



Product Differentiation and Brand Image on Mobile Phone Purchasing Decision

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh diferensiasi produk dan *brand image* terhadap keputusan pembelian *handphone* (studi pada Toko Rejeki Seluler Merauke). Variabel indenpenden yang digunakan dalam penelitian ini adalah diferensiasi produk dan brand image sedangkan variabel dependen penelitian ini adalah keputusan pembelian. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah membeli produk *Handphone* pada Toko Rejeki Seluler Merauke yaitu 50 responden dengan penarikan sampel menggunakan rumus populasi sama dengan sampel yaitu 50 responden. Metode yang digunakan dalam penelitian ini menggunakan metode *random sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner dengan pendekatan kuantitatif. Teknik analisis data yang digunakan adalah analisis statistik deskripsi dan analisis regresi berganda. Hasil penelitian menunjukkan bahwa secara parsial diferensiasi produk berpengaruh positif signifikan terhadap keputusan pembelian, brand image berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai R Square (R^2) sebesar 0,474 menunjukkan bahwa besarnya diferensiasi produk dan brand image terhadap Minat beli sebesar 47,4% sedangkan sisanya 53,6% dijelaskan oleh variabel lain di luar dua variabel diatas.

Abstract

This study aims to determine the effect of product differentiation and brand image on mobile phone purchasing decisions (study at Toko Rejeki Seluler Merauke). The independent variables used in this study are product differentiation and brand image, while the dependent variable is the purchasing decision. The population used in this study was consumers who had purchased mobile phone products at Toko Rejeki Seluler Merauke, namely 50 respondents, with sampling using the same population formula as the sample, namely 50 respondents. The method used in this study was the random sampling method. The data collection technique used in this study was a quantitative questionnaire. The data analysis techniques used were descriptive statistical analysis and multiple regression analysis. The study results showed that partial product differentiation had a significant positive effect on purchasing decisions, and brand image had a positive and significant impact on buying decisions. The R Square (R^2) value of 0.474 indicates that the magnitude of product differentiation and brand image on Purchase Interest is 47.4%. In comparison, the remaining 53.6% is explained by other variables outside the two variables above.

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Introduction

The development of the current era continues. It has entered the computerized period, and a person is required to follow the development of the era, and a person who does not follow the development of the will be far behind. One form of development in this era was the development of knowledge about information technology. In delivering information in this era using technology, information technology is not just in the form of computer technology. Still, a combination of computer technology and information technology, namely electronic equipment, mobile phones or cell phones (cell phones) or handphones (HP), are electronic telecommunications devices that now have computer features so that people can change the function of a cellphone into a scaled-down computer (Sugiyono, 2018).

Product distinctiveness profoundly influences mobile phone purchasing decisions by augmenting a product's perceived superiority and value, capturing consumer attention, and shaping their choices. Differentiation entails providing distinctive features, cutting-edge technology, design, quality, and other characteristics that set a mobile phone apart. Research indicates that buyers like smartphones with advanced technological attributes, including 5G connection, OLED screens, and AI-driven functionalities, which enhance the product's allure and perceived worth (Tojiri, 2023; Ladipo et al., 2018).

The fast pace of innovation in mobile phone technology has turned smartphones from simple communication devices into essential lifestyle tools, profoundly influencing how consumers behave. In today's highly competitive market, two key factors, product differentiation and brand image, significantly shape people's purchases. Unique product features, design, performance, and quality help brands stand out, making it easier to attract and keep customers. At the same time, brand image, how consumers perceive a brand based on their experiences and reputation, builds trust and loyalty, which strongly drives their intention to purchase.

According to recent studies, these characteristics significantly influence mobile phone purchase decisions. For example, studies on smartphones from Vivo and Xiaomi show that brand image and product quality positively and considerably impact consumers' decisions, increasing consumer confidence and buy intention (Sudirjo et al., 2023; Sarah et al., 2024; Tamara et al., 2021). Similarly, it has been demonstrated that product differentiation raises

cellphones' perceived value and appeal, which favorably influences consumers' buying decisions (Sherly Owenda & Samboro, 2024). Furthermore, research on iPhone users shows that brand image and product distinctiveness influence purchase decisions and customer loyalty (Pieter et al., 2020).

Understanding how product differences and brand image impact purchasing decisions is essential for marketers and manufacturers looking to maintain a competitive advantage and satisfy consumer expectations, especially in light of the smartphone industry's dynamic nature and rising consumer awareness. This research investigates these linkages in depth to provide insights into the factors influencing mobile phone purchasing decisions in the present market.

Mobile phones were initially rare and considered luxury goods; only the upper economic class could have them. However, with the development of the increasingly advanced era, mobile phones have become a major commodity that is easy to buy and is loved by many people, including children, teenagers, and parents. In this era, most people have mobile phones. The city of Merauke has experienced this change, where all levels of society have mobile phones for their daily needs. In addition to being used as a means of communication, mobile phones have also become a lifestyle choice for the people of Merauke today. Several mobile phone manufacturers are increasingly active in producing products with innovations, both in technology and competitive prices, to attract consumers. Furthermore, many mobile phone shops in the city of Merauke compete with each other to promote mobile phone products that suit the needs of all levels of society in Merauke. The Rejeki Seluler store is one of several shops as a mobile phone merchant in Merauke that sells several types of mobile phone brands, with differentiation in each. Several mobile phone products innovate by introducing mobile phones at the forefront of technological developments, supporting communication and daily activities. Not only that, but also innovating in the form, style and color of mobile phones to make them more attractive than competing products, and can be seen the development of mobile phones that change in shape, screen and design that follow the development of the times, this makes many mobile phone brands increasingly attract the attention of the Merauke community.

Over the past two years, the Rejeki Seluler Merauke store has seen changes in its cellphone sales packages, notably with several brands eliminating the inclusion of charging connectors.

However, product differentiation is crucial for establishing a brand image. At Rejeki Seluler, each brand highlights its unique performance attributes, allowing consumers to recognize the added value these brands offer. The brand image of multiple cellphone brands at Rejeki Seluler is positive, making it an attractive choice for the Merauke community. Each brand competes positively by showcasing its advantages through brochures, social media, billboards, and street campaigns, distributing brochures, and conducting live broadcasts on the store's social media. These actions aim to engage potential customers online, following a sales strategy implemented by Rejeki Seluler's staff. This effort has helped the Rejeki Seluler Merauke store gain popularity in electronic device sales, especially cellphones, through frequent online promotions, live social media broadcasts, and offline activities like brochure distribution and face-to-face marketing. As a result, Merauke Rejeki Cellular Store has become a well-known cellphone outlet in Merauke. Table 1 shows the percentage of cellphone purchases at the Rejeki Cellular Store based on cellphone brands.

Table 1. Percentage of cellphone purchases at the Rejeki Cellular Store based on cellphone brands

| No | Mobile Phone Brand | Purchase (%) |
|----|--------------------|--------------|
| 1 | Samsung | 20,48 |
| 2 | Apple | 10,61 |
| 3 | Oppo | 20,76 |
| 4 | Vivo | 14,33 |
| 5 | Realme | 7,89 |
| 6 | Xiaomi | 18,82 |
| 7 | Infinix | 3,12 |
| 8 | Other | 3,96 |

Rejeki Seluler Store offers a variety of mobile phone brands and facilitates purchases through a delivery system, enhancing customer convenience. The store consistently introduces new mobile phone products, thereby increasing its competitiveness and demand among buyers. The capacity to consistently update in accordance with the latest mobile phone models and offer an official warranty for mobile phone products, together with a store warranty for consumers purchasing from Rejeki Seluler Merauke, is available.

Method

The data collection methods used in this study are: 1) **Observation**, namely, data collection obtained by direct observation at the research location and on the research object to be studied; 2) **Interview**, namely data collection that will be carried out to obtain information on how to communicate directly with one of the customers at the Rejeki Seluler Merauke store using a list of statements/questionnaires prepared in advance; 3) **Questionnaire method**, namely, this technique is carried out by distributing a list to all respondents consisting of questions about the Influence of Product Differentiation and Brand Image on Cellphone Purchasing Decisions (Study at the Rejeki Seluler Merauke Store). The questionnaire scale uses a Likert scale arranged in tables with five options; 4) **Answers**. The type of research used in the context of writing this research is associative quantitative research, because with this research, a theory can be built to explain and control a symptom.

Results and Discussion

In testing the influence of product differentiation and brand image on mobile phone purchasing decisions. The researcher distributed questionnaires to 50 respondents who were buyers at the Merauke Cellular Fortune Store. Furthermore, the management of the characteristics of selected respondents was based on gender, age, monthly income, and occupation. Based on the results of research conducted at the Merauke Cellular Fortune Store during June 2024, on 50 respondents through the distribution of questionnaires.

Multiple Linear Regression Analysis aims to predict the number or size of independent variables. Suppose the independent variables are manipulated or changed. The independent variables are product differentiation (X1) and brand image (X2). The dependent variable is the purchasing decision (Y). The results of data processing can be seen in Table 2, based on the table shown in Table 2 can be written with the regression equation, namely:

Table 2. Results of data processing with regression equations

| Model | | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | .296 | .528 | | .561 | .578 | | |
| | DIFERENSIASI PRODUK | .454 | .121 | .422 | 3.758 | .000 | .886 | 1.129 |
| | BRAND IMAGE | .408 | .109 | .419 | 3.732 | .001 | .886 | 1.129 |

a. Dependent Variable: KEPUTUSAN PEMBELIAN

The results of multiple linear regression are: $Y = 0,296 + 0,454X_1 + 0,408 X_2$

Table 3. Results of multiple linear regression

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 166.332 | 2 | 83.166 | 20.175 | .000 ^b |
| | Residual | 193.748 | 47 | 4.122 | | |
| | Total | 360.080 | 49 | | | |

a. Dependent Variable: KEPUTUSAN PEMBELIAN
b. Predictors: (Constant), DIFERENSIASI PRODUK, BRAND IMAGE

The table above shows that the product differentiation and brand image test results show a calculated $F_{\text{value}} > F_{\text{table}}$, namely $20.175 > 3.18$, with a significance level 0.000. The significance level is smaller than 0.05, meaning that product differentiation and brand image significantly affect purchasing decisions.

Table 4. The R Square Value

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .689 ^a | .474 | .452 | .49854 |

a. Predictors: (Constant), BRAND IMAGE, DIFERENSIASI PRODUK

Table 4 shows the R Square (R^2) value of 0.452, indicating that the magnitude of Product Differentiation and Brand Image on Purchase Interest is 47.4%. In comparison, the remaining 53.6% is explained by other variables outside the two variables above.

The combination of product differentiation and good brand image can significantly impact consumer purchasing decisions at Toko Rejeki Seluler, namely Increasing Purchase Interest, Reducing Purchase Uncertainty, and Customer Loyalty. At Toko Rejeki Seluler Merauke, product differentiation and brand image play an important role in attracting consumers to make purchases. Product differentiation can increase product appeal and strengthen

competitiveness, while a positive brand image increases customer trust and loyalty. By combining these two strategies, Toko Rejeki Seluler has a better chance of winning the hearts of consumers and maintaining a customer base in Merauke.

Conclusion

Research related to the Influence of Product Differentiation and Brand Image on Mobile Phone Purchasing Decisions Study at Toko Rejeki Seluler Merauke, this is based on the development of the era entering the digital era where mobile phones have become a very popular tool and based on the results of the research and conclusions that have been presented, then some suggestions that need to be given to the parties related to this research, namely in increasing company income, it is expected to be able to see the level of product purchasing decisions desired by customers to increase mobile phone sales at Toko Rejeki Seluler Merauke.

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