ANALYSIS OF BRAND IMAGE, PRODUCT FEATURES, AND CELEBRITY ENDORSEMENTS ON VIVO MOBILE PURCHASING DECISIONS

Yendra1),*, Eka Hendrayani2), Wulandari3), Megasari Gusandra Saragih4), Roy Setiawan5)

2) Accounting Study Program, Institut Teknologi dan Bimisi Haji Agus Salim Bukittinggi, Indonesia.

*E-mail: *yendra.sofyan@gmail.com, een010579@gmail.com, seankoko008@gmail.com, megasarisaragih@gmail.com, roy@petra.ac.id

Abstrak
Tujuan penelitian ini adalah untuk mengetahui pengaruh brand image, product features dan celebrity endorsement terhadap keputusan pembelian handphone Vivo pada PT. Win Access Telecommunication Medan. Metode penelitian ini metode penelitian kuantitatif dengan jumlah sampel sebanyak 90 orang. Teknik penarikan sampel dengan purposive sampling dimana hanya pelanggan yang membeli handphone Vivo seri X yang dapat dijadikan sampel. Model yang digunakan dengan Regresi Berganda dan diolah melalui SPSS Ver, 20.5. Hasil penelitian menemukan bahwa brand image, product features dan celebrity endorse berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap keputusan pembelian handphone Vivo pada PT. Win Access Telecommunication Medan. Nilai adjusted R Square sebesar 0,729 yang artinya 72,9% keputusan pembelian dapat diperoleh dan dijelaskan oleh brand image, product features dan celebrity endorse. Sedangkan sisanya 100% - 72,9% = 27,1% dijelaskan oleh faktor lain atau variabel diluar model, seperti kepercayaan merek, harga dan atribut produk.

Kata Kunci: Brand Image, Product Features, Celebrity Endorsement, Keputusan Pembelian

Abstract
The purpose of this study was to determine the effect of brand image, product features and celebrity endorsement on purchasing decisions for Vivo cellphones at PT. Win Access Telecommunication Medan. This research method is a quantitative research method with a total sample of 90 people. The sampling technique is purposive sampling where only customers who buy Vivo X series mobile phones can be sampled. The model used with Multiple Regression and processed through SPSS Ver, 20.5. The results of the study found that brand image, product features and celebrity endorse had a positive and significant effect both partially and simultaneously on purchasing decisions for Vivo mobile phones at PT. Win Access Telecommunication Medan. The adjusted R Square value is 0.729, which means that 72.9% of purchasing decisions can be obtained and explained by brand image, product features and celebrity endorsements. While the remaining 100% - 72.9% = 27.1% is explained by other factors or variables outside the model, such as brand trust, price and product attributes.

Keywords: Brand Image, Product Features, Celebrity Endorsement, Buying Decision

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INTRODUCTION

Mobile is an electronic telecommunications device that has the same basic potential as a telephone. But along with the development of the times that are increasingly developing, people's lifestyles in terms of function and performance, fashion and features, now cellular phones have transformed into smart phones called smartphones. Various telecom vendors are taking advantage of this opportunity to bring new brands and features to customers. There is no reason whatsoever, only as a support for communication purposes, the hope is that this cellphone can have a positive impact on its users.

The people's desire to choose mobile phones is because people grow in an environment that has developed mobile phone technology with a very sophisticated understanding of technology at this time. Almost everyone continues to interact to build relationships with other people or family, both directly and indirectly, will also influence the decision to buy a mobile phone. According to Kotler and Armstrong (2014) purchasing decisions are stages in the buyer's decision-making process where consumers actually buy. The occurrence of purchasing decisions consumers feel that a product is more stable and are used to buying the product so they can provide recommendations to others. The culture of the people who continue to try new things and follow new trends is used by mobile phone manufacturers to aggressively launch new products based on high quality or more sophisticated product features. According to Tjiptono (2015), product features are product elements that are considered important by consumers and serve as a basis for decision making. So, only companies with the best cellphone product features will grow rapidly and in the long term these companies will be more successful than other companies. If consumers feel the benefits of product features or the variety of features, the quality of the features and the completeness of the mobile phone features is less than the money spent, the consumer will think that the cellphone is expensive and the consumer will think twice about making a repeat purchase.

Furthermore, according to Soepeno et al (2019) states that the focus of product development is not only on the physical side but has also stepped on parts related to the psychological condition of consumers, namely brands. Consumers also will not trust the brand or company and prefer to discourage buying or using the products and services produced if consumers get a negative assessment. Conversely, if consumers believe in the positive value of a brand or company, consumers will tend to use or decide to buy these products and services.

Marketing using celebrity endorsers is also an effective and effective way of carrying out their duties to introduce a product to the wider community, according to Alatas and Tabrani (2018) stating that endorsers are ad supporters or also known as ad stars to support a product. Shimp (2003) states that celebrity endorsers are utilizing public figures through several criteria, namely trustworthiness, expertise, interpersonal attractiveness, valued quality, and similarity to advertise their products. Sivesa (2013) also revealed that celebrities are seen as individuals who are favored by consumers.
the public and have attractive advantages that differentiate them from other individuals. Celebrity is able to influence someone to stop and direct attention to him. Celebrities as endorsers are believed to be able to influence consumers' desire to make purchases (Anas & Sudarwanto, 2020).

Based on research results from Wijaya (2020), Anas and Sudarwanto (2020), Darmansyah, Salim and Bachri (2014), and Khan and Lodhi (2016) found that celebrity endorsers have a positive and significant effect on purchasing decisions. Research by Imam (2019), Foster (2016) and Anggraeni and Asnawati (2017) found that brand image has a significant effect on purchasing decisions. Furthermore Soepeno et al (2019) found that brand image, features and price affect purchasing decisions.

The need for communication tools in the form of mobile phones or smartphones often increases from year to year, especially for various types of mobile phones or smartphones with various brands. This is because there are consumptive consumers nowadays who always want to make it easier to communicate as a support for their daily activities, both from work and other things. This is proven through research by IDC, smartphone sales in 2020 can be seen in more detail than market share/unit.

Source: Indonesian Digital Conference (IDC) 2021

According to Suwarno's research (2020), brand image influences product purchasing decisions because a better company brand image will increase product purchasing decisions by customers. According to IDC data, Indonesian smartphone brands were ranked 5th in the January-March 2020 period, namely Vivo, Oppo, Samsung, Xiaomi and Realme. Vivo as the market leader for the first time in Q1-2020 from focusing its marketing activities on promotional activities for lower and middle class smartphones, which is in line with Indonesian people who are concerned about price. Ranking second in quarter 3 and quarter 4 last year, Vivo managed to rank 1 in quarter 1 this year with a market share of 27.4%. Former quarterback leader Oppo currently ranks second in the second quarter of 2020. Oppo ranks second after Samsung with Xiaomi. As a comparison to the previous year, market share presentation decreased from 32.00% to 18%. The survey results show that the image of the Oppo Smartphone is still not fully embedded in the minds of customers. Oppo continues to transfer its A series, which will include a volume booster in Q1-2020, in addition to defining its smartphone lineup as a high-end series.

The following is the number of sales / units of goods sold on Vivo cellphones at PT. Win Access Telecommunication Medan in the last 5 years from 2017 to 2021:

Table 1. Vivo Series Sales Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Y Series</th>
<th>V Series</th>
<th>X Series</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>969.123</td>
<td>467.123</td>
<td>356.231</td>
<td>1,792.477</td>
</tr>
</tbody>
</table>

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From Table 1.1. above, it can be seen that the level of sales achieved in the marketing carried out by PT. Win Access Telecommunication Medan from 2017 to 2020 experienced an increase in sales in the Y and V series, while the X series experienced a decrease in sales. This causes problems that occur in purchasing decisions for Vivo cellphones at PT. Win Access Telecommunication Medan how to maintain consumer purchase intention and have to increase the higher features on the Vivo X series products compared to the Y and V series because the X and V series have almost the same features and specifications. So that researchers consider that this research is important to do to find out more about how brand image, product features and celebrity endorsement influence on purchasing decisions for Vivo cellphones at PT. Win Access Telecommunication Medan.

**Research Method**

The type of research used in this study is a type of quantitative research with an associative approach. Research conducted at PT. Win Access Telecommunication Medan which is located at Jln. Captain Muslim no 11, Dwi Kora, Kec. Medan Helvetia, Medan City, North Sumatra. This research was conducted in February 2023. This study used 3 (three) independent variables, namely: product features variable (X1), celebrity endorsement variable (X2), brand image variable (X3), and also 1 (one) dependent variable, namely purchase decision (Y). The population is not detected or unknown, but the authors limit the population to only respondents who have used 1 Vivo X series cellphone of any type and are domiciled in the city of Medan, so the authors take an estimate of 30 respondents, and the calculation is 30 respondents x 30 days (1 month) = 900. Determination of the respondent sample used in this study is through probability sampling with the Accidental Sampling approach, where each customer can be used as a research sample. Based on the Slovin formula, the sample for this study was 90 respondents. Data collection techniques used by using a questionnaire with a scale of 5-1 (strongly agree-strongly disagree). Data analysis techniques with: Data quality test, classical assumption test, multiple linear regression test, hypothesis test and coefficient of determination test.

The conceptual framework in this study can be described as follows:

![Figure 2. Conceptual Framework](image-url)
RESULT AND DISCUSSION

1. Test Validity, Reliability and Classical Assumptions

Based on the SPSS output results, it is known that the validity values for the variables brand image, product features, celebrity endorsement and buying decision in the Corrected Item-Total Correlation column are all coefficients greater than 0.30, so that all indicators of the five variables are declared valid (legitimate).

Furthermore, the results of the reliability test can be seen in Table 1 below:

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand Image</td>
<td>.756</td>
<td>5</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Product Features</td>
<td>.721</td>
<td>5</td>
<td>Reliable</td>
</tr>
<tr>
<td>3</td>
<td>Celebrity Endorsement</td>
<td>.756</td>
<td>5</td>
<td>Reliable</td>
</tr>
<tr>
<td>4</td>
<td>Buying Decision</td>
<td>.718</td>
<td>7</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

The SPSS output results show that the Cronbach's Alpha value of the five variables is > 0.60 so it can be concluded that the statement items on the variables brand image, product features, celebrity endorsement and buying decision are reliable or said to be reliable.

Furthermore, in Table 2, the results of the Kolmogorov Smirnov normality test will be presented.

Table 3. Kolmogorov Smirnov Normality Test

In Table 3, it can be seen that the results of processing the data, the Kolmogorov Smirnov significant value is 0.163, so it can be concluded that the data is normally distributed, where the significant value is greater than 0.05 (P = 0.100 > 0.05).

The following shows the results of the multicollinearity test:

Table 4. Multicollinearity Test Results

Based on Table 4, it can be seen that the Variance Inflation Factor (VIF) is less than 10, including brand image 6,260 < 10, product features 1.059 < 10, and celebrity endorsement 6,354 > 0.10 so it is free from multicollinearity.

Next, the results of the heteroscedasticity test will be displayed:
Figure 3. Scatterplot Graph of Heteroscedasticity Test

Figure 3 shows that the data distribution is around the zero point. The results of this test indicate that the regression model is free from heteroscedasticity problems.

2. Regression Test
Multiple linear regression aims to calculate the influence of two or more independent variables on a dependent variable and predict the dependent variable using two or more independent variables. The formula for multiple regression analysis is as follows:

\[ Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e \]

Table 5. Multiple Linear Regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Std. Error</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>25.28</td>
<td>2.589</td>
<td>9.766</td>
<td>.000</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>.050</td>
<td>.294</td>
<td>3.169</td>
<td>.001</td>
</tr>
<tr>
<td>Product Features</td>
<td>.036</td>
<td>.144</td>
<td>4.251</td>
<td>.002</td>
</tr>
<tr>
<td>Celebrity Endorsement</td>
<td>.103</td>
<td>.276</td>
<td>3.373</td>
<td>.001</td>
</tr>
</tbody>
</table>

Based on Table 5, the following multiple linear regressions are obtained:

\[ Y = 25.283 + 0.050X_1 + 0.036X_2 + 0.103X_3 \]

3. Hypothesis testing
   a. t Test

Based on Table 5 it can be seen that:

1) The brand image variable shows a positive and significant effect on purchasing decisions (coefficient value tcount > ttable, 3.169 > 1.663 at a significant 0.01 < 0.05). So the previous hypothesis (H1) is accepted.

2) The product features variable shows a positive and significant effect on purchasing decisions (tcount coefficient value > ttable, 4.251 > 1.663 at a significant 0.02 < 0.05). So the previous hypothesis (H1) is accepted.

3) The celebrity endorsement variable shows a positive and significant effect on purchasing decisions (coefficient value tcount > ttable, 3.373 > 1.663 at a significant 0.01 < 0.05). So the previous hypothesis (H1) is accepted.

d. F Test

The F test (simultaneous test) is carried out to see the effect of the independent variable on the dependent variable simultaneously. Following are the results of the F test:

Table 6. Simultaneous Test (F Test) ANOVA

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Based on Table 6 it is known that $F_{\text{count}} (4.157) > F_{\text{table}} (2.48)$ or sig probability (0.00) $< 0.05$ then $H_1$ is accepted and $H_0$ is rejected. So, the variables brand image, product features, celebrity endorsements simultaneously have a positive and significant effect on the purchasing decision variable.

c. Coefficient of Determination

Analysis of the coefficient of determination is used to determine the percentage of the variation in the influence of the independent variable on the dependent variable:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>4,364</td>
<td>3</td>
<td>1,455</td>
<td>4,157</td>
</tr>
<tr>
<td>Residual</td>
<td>797,292</td>
<td>86</td>
<td>9,271</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>801,656</td>
<td>89</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Buying Decision

Based on table 6 above, it can be seen that the adjusted R Square number is 0.729 which can be called the coefficient of determination which in this case means that 72.9% of purchasing decisions can be obtained and explained by brand image, product features, celebrity endorsements. While the remaining 100% - 72.9% = 27.1% is explained by other factors or variables outside the model, such as brand trust, price and product attributes.

**Conclusion**

Based on the results of the research that has been done, it can be concluded that brand image has a positive and significant effect on purchasing decisions for Vivo mobile phones at PT. Win Access Telecommunication Medan. Product features have a positive and significant effect on purchasing decisions for Vivo cellphones at PT. Win Access Telecommunication Medan. Celebrity endorsement has a positive and significant effect on purchasing decisions for Vivo mobile phones at PT. Win Access Telecommunication Medan. Celebrity endorsement has a positive and significant effect on purchasing decisions for Vivo cellphones at PT. Win Access Telecommunication Medan. It is hoped that for further research, it will add variations to the research and become input for the Vivo cellphone brand which is marketed in the field. Such as the addition of brand trust factor variables, price and product attributes.

**References**


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