a medium to encourage a good hard sell. To achieve this, at a minimum, advertising must have the power to encourage, direct, and persuade audiences to acknowledge the truth of the message from the advertisement, and to the maximum, can influence public awareness to consume advertised products and services.

According to Junaedi (2013: 113) the purpose of advertising is:

a) As a medium of information

Advertising is intended to inform a product of goods and services to the public. Not only in products but also in other things.

b) To Influence consumers

Advertisements can direct consumers to consume certain goods or services, or change attitudes to match what the advertiser wants.

c) To remind consumers

Advertising is intended so that consumers always remember certain products so that they remain loyal to consuming them.

Dendy (2010: 3) also reveals that there are five advertising functions as follows:

1. Provide information on products
2. Persuading or influencing consumers to consume the product.
3. Satisfy the desire (people want to know the nutritional content, vitamins or a product)
4. Is a means of consumption
5. Capturing audiences

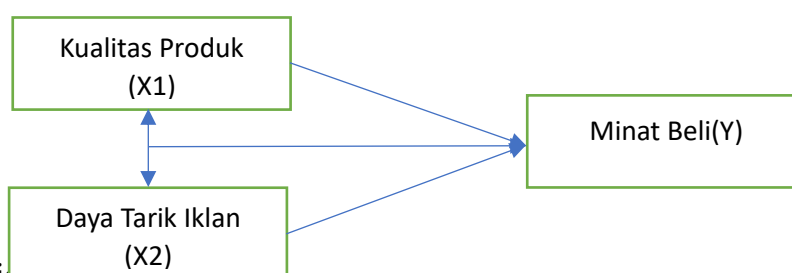
CONCEPTS AND HYPOTHESIS FRAMEWORK

1. Conceptual Framework

Before making a purchase, consumers usually go through various stages so that what they want in a purchase can occur. The usual stage is to evaluate the product you want to buy, such as in this discussion, is a Samsung smartphone product. To be able to evaluate it, a number of data and information must be obtained and various motivations for the need for cellphones or smartphones. consumers in the Gorontalo area generally start with the evaluation stage of product quality, advertising attractiveness followed by price perceptions, especially among Gorontalo University students.

Product quality is everything that can be offered to satisfy a need or want. The company is expected to be able to satisfy consumer desires by producing superior quality products. Even so, consumers do not simply believe in the superiority of products from companies without concrete evidence, because consumers will compare the quality and reliability factors of these products with existing products as their proof. An advertisement must also have the courage to offer creativity, so that in the eyes of consumers it looks different or unique from other advertisements and in conveying the message it must be clear and directed. in order to create a special attraction for the advertised product, so that it will create consumer interest to buy the product. besides that price is a variable that can be controlled and determines whether or not a product is accepted by consumers. Prices depend solely on company policies, but of course taking into account various things. Cheap or high price of a product is very relative in nature. especially on Samsung smartphones. To say that it is necessary to first compare with the prices of similar products that other companies manufacture or sell.

From the explanation above, we can therefore describe the conceptual framework that links product quality, advertising attractiveness, to consumer buying interest as follows



2. Hypothesis

In accordance with the literature review that has been disclosed, the hypothesis proposed by the research is:

1. Product quality and advertising attractiveness influence consumer buying interest in Samsung smartphone products among University of Gorontalo students.
2. Product quality has a dominant influence on consumer buying interest in Samsung smartphone products among University of Gorontalo students.

METHODOLOGY

Population and Research Sample

1. Population

The population is an area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study are consumers of Samsung smartphones among University of Gorontalo students (New Student Batch 2021).

2. Samples

The sample is part of the number and characteristics possessed by the population (Sugiyono 2010: 62). Sampling in this study was by Stratified Random Sampling technique using the slovin formula. .
$$n = \frac{N}{1+N(e)^2}$$

Ket : n = Jumlah elemen / Anggota sampel

N = Jumlah elemen / anggota populasi

e = *error level* (tingkat kesalahan) (catatan : umumnya digunakan 1% atau 0.01, 5%, dan 10% atau 0.1) (catatan : dapat dipilih oleh peneliti).

The population taken in this study was only class 2020 students, namely 875 people and the precision set or a significant level of 0.1. then the sample size in this study is

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{875}{1 + 875(0.1)^2}$$

= 89,7435 dibulatkan menjadi 90

So, the total number of respondents in this study were 90 people.

Sampling technique

The sampling technique is probability sampling using proportionate stratified random sampling. according to Sugiyono (2010: 64) proportionate stratified random sampling is a technique used when the population has members/elements that are not homogeneous and proportionally stratified.

To determine the size of the sample in each faculty, a proportional allocation is carried out so that the sample taken is more proportional

The number of samples per faculty = $\frac{\text{Jumlah sampel}}{\text{Jumlah Populasi}} \times \text{Jumlah tiap fakultas}$

Method of Analysis

The analytical method used by researchers are:

1. Qualitative analysis namely classifying, analyzing and presenting data found in the field descriptively. This method can be carried out with the aim of being able to find the effect on the dependent variable or look for causes.
2. Quantitative analysis can be used to find the influence between product quality, advertising attractiveness and price perceptions on consumer buying interest in Samsung smartphones, at the University of Gorontalo. is to use multiple regression (Riduwan & Sunarto 2010:108) with the following formula

$$Y = a + bX_1 + bX_2$$

Keterangan :

X_1 = Kualitas Produk

X_2 = Daya Tarik Iklan

Y = Minat Beli

a = Konstanta (intercept)

b = koefisien Regresi X_1 , X_2 terhadap Y

DISCUSSION

Research result

Company Research Object Description Samsung or Samsung Group is one of the largest electronics companies in the world. A multinational company founded by Lee Byung-Chul on March 1, 1938 in Daegu, now its official office is in Seoul, South Korea, otherwise known as Samsung Town. In South Korea this company is referred to as a "chaebol" or conglomerate company. It is called a conglomerate company because of its rapid development, is already widespread in the world, and is a supporting factor for South Korea's largest economy.

Samsung's initial success in the smartphone world began on April 27 2009. At that time, Samsung launched its first Android mobile phone, the Samsung i7500. This cellphone offers a 3.2-inch AMOLED touch screen. The OS used on this phone is Cupcake Android OS 1.5.

It took a very long time for Samsung smartphones to beat previous popular products, such as Nokia. In 2009 Samsung launched its first Android smartphone series, the Samsung i7500. This smartphone uses an AMOLED touch screen with a screen size of 3.2 inches and with OS version 1.5 (Cupcake), even starting from version 1.6 (Donut). Then there are others, from the past until now, such as:

- 2.1 (Eclair)
- 2.2 (Froyo or Frozen Yogurt)
- 2.3 (Gingerbread)
- 3.0 (Honeycomb)
- 4.0 (Ice Cream Sandwiches)
- 4.1 (Jelly Beans)
- 4.4 (KitKat)
- 5.0 (Lollipop)
- 6.0 (Marshmallows)

Furthermore, Samsung's success in the Android platform began with the launch of the Samsung Galaxy S. This cellphone was launched by Samsung in March 2010.

1. Product quality (X_1)

Tabel 3 Distribusi frekuensi Kualitas produk (X_1)

Interval	Kategori Penilaian	Bobot	Frekuensi	
			Absolut	Relatif (%)
9,0 - 10,2	Sangat tidak setuju	1	15	16.7
10,2 - 11,4	tidak setuju	2	18	20.0
11,4 - 12,6	cukup setuju	3	22	24.5
12,6 - 13,8	Setuju	4	19	21
13,8 - 15	sangat setuju	5	16	17.8
Total			90	100

Sumber: hasil penelitian 2020

By paying attention to the frequency distribution of research data on product quality variables, the dominance is in the quite agree category (24.4%), while strongly disagree (16.7%), and disagree (20.0%). The results of these respondents' responses indicate that the quality of Samsung smartphone products is slightly good in relation to consumer buying interest in students at the University of Gorontalo

Daya Tarik Iklan (X₂)

Tabel 4 Distribusi Frekuensi Daya Tarik Iklan (X₂)

Interval	Kategori Penilaian	Bobot	Frekuensi	
			Abslut	Relatif (%)
9,0 - 10,2	Sanga tidakt Setuju	1	9	10.0
10,2 - 11,4	Tidak Setuju	2	12	13.4
11,4 - 12,6	Cukup Setuju	3	20	22.2
12,6 - 13,8	Setuju	4	20	22.2
13,8 - 15	Sangat Setuju	5	29	32.2
Total			90	100

Sumber: hasil penelitian 2020

Taking into account the frequency distribution of research data on the attractiveness variable of advertising, the dominant category is in the strongly agree (32.2%), while strongly disagree (10.0%) and disagree (13.3%). The results of these respondents' responses indicate that the attractiveness of Samsung smartphone advertisements is very well related to consumer buying interest in students at the University of Gorontalo

Minat Beli (Y)

Tabel 5 Distribusi Frekuensi Minat Beli (Y)

Interval	Kategori Penilaian	Bobot	Frekuensi	
			Abslut	Relatif (%)
9,0 - 10,2	Sanga tidakt Setuju	1	9	10.0
10,2 - 11,4	Tidak Setuju	2	15	16.7
11,4 - 12,6	Cukup Setuju	3	22	24.4
12,6 - 13,8	Setuju	4	20	22.2
13,8 - 15	Sangat Setuju	5	24	26.7
Total			90	100

Sumber: hasil penelitian 2020

By paying attention to the frequency distribution of research data on purchasing interest variable, the dominant is in the category of strongly agree (16.7%), while strongly disagree (10.0%), and disagree (16.7%). The results of this respondent's response indicate that buying interest in Samsung smartphones is very well related to consumer buying interest in students at the University of Gorontalo.

Hypothesis Testing

Based on the significance test above, the results of testing the hypothesis are as follows:

H1: Test the hypothesis of Product Quality on Purchase Interest from the calculation results obtained t count of the variable Product Quality X_1 of 3,232 is greater than t table 1.990 with a significance of 0.002 less than the significance level of 0.05. It means that it can be concluded that H1 is accepted and H_0 is rejected, so this indicates that Product Quality has a positive and significant effect on Purchase Intention

H2: Test the hypothesis of advertising attractiveness to buying interest. From the calculation results, the t count for the advertising attractiveness variable X_2 is 3.158, which is greater than t table 1.990 with a significance of 0.002, which is smaller than the significance level of 0.05. It means that it can be concluded that H2 is accepted and H_0 is rejected, so this shows that the advertising attractiveness variable has a positive and significant effect on purchase intention.

H4 : It is known that the significant value is 0.000 or less than the probability value (p-value) of 0.05 ($0.000 < 0.05$). It means that it can be concluded that H4 is accepted and H_0 is rejected, this means that the independent variables, namely product quality, advertising attractiveness, have a jointly significant influence on purchase intention

Discussion

This study attempts to obtain an overview of the influence of style, product quality, advertising attractiveness and price perceptions on buying interest in Samsung smartphones among students at the University of Gorontalo. After analyzing the problems found regarding Marketing on Samsung Smartphones among students, the variable product quality, advertising attractiveness and price perceptions can influence buying interest on Samsung smartphones, as evidenced by data analysis using predetermined research methods. Based on the stratified random sample method, the sample in this study was 90 students at the University of Gorontalo by distributing questionnaires consisting of 12 statement items, 3 statement items for product quality variable (X_1), 3 statements for advertising attractiveness variable (X_2), 3 statements for variable price perception (X_3) and 3 statement items for the variable Purchase intention (Y).

1. The effect of product quality on buying interest in Samsung smartphones.

The results showed that the product quality variable was tested partially on buying interest resulting in a t-test of $3.232 >$ from t-table 1990 and a sig value of $0.002 < 0.05$. So it can be concluded that H1 is accepted and H_0 is rejected, which means that product quality (X_1) has a significant effect on buying interest in Samsung smartphones. Product quality regression efficiency (X_1) is 0.311, meaning that product quality has increased, purchase interest (Y) will decrease by 0.311 assuming other independent variables have a fixed value.

The results of this study are in line with previous research conducted by Krystia Tembulan in 2012. It shows that at a significant level of 5%, product quality has a positive and significant effect on purchase intention. This is in accordance with what was stated by Istijanto (2013: 102), The definition of product quality is to reflect the product's ability to carry out its duties which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics. aspects that affect the quality of a product in providing a benefit or value for the buyer and will become an attraction of the product itself. If a product is made in accordance with the dimensions of product quality. istijanto (2013:102), then it will influence consumer interest to buy. From the results obtained, it can be said that product quality has a positive effect on consumer buying interest. So, more attention to the quality of these products can affect consumer buying interest.

2. The effect of advertising attractiveness on buying interest in Samsung smartphones

The results showed that the advertising attractiveness variable was tested partially on buying interest resulting in a t test of $3.158 >$ from t table 1990 and a sig value of $0.002 < 0.05$. So it can be concluded that H₂ is accepted and H₀ is rejected, which means that advertising attractiveness (X₂) has a significant effect on buying interest in Samsung smartphones. a decrease of 0.314 assuming other independent variables have a fixed value.

Thus it can be concluded that the attractiveness of the ads that are displayed the better, the greater the interest in buying a Samsung smartphone. and there is a significant influence on advertising attractiveness and buying interest of Samsung smartphones.

3. The variable that has the most dominant effect on buying interest in Samsung smartphones

As for the independent variable that has the most influence on variable Y, it can be done by comparing the calculated t value, thus the variable that has the largest calculated t value is variable X₁ (Product Quality) compared to variable X₂. The coefficient of product quality variable X₁ is 3.232 more the magnitude of the advertising attractiveness variable X₂ is 3.149. This means that the product quality variable has the most dominant influence on purchase intention compared to the attractiveness of advertising and price perception. With the dominant results in this study, it can be interpreted that the company has successfully implemented product quality variables to increase buying interest

CONCLUSION

Conclusions and suggestions

Based on the results of the research and discussion in the previous chapter, it can be concluded that:

1. Product quality has a positive and significant influence on buying interest in Samsung smartphones among students at the University of Gorontalo. This shows that high product quality can increase buying interest.
2. The attractiveness of advertising has a positive and significant influence on the intention to buy Samsung smartphones among students at the University of Gorontalo. This shows that high advertising appeal can increase buying interest.
3. Perceived price does not have a positive effect on the intention to buy Samsung smartphones among students at the University of Gorontalo. This shows that the perception of a low price cannot increase buying interest.

Suggestion

From the conclusions described above, the authors provide input suggestions as follows:

1. For the Academy

The results of this study can be used as a reference for future researchers to develop new research models by considering other variables beyond the variables already used in this study.

2. For companies

a. Based on the results of the analysis that product quality has a positive and significant impact on buying interest in Samsung smartphones. then thus product quality should always be considered, developed and improved by various methods.

b. Based on the results of the analysis of the attractiveness of advertising affects the purchase intention of Samsung smartphones. so that the attractiveness of advertising is always maintained and looking for new ideas for the development of advertisements from Samsung smartphones with various methods.

c. Based on the results of the price perception analysis, it has little effect on the intention to buy a Samsung smartphone. Price suitability with benefits and competitive prices is expected that the company can provide prices that match the qualities of smartphones. because the perception of price has an influence on buying interest

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