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Analysis of the Influence of Product Features, Price Perception, Brand and Customer Experience on Repurchase Intention of Smartphone Product

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Abstrak

Tujuan dari penelitian ini adalah untuk menguji bagaimana pengenalan merek, atribut produk, persepsi harga, dan pemasaran pengalaman mempengaruhi niat konsumen untuk membeli kembali smartphone. Regresi linier berganda adalah strategi penelitian yang diadopsi. 100 pengguna smartphone membuat sampel. Ada beberapa tes regresi linier yang digunakan untuk menganalisis data. Temuan penelitian ini menunjukkan bahwa nama merek, karakteristik produk, persepsi harga, dan pemasaran berdasarkan pengalaman semuanya secara simultan dan parsial memiliki dampak yang besar terhadap niat pembelian ulang smartphone.
Kata Kunci: *Merek, Fitur Produk, Persepsi Harga, Pengalaman, Membeli Ulang, Smartphone*

Abstract

The goal of this study is to examine how brand recognition, product attributes, pricing perception, and experiential marketing affect consumers' intentions to repurchase smartphones. Multiple linear regression is the research strategy adopted. 100 smartphone users made up the sample. There were several linear regression tests used to analyse the data. The findings of this study show that brand name, product characteristics, pricing perception, and experiential marketing all simultaneously and partially have a substantial impact on smartphone repurchase intentions.
Keywords: *Brand, Product Features, Price Perception, Experience, Repurchase Intention, Smartphone*

INTRODUCTION

Technological advancements in the era of globalization are rapidly increasing; this is evidenced by the rise of increasingly advanced communication tools, commonly known as smartphones. Smartphones are one of the necessities of contemporary society that will facilitate their activities (Andreani, 2007). This requirement is taken into consideration by electronics companies, so numerous different smartphone brands have emerged. The progress of information technology and the standard of living of individuals result in growing demands from society for the quality of services and products utilized. The necessity for a smartphone has become a lifestyle essential that is deemed significant for certain individuals in modern society. This occurrence supports the emergence of numerous smartphones that offer their products to fulfill people's technology needs in terms of communication (Magdalena & Wirawan, 2023).

When purchasing a product, consumers typically take into account the specifications and cost provided by the company. Consumers evaluate products based on their appearance, design, features, and durability. In reality, when making a purchase, consumers consider the price of the product, which is adjusted to the quality and dependability of the item (Chow et al., 2012). This opportunity is seized by electronics companies to develop smartphones that can fulfill consumer requirements and satisfaction. Furthermore, competition among companies is unavoidable in order to cater to consumer demands. With the high demand for smartphones in the market, smartphone manufacturers have become extremely competitive in regularly releasing their products, consistently introducing the latest innovations to meet consumer needs and capture their purchasing interest (Dliyaul Haq, 2023).

There are several smartphone brands that compete in the smartphone market in Indonesia, including Samsung, Asus, Oppo, Smartfren, and others. Each brand continues to innovate to issue superior products. Seeing the environment of business competition that is so tight, technological advances, and changes in consumer needs and demands that are so high, an increasing number of manufacturers are able to meet consumer demand for smartphones, causing these companies to think about strategies that can make themselves superior to their competitors (Kurniawan & Yuliana, 2016). One of the smartphone brands that is currently widely used by the public is Asus, because it has been well known for a long time in the field of technology such as laptops, monitors, computer equipment, and sound systems (asus.com). Asus in Indonesia is well known for its great computer technology. It's no wonder that when the smartphone line was released, it was immediately welcomed by the Indonesian people (Hidayat, 2023). You could say the brand without the need to bother growing brand and product images through massive marketing. They benefit a lot from the presence of retailers who are used to marketing computer products, as well as a fan community that has been around for a long time (Lay-Yee et al., 2013).

To impact consumer intentions to repurchase, there are numerous factors that can be influenced, one of which is the brand title. A brand title is the establishment of an image or the creation of a brand identity, which is a costly and time-consuming procedure (Hidayat, 2023). Brand title development is a crucial aspect of the procedure because the title serves as the basis of the brand's image. Brand titles are significant for businesses to allure customers to purchase products and sway repeated purchase behavior. Consumers have a tendency to perceive products from a comprehensive standpoint, connecting all the qualities and contentment associated with the brand title to the act of purchasing and utilizing the product (Rukmana, 2017).

Companies recognize that one of their most valuable assets is the brand identity linked to their product or service. The brand identity is a valuable asset that helps shape the perception of quality and convey the appropriate knowledge framework associated with the brand. The brand identity is unique and represents the product itself in the market (Malviya et al., 2013). According to previous studies, product brand identities have an impact on consumer evaluations and purchasing decisions. Previous research has demonstrated that brand identities significantly influence smartphone purchasing decisions. According to the market research organization Statista, the market share for smartphones in Indonesia is currently fluctuating and declining. Market share refers to the portion or percentage of sales that a certain product holds in a particular region. Here are the top five market shares for smartphones in Indonesia (Rukmana et al., 2023).

In the first year of the emergence of smartphones, precisely in the 4th quarter of 2014, this brand managed to occupy the third position in Indonesia's market share with a percentage of 11%. In fact, in the 4th quarter of 2015, it dominated the Indonesian market with a percentage of 22%, outperforming Samsung in second place with 20%. The following year, in the third quarter of 2016, the smartphone market share decreased drastically, with a share of only 8 percent (Fanani, 2023). This smartphone is now falling into the fourth quarter of 2017, not entering the top five of Indonesia's smartphone market share. The use of Intel's Atom process, which was accused of heating up quickly and being late in complying with TKDN (Domestic Component Level) regulations, was the reason for the decline in market share. The TKDN rule is an obligation for 4G smartphone vendors to own 30 percent of domestic components (Srinivasan & Till, 2002). These local components are directed at the added value of the device, not the hardware; the direction is based on human resources and the nation's engineering capabilities in the form of design.

METHOD

The population in this study is made up of consumers who have smartphones. Purposive sampling is a type of nonprobability sampling that the author utilised as a sampling strategy. The authors of this study employed a sample of 100 participants. This study has utilised quantitative data. The number of respondents and the questionnaire's answers in this instance are the necessary quantitative data. The Likert scale, which has five levels of preference for responses, was employed in the creation of the study questionnaire. employing multiple linear regression, descriptive analysis, data quality checks, hypothesis testing, and the coefficient of determination to analyse data.

RESULT AND DISCUSSION

There were 62 respondents, or 62% of the total, and 38 respondents, or 38% of the total, were female. Brand name variable received a 51.5% "agree" response from respondents. And the fourth question has the most influence, as evidenced by the 54% majority of respondents who chose "agree" when asked about it. This shows that the favourite indicator given has an effect on repurchase intention, where smartphones are expected to make products that can become favourites for the target market because it will affect consumer repurchase intentions. By becoming a favourite in the eyes of consumers, this can increase repurchase intentions and even lead to separate loyalty for consumers. If consumers already like a brand, then the company does not need to worry because consumers will still look for the brand they like. Varying product attributes 54.2% of respondents selected "agree." And the third query is the most significant. This is evident from the 66% majority of respondents who chose "agree" in response to question #3. This demonstrates that the feature indicators are consistent with expectations of influencing repurchase intentions, where smartphones are expected to pay attention to features that are created in accordance with consumer demands because they can raise repurchase intentions. With feature indicators that match expectations, consumers will feel satisfied because their expectations can be met, which can also increase repurchase intentions. When performance meets expectations, satisfaction will be created.

Regarding the price perception variable, the majority of respondents (53.25%)

selected "agree". And the first question had the biggest influence, as evidenced by the 59% majority of respondents who indicated "agree" in response to it. This shows that the price comparison indicator with other products has an effect on repurchase intention, where smartphones are expected to provide affordable prices compared to competitors to increase repurchase intention. These findings are consistent with earlier study in which the majority of consumers selected the response based on indicators of price comparison with comparable products. Variable marketing experiences received a 51.3% "agree" response from respondents. And the ninth question is the most significant. This is evident from the 57% of respondents who selected "agree" in response to question 9. This demonstrates that actual behavioral indications in the act dimension have an impact on repurchase intention. Since smartphones can raise customer repurchase intentions, it is expected that they would always focus on convenience in daily use. These findings are consistent with previous research where the act indicator was the answer with the highest value chosen by consumers. Variable intention to repurchase: 50.5% of respondents said they "agree" with this statement. The sixth question is the most important one. The majority of respondents (56%) who responded "agree" to question number 6 indicate that this is the case. This shows that explorative indicators have an effect on repurchase intention, where smartphones are expected to provide detailed information that consumers want because it can increase repurchase intentions. Repurchase intention indicates how far people are willing to go. This is in accordance with exploratory indicators because it is an indication of how far consumers are willing to go to buy a product by studying the details of the product.

Variable brand name has a minimum answer of respondents obtained from distributing questionnaires of 9 and a maximum response of respondents obtained from distributing questionnaires of 20, with an average total answer of 16.31 (the average answer of respondents obtained through distributing questionnaires) and a standard deviation of 2.464. Variable Product features have a minimum answer of respondents obtained from distributing questionnaires of 22 and a maximum answer of respondents obtained from distributing questionnaires of 35, with an average total answer of 29.12 (the average answer of respondents obtained through distributing questionnaires) and a standard deviation of 3.340. The perceived price variable has a minimum answer of respondents obtained from distributing questionnaires of 15 and a maximum answer of respondents obtained from distributing questionnaires of 20, with an average total answer of 17.71 (the average answer of respondents obtained through distributing questionnaires) and a standard deviation of 1.545. The marketing experience variable has a minimum answer of respondents obtained from distributing questionnaires of 42 and a maximum answer of respondents obtained from distributing questionnaires of 70, with an average total answer of 59.35 (the average answer of respondents obtained through distributing questionnaires) and a standard deviation of 6.679. Meanwhile, the repurchase intention variable has a minimum answer of respondents obtained from distributing questionnaires of 21 and a maximum response of respondents obtained from distributing questionnaires of 35, with an average total answer of 29.43 (the average answer of respondents obtained through distribution questionnaires) and a standard deviation of 3.137.

The variable Repurchase intention can be described by the factors brand name, product attributes, price perception, and experiential marketing, and the adjusted R Square value is 0.713, or 71.3%, indicating that it is 71.3%. While the remaining 0.28, or 28.7%, are factors that are not taken into account, such as marketing and product quality. The calculated F value, which was determined using the F test results, is 62.338, with a significance level of 0.000. It can be concluded that brand name, product features, pricing perception, and marketing experience have an impact on repurchase intention (RI) because the significance level is less than 0.05 and the calculated F is more than the F table (20,896 > 2.47). According to the findings of hypothesis test number five, the F value was 62.338 with a significance level of 0.000. This indicates that it is practical to employ this regression model. Because the calculated F is bigger than the F table (62.338 > 2.47) and the significance threshold is less than 0.05, it can be concluded that the brand name, product attributes, pricing perception, and marketing experience variables all have a simultaneous significant impact on repurchase intention. These results are in line with earlier studies where brand name and product feature variables simultaneously had a favourable impact on consumer repurchase intentions. Additionally, in other research where the experience marketing variable has a positive effect on customer repurchase intentions, as well as in other studies when the price perception variable has a favourable effect simultaneously on those intentions.

The significance level for the brand name variable is 0.000. Because the brand name variable's significance level is smaller than 0.05 and the t-count is higher than the t-table (6.414 > 1.985), this suggests that the brand name variable has a positive and significant impact on repurchase intention. The findings of this study are consistent with those of earlier studies, which found that brand name had a favourable impact on consumer repurchase intentions. The better the brand name of the goods, the more likely consumers are to make another buy. The brand name variable partially influences customer repurchase intentions in a positive and significant way. The significance threshold for the product feature variable is 0.040. The fact that the product feature variable's significance level is smaller than 0.05 and the t-count is higher than the t-table (2.078 > 1.985) suggests that product characteristics have a positive and substantial impact on repurchase intention. The findings of this study are consistent with those of earlier studies, in which the product feature variable was found to positively influence consumer intentions for repeat purchases. The impact on consumer repurchase intentions is better the better the product features supplied. Consumer repurchase intention is positively and significantly impacted by product feature variables, at least in part.

The price perception variable has a 0.000 level of significance. The fact that the price perception variable's significance level is less than 0.05 and the t-count is higher than the t-table (4.269 > 1.985) suggests that perceived price has a positive and substantial impact on repurchase intention. The findings of this study are consistent with earlier research, which found that consumer repurchase intentions were positively impacted by the price perception variable. Consumer repurchase intentions are more positively impacted by price perception than by any other factor. Consumer repurchase intention is positively and significantly impacted by the price perception variable, at least in part. The significance threshold for the experience marketing variable is 0.000. Because the experiential marketing variable's level of significance is less than 0.05 and the t-count is higher than the t-table (7.282 > 1.985), this suggests that experiential marketing has a positive and substantial impact on consumers' intentions to make another purchase. The findings of this study are consistent with those of earlier studies that found that consumer repurchase intentions were positively impacted by the experiential marketing component. The effect on consumer repurchase intentions is better the better the product experience marketing offers. Consumer repurchase intention is positively and significantly impacted by the experiential marketing component.

CONCLUSION

The likelihood of making a subsequent smartphone purchase is significantly influenced by the brand name. The decision to repurchase a smartphone is significantly influenced by the features of the product. The decision to repurchase a smartphone is significantly influenced by perceived pricing. Repurchase intentions for smartphones are significantly influenced by experience marketing. Smartphone repurchase intentions are significantly influenced by brand recognition, product attributes, pricing perception, and experiential marketing separately or in combination. It is advised that future study examine additional factors like product quality, brand image, satisfaction, and so forth, or use the most recent dimensions, indicators, and methodologies like path analysis or SEM that are based on the most recent theories or research.

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