The Influence of Prices and Advertising on Decisions Purchase Oppo Smartphones at Imelda Teluk Phones in South Nias

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ABSTRACT
Android-based smartphones are a very effective and efficient digital technology communication tool that is really needed by the public in carrying out their mobility and activities in the digital economy. The Oppo smartphone is already widely known among the public. This research aims to analyze the influence of price and advertising on purchasing decisions for Oppo smartphone products at Imelda Mobile Telukdalam South Nias. This research is quantitative descriptive research using manual data obtained incidentally (accidental slice) and analyzed using validity test methods, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis analysis. The results of the research show that price has no effect on purchasing decisions with a value of tcount<ttable or 0.978<1.980, while advertising has a positive and significant effect on purchasing decisions as indicated by a value of tcount>ttable or 2.173>1.980. Simultaneously price and advertising have a significant positive influence on purchasing decisions with a value of Fcount> Ftable or 4.506> 3.07. Thus, many people make purchases of Oppo smartphone products.

Keywords : Price, Advertising, Purchase Decision, OPPO Smartphone

Introduction
Smartphones (smartphones) are widely used by the public, and smart phones (smartphones) have become an effective and efficient means of communication to meet people's needs. To win the hearts of consumers who buy these products, various types of Android-based smartphone (smartphone) brands are available with various features such as smartphone quality features and product characteristics, competitive prices, etc. It has been developed and produced by telephone providers. One of the Android products that has attracted a lot of public attention is the OPPO branded smartphone. Corporation (IDC), Oppo smartphones sold 254,407 units of its products in the fourth quarter of 2013. ((IDC), 2013). smartphones sold 30 million units in Indonesia in 2014, and sales increased to 50 million units in 2015. Even though its sales target has been achieved, Oppo still has to struggle to compete with the dominance of other Chinese vendors such as Huawei and Xiaomi (Bohan, 2016). Based on International Data Corporation (IDC) data, OPPO smartphones have succeeded in capturing the market. The share lag rate was 16.7 percent in the third quarter of 2016 and 25.5 percent in the third quarter of 2017 (Yusuf, 2017). Currently OPPO smartphones are known as OPPO camera phones. The prices of OPPO smartphone products vary greatly depending on the type and are very competitive compared to other smartphone products. Based on the facts above, there are several statements that must be proven as follows : (a) Price is believed to influence purchasing decisions (b) SM Advertising is thought to influence purchasing decisions (c) Price and advertising are believed to simultaneously influence purchasing decisions.
Price

Price is the amount charged for a good or service or the amount that consumers exchange for the purpose of owning or using that good or service. (Mustofa, 2016) Price is a unit of currency or other measure (including other goods and services) that is exchanged to obtain the right to own or use a good or service. (Kodu, 2013) Furthermore, price is the amount of money needed to obtain a combination of goods and services (and possibly more than one product). (Nafanu, 2020) Price is a very important factor in selling a product. When consumers buy a product, they pay attention to the price of the product. Consumers usually choose products with the same quality at a cheaper price. (Istiyanto & Nugroho, 2017) Price is one element of the marketing mix that benefits a company, but pricing strategies must pay attention to competitors' prices and the purchasing power of the public or consumers. (Anisa, 2019) Price is an external factor that can influence consumers in making purchasing decisions. Consumers must spend a certain amount of money to obtain goods and services, satisfy their needs, and satisfy their desires. (Dharmmesta & Handoko, 2014) Pricing strategies can influence the image and quality of the product, thereby influencing consumers when deciding to buy the product. Therefore, if you want your product to sell well in your community, you need to pay attention to your pricing strategy. (Kaeng et al.,2014).

Advertisement

Advertising is one element of the promotional mix in paid form used by companies to offer and sell their products to consumers by providing information about these products in attractive packaging (Setiawan & Rabuani, 2019). Advertising is one type of commercial communication that uses a medium for broadcasting product information to consumers (Keller & Kotler, 2012). Advertising functions to attract the attention of consumers so that they are interested in trying to buy the products offered, so that consumers make purchasing decisions and if consumers are satisfied, then these consumers become consumers who are loyal to the company's products, this is because advertising can influence consumer behavior in making purchasing decisions. a product (Tambunan, 2019). Advertisements must have high appeal, this is very important because advertisements are able to communicate, persuade, arouse and maintain consumers' memories of the products offered. For this reason, companies must pay attention to the attractiveness of an advertisement that will be used as a promotional medium for their product, because advertising will influence consumers in making purchasing decisions (Jacob et al., 2018). Advertising media is a means of communication used by companies to deliver and disseminate messages to the intended target market. Media planning must recognize the ability of the main types of media to generate reach, frequency and impact. Each medium has advantages and limitations. Therefore, companies must use appropriate advertising media in marketing their products to consumers (Nafanu, 2020). In order for advertising to stimulate consumers to make purchasing decisions, it is necessary to use credible endorsers (celebrities) as transmitters of advertising messages so that advertising can function effectively. To determine the success of an advertisement, there must be an evaluation of the advertisement (Lukitaningsih, 2013).

Buying decision

Purchasing decisions are the process of consumers making a decision to buy a product after choosing one of several alternative product options (Achidah et al., 2016). The purchasing decision is a consumer decision by choosing one of several alternative options to purchase a product, where consumer behavior in making purchasing decisions is influenced by internal and external factors (Maharani, 2015). Purchasing decisions are actions taken by consumers to purchase a product or service through a process of stages, such as: Recognition of Needs, Search for Information, Evaluation of Alternatives, Purchase Decision, Post-Purchase (Saidani & Dwi Raga Ramadhan, 2013). Apart from that, purchasing decisions become a learning experience for consumers to choose and use a product that they have purchased. Purchasing decisions include how and why a person behaves in consumer behavior (Wibowo, Setyo Ferry; Samista, Indra; Murti, 2013). Consumer behavior is a process carried out by consumers to search for information about a product when making a purchase, utilize, and evaluate these products to provide satisfaction to consumers (Ardiansyah, 2015). Consumers in making decisions to buy a product are influenced by several factors, such as: price, personal, product quality and social factors (Fira Dinan, M. Naely Azhad, 2016).

Research Methodology

This research is a quantitative descriptive research using primary data obtained using incidental sampling techniques from 119 respondents who use various brands of smartphones. Research data was analyzed using validity tests, reliability tests, descriptive analysis of research variables, classical assumption tests, multiple linear regression analysis and hypothesis analysis using t tests and F tests.

Results and Discussion

From the research data, a calculated value of $>0.1801$ was obtained and the Cronbach's Alpha value was greater than 0.600. This states that the research data is valid and reliable. In the descriptive analysis of research
variables, an average value was obtained for the Price variable of 3.71, the Advertising variable of 3.93, and the Purchase Decision variable of 3.76. The results of the descriptive analysis of this variable show that the majority of respondents stated Price, Advertising and Purchasing Decisions on OPPO smartphones are at a good level. The classical assumption test shows that the research data is normal, because the research data is spread around the diagonal line and the distribution follows the direction of the diagonal line, so the Regression model is suitable for use because of the normality assumption. Then we get a VIF value smaller than 10 and a Tolerance value greater than 0.10, so that there are no symptoms of Multicollinearity. Apart from that, heteroscedasticity does not occur in the regression model because the data is spread randomly and is distributed both above and below the number 0 on the Y axis. Obtained multiple linear regression equation $Y = 17.103 + 0.096X_1 + 0.214X_2$. This equation shows that changes that occur in purchasing decisions on OPPO smartphones are caused by changes in price and advertising simultaneously. Hypothesis analysis shows $t$ calculated at Price $< t$ table or $0.978 < 1.980$ with a $sig$ value of 0.330, then $H_0$ is accepted and $H_1$ is rejected, which means that partially Price has no influence on Purchasing Decisions. Because price has no influence on purchasing decisions, price cannot be used as a benchmark or benchmark for consumers making purchasing decisions on OPPO Smartphone products. However, the calculated value in the $Ad>t$ table or $2.173 > 1.980$ with a $sig$ value of 0.32, then $H_0$ is rejected and $H_2$ is accepted. This shows that advertising partially has an influence on purchasing decisions. Thus, advertising is a very effective and efficient promotional tool for marketing OPPO Smartphone products to consumers, so that consumers will make decisions to purchase these products. Besides The calculated $F$ value $> F$ table or $4.506 > 3.07$ is obtained with a significance level of 0.013, so that $H_0$ is rejected and $H_3$ is accepted, which means that price $(X_1)$ and advertising $(X_2)$ simultaneously influence purchasing decisions. Therefore, with competitive prices that good, effective and efficient advertising, many consumers will make purchasing decisions for OPPO smartphone products.

**Conclusion**

Partially, price does not have a significant influence on purchasing decisions, while advertising has a significant influence on purchasing decisions for OPPO smartphone products. Simultaneously, price and advertising have a significant influence on OPPO smartphone purchasing decisions.

**References**


