The Power of Brand Awareness, Perceived Value, Perceived Quality and Flagship of Smartphone Purchasing Trust and Decisions in Medan

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ABSTRACT:- This research examines brand awareness issues such as brand position, product icons (ambassadors), and inappropriate product variants ultimately making Smartphone products experience a decrease in sales. Perceived values such as product value, product benefits, and product suitability given to consumers are not in accordance with what consumers want. There was a decrease in purchasing decisions due to brand awareness, perceived value, perceived quality and flagship incompatible and ultimately a decrease in purchases in smartphone product sales. There was a decrease in trust due to brand awareness, perceived value, perceived quality and flagship that did not match and in the end there was a decrease in sales of smartphone products. Analyze data using Structural Equation Modeling (SEM). The sample was selected as a consumer who bought smartphone products in Medan city as many as 200 respondents. The results showed there was an insignificant influence of brand awareness, perceived value, perceived quality, flagship on trust. There is a significant influence of brand awareness on purchasing decisions. There is a significant influence on purchasing decisions. There is an insignificant influence on purchasing decisions.

Keywords: brand awareness, perceived value, perceived quality and flagship, trust, purchasing decision

I. INTRODUCTION

Brand awareness is important for the company. Consumers tend to buy a familiar brand, because by purchasing a familiar brand, they feel safe avoiding the risk of use assuming that the familiar brand is more reliable Durianto (2001). The value of a product or perceived value is important, because if a product is not able to produce value on that product, it will be vulnerable to attack or lose to the product of its competitors. The value of a product is also closely related to the functional benefits, purchasing practices, and use of the brand. Perceived value literature studies define perceived value as a consumer assessment of the overall product benefits based on the consumer's assessment of the benefits gained from the product and the cost or sacrifice to obtain and use the product (Hellier et al., 2003).

In research conducted by Hellier et al. (2003), perceived quality is measured by service performance, speed in service delivery, employee responsiveness, consumer confidence in the company and the level of understanding of the company's needs. Meanwhile Spais and Vasileiou (2006) use credence quality, search quality and experience quality to measure these variables. Different studies define quality perception as a consumer assessment of the entity of perfection or superiority which is further measured using dimensions of physical appearance, reliability, responsiveness, assurance and empathy (Wisnalmawati, 2005). The decision to purchase a product within the consumer does not just happen, but requires a process. The decision-making process to purchase a product starts from the introduction of problems, information-finding decisions, evaluation of several alternatives, which will be further created a pembe-lian and the formation of post-purchase behavior (Kotler, 2005)

According to data released by IDC (International Data Corporation), the best and best-selling mobile phone brands in the world are respectively held by: Samsung, Apple, Huawei, Xiaomi, and Oppo.At the end of 2018, the order of the best-selling mobile phone brands is sequentially held by:
• Samsung, market share 20.3%
• Huawei, market share 14.6%
• Apple, market share 13.2%
• Xiaomi, market share 9.5%
• Oppo, market share 8.4%
• Vivo, 7% market share
• The rest is filled by other mobile brands by 26.9%.

Despite falling to third place, Apple's position remains difficult to downgrade again by Xiaomi and Oppo. But there's still a possibility that Apple won't innovate much in its products. Iphone can always be stigmatised as an expensive mobile phone. The sale price is not dependent on the latest iphone mobile phone mostly sold with a price above Rp 10 million Although expensive but still many people who are comfortable with the ecosystem created by Apple. With the IOS operating system, iphone remains resilient to be the only non-Android phone in the 6 best mobile brands in the world in 2019. Iphone does promise an experience that Android users don't feel. Iphone users always get regular security updates and the possibility to sample the latest iOS version for up to 3 to 5 years. If you want a good phone for Selfie choose aja Oppo. The mindset seems to have been inherent in the minds of indonesians. This is not separated from Oppo's branding strategy that always attaches selfie expert tagline in every new mobile phone. But it will be abandoned in 2019. Oppo and Vivo are actually from the same parent company. The two best mobile brands in the world in 2019 are both from a parent company called BBK. Not only Oppo and Vivo, actually One Plus is also because the One Plus brand is a subsidiary of Oppo. Because it comes from the same parent company, it is no wonder these two brands always issue their latest mobile phones in the near term. In addition oppo and Vivo specifications and designs are mostly similar. But sometimes Vivo always has superior performance. Oppo, meanwhile, excels at cameras

II.   THEORITICAL FRAMEWORK

1. Brand Awareness

When consumers have little time to consume, proximity to the brand name will be enough to determine the purchase. According to Pitta & Katsanis in Husni. A.R. (2010). According to Shimp in Suprapti Lilik (2010) brand awareness is the ability of a prospective buyer to recognize and recall a brand as part of a particular product category. According to Uyung Sulaksana in Sanjaya. B. (2013) awareness itself is how to make the audience aware of the product, where the task of a communicator is to make consumers understand and aware of the existence of a product. Because if the consumer is aware of the product it will form a positive attitude from the consumer and will continue to the process of consuming the product.

2. Perceived Value

Customer perceived value is the difference between the perspective customer's evaluation of all benefits and all the costs of an offering and the perceived alternatives. (Perceived customer value is the customer's overall assessment of the usefulness of a product for what it receives and renders) (Kotler 2008). In selecting a product, a customer determines the value of the product to be selected. The product that will be the choice of course is the product that gives the customer the most value. This assessment is a summation from several angles of assessment consisting of Image Value, Personnel Value, Service Value, Product Value. (Kotler and Keller 2009).

3. Perceived Quality

Perceived quality is the image and reputation of products with company prices and responsibilities (products or services to be sold to customers). According to David Aekar in Salim (2014) perceived quality as a customer's perception of all the quality or excellence of a product or service in connection with the expected. Perception of quality is one of the key dimensions of brand equity. Perceived quality is influenced by two dimensions, namely in the form of product quality and service quality. According to Gavin in Andriyanto (2013). Revealed there are seven dimensions of product quality namely: Performance that includes the operating character of a product. Features are an addition to being an important defender for two products that look the same. Conformance with the specifications or the absence of defect is a view on the quality of traditional-oriented manufacturing processes. Realibility is the consistency of performance from one purchase to another and the percentage of time owned. Durability reflects the economic life of a product. Service ability reflects a product's ability to provide services. Fit andfinish leads to quality appearance.

4. Flagship

Flagship is the most popular and best-selling device, whether it has top-of-the-line specs or not. Although the device is low cost, manufacturers have their own flagship device. But the Android Authority team's conclusion eventually came up with a definition of a device that was in the flagship category, and most of us also agreed, among other things; - Flagship is the best device the OEM has to offer. - Flagship bears many of the top specifications available today. - Flagship device has no compromise whatever - Flagship devices are the best of all devices in a certain price range - Flagship is a device made to have broad commercial appea. Flagship device has a very strong and prominent marketing campaign (Tabloid Pulsa, 2018).

5. Trust

According to Morgan and Hunt in Anita Rahmawati (2011) customer trust is a trust in the partner in which someone is related. Trust arises from a long process. If customer trust has arisen between the customer and the company, then the effort to build a cooperation relationship will be easier. Trust arises with a credibility gained from another party because it has the desired expertise to perform a task. According to Hermawan (2011) the level of customer trust can be measured through several factors such as: honesty in transacting, corporate responsibility to customers and many more.

6. Purchase Decision

According to Setiadi (2012) purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. According to Kotler and Amstrong (2012) in general, purchasing decisions are buying the most preferred brand, but two factors can be between intent and purchasing decisions. The first factor is others. According to Peter and Oslon in Sangadji and Sopiah (2013) consumer decisions are a problem solving process directed at the target. At the heart of decision-making is an aggregation process that combines knowledge to evaluate two or more alternative behaviors, or choose one of them. Decision-making includes all the processes consumers go through to recognize problems, find solutions, evaluate alternatives, and choose between options.

III. METHODOLOGY

The approach in this study is quantitative. According to Rusiadi, et al (2016) which suggests that quantitative research is a sitematic scientific study of parts and phenomena and relationships. With this research, a theory can be established that can serve to explain, predict and control a symptom. While quantitative associative research is research by obtaining numbers or qualitative data that is suspected. Samples are part of the number of characteristics that such populations have. According to Rusiadi, et al (2016). The sample is part of a population that is expected to represent the research population. According to Manullang and Pakpahan (2014). The sample of this research data was taken based on the census sample, i.e. all populations were used as samples that were as many as 200 respondents. The decomposition effect occurs based on the formation of a path chart that can be accounted for in theory. The influence between latent conciliations is divided based on the complexity of variable relationships, namely:

1. Direct effects

a) Direct influence of brand awareness on trust

$Y_1 = f(X_1)$

$Y_1 = a + b_1X_1 + e$

b) Direct influence of brand awareness on purchasing decisions

$Y_2 = f(X_1)$

$Y_2 = a + b_1X_1 + e$

c) Direct influence of perceived value on trust

$Y_1 = f(X_2)$

$Y_1 = a + b_1X_2 + e$

d) Direct influence of perceived value on purchasing decisions

$Y_2 = f(X_2)$

$Y_2 = a + b_1X_2 + e$

e) Direct influence of perceived quality on trust

$Y_1 = f(X_3)$

$Y_1 = a + b_1X_3 + e$

f) Direct influence of perceived quality on purchasing decisions

$Y_2 = f(X_3)$

$Y_2 = a + b_1X_3 + e$

g) Direct influence of purchasing decisions on trusts

$Y_1 = f(Y_2)$

$Y_1 = a + b_1Y_2 + e$

2. Indirect effects

a) Indirect influence of brand awareness on purchasing decisions through trust.

$Y_2 = f(X_1Y_1)$

$Y_2 = a * b_1X_1 * b_2Y_1 + e$

$Y_2 = X_1 Y_1 * Y_1 Y_2$

b) Indirect influence of perceived value on purchasing decisions through trust.

$Y_2 = f(X_2Y_1)$

$Y_2 = a * b_1X_2 * b_2Y_1 + e$

Y2 = X2 Y1 * Y1 Y2
c) The indirect influence of perceived quality on purchasing decisions through trust.
Y2 = f (X3Y1)
Y2 = a * b1X3 * b2Y1 + e
Y2 = X3 Y1 * Y1 Y2
3. Total effects
a) The total influence of brand awareness on purchasing decisions through trust.
Y2 = f (X1Y1)
Y2 = a + b1X1 + b2Y1 + e
Y2 = X1 Y1 + Y1 Y2
b) The total influence of perceived value on purchasing decisions through trust.
Y2 = f (X2Y1)
Y2 = a + b1X2 + b2Y1 + e
Y2 = X2 Y1 + Y1 Y2
c) The total influence of perceived quality on purchasing decisions through trust.
Y2 = f (X3Y1)
Y2 = a + b1X3 + b2Y1 + e
Y2 = X3 Y1 + Y1 Y2
d) Total perceived quality influence on purchasing decisions through trust.
Y2 = f (X4Y1)
Y2 = a + b1X4 + b2Y1 + e
Y2 = X4 Y1 + Y1 Y2

IV.   RESULT AND DISCUSION

Estimates of maximum likelihood with structural equation models require some assumptions that must be met by data. These assumptions include the data used having a normal distribution, free of data outliers, and no multicolinearity (Ghozali 2005, 2008). Testing of data normality is carried out by taking into account the skweness and kurtosis values of the indicators and the research variables. The criteria used are critical ratio skewness (C.R) and kurtosis of ±2.58 at a significance level of 0.01. A data can be concluded to have a normal distribution if the C.R value of kurtosis does not exceed the absolute price of 2.58 (Ghozali, 2005; 2008). The results of this test are demonstrated through the assessment of normality of the AMOS output.
CFA Variable Brand Awareness
EW1 = Brand Position
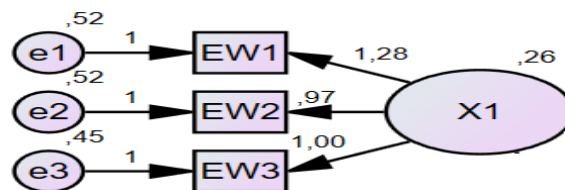EW2 = Product Icon (Ambassador)
EW3 = Product Promo

Figure 1 .CFA *Brand Awareness*

Based on the output of AMOS it is known that all indicators of firs order brand awareness constructors have a significant loading factor value, where the entire loading factor value exceeds the number 0.5. If all construct-forming indicators are already significant then they can be used to represent data analysis.
CFA Variable Perceived Value
PV1 = Product Value
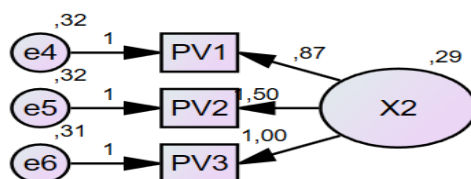PV2 = Product Benefits
PV3 = Product Suitability

Figure 2. CFA *Perceived Value*

Based on the AMOS output it is known that all indicators of firs order perceived value constructors have a significant loading factor value, where the entire loading factor value exceeds the number 0.5. If all construct-forming indicators are already significant then they can be used to represent data analysis.

1. CFA Variable Perceived Quality

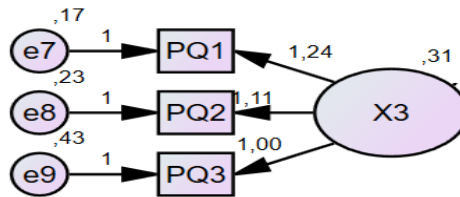PQ1 = Product Quality

PQ2 = Technology Quality

PQ3 = Features

Figure 3. CFA *Perceived Quality*

Based on the AMOS output it is known that all indicators of firs order perceived quality constructors have significant loading factor values, where the entire loading factor value exceeds the number 0.5. If all construct-forming indicators are already significant then they can be used to represent data analysis.

1. CFA Variable Flagship

KP1 = Flagship Product Quality

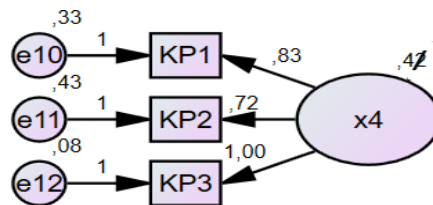KP2 = Flagship Quality Technology

KP3 = Flagship Features

Figure 4. CFA *Flagship*

Based on the output of AMOS it is known that all indicators of the firs order flagship construct form have a significant loading factor value, where the entire loading factor value exceeds the number 0.5. If all construct-forming indicators are already significant then they can be used to represent data analysis.

1. CFA Variable Trust

KB1 = Lasting

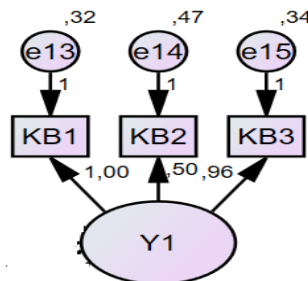KB2 = Consistent Service

KB3 = According to Standar

Figure 5. CFA Trust

Based on the AMOS output it is known that all indicators of the first order trust constructor have a significant loading factor value, where the entire loading factor value exceeds the number 0.5. If all construct-forming indicators are already significant then they can be used to represent data analysis.

1. CFA Variable Purchase Decision

KX1 = Product Guarantee
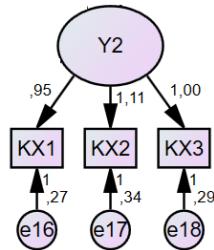
KX2 = Buying Stability

KX3 = Consideration in Buying
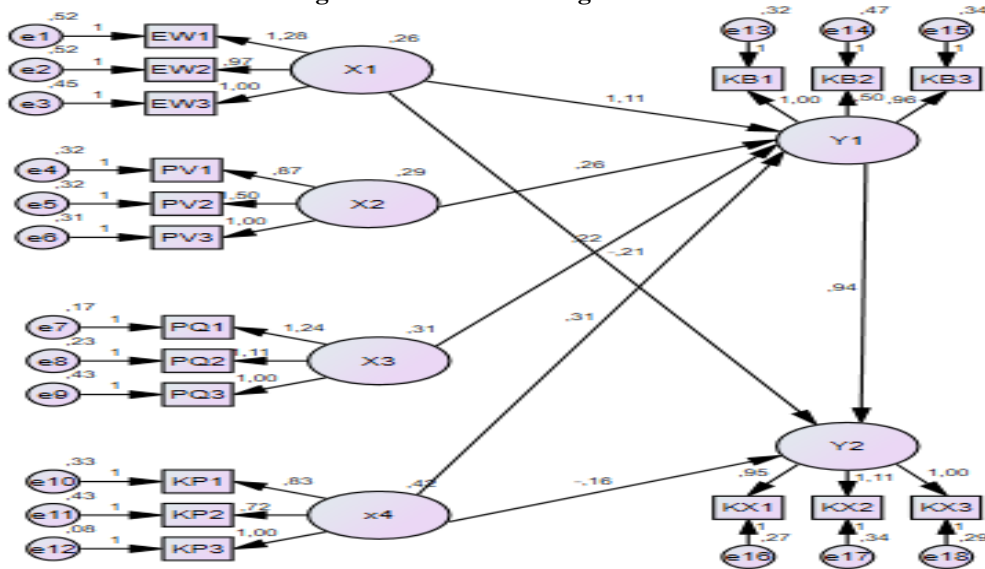
Figure 6. CFA Purchasing Decisions

Figure 7. Output Amos

Based on AMOS output it is known that all indicators of firs order constructors purchasing decisions have a significant loading factor value, where the entire loading factor value exceeds the number 0.5. If all construct-forming indicators are significant then they can be used to represent data analysis.

Table 1. Research Model Feasibility Test results for SEM Analysis

Goodness of Fit Indeks	Cut of Value	Hasil Analisis	Evaluasi Model
Mni fit function of chi-square	p>0,05	(P =0.00)	Tidak Fit
Chisquare	Carmines & Melver (1981) Df=271 = 129.69	445,982	Fit
Non Centrality Parameter (NCP)	Penyimpangan sample cov matrix dan fitted kecil<Chisquare	174,982	Fit
Root Mean Square Error of Approx (RMSEA)	Browne dan Cudeck (1993) < 0,08	0.056	Fit
Model AIC	Model AIC >Saturated AIC Independence AIC	553,982<Saturated AIC (650) <Independence AIC (942,725)	Fit
Model CAIC	Model CAIC < <Saturated CAIC <Independence CAIC	787,425<Saturated CAIC (2054,978)<Independence CAI C (1050,800)	Fit
Normed Fit Index (NFI)	>0,90	0.794	Moderat Fit
Parsimoni Normed Fit Index (PNFI)	0,60 – 0,90	0.786	Fit
Parsimoni Comparative Fit Index (PCFI)	0,60 – 0,90	0.637	Fit
PRATIO	0,60 – 0,90	0.903	Fit
Comparative Fit Index (CFI)	>0,90 (Bentler (2000)	0.705	Moderat Fit
Incremental Fit Index (IFI)	>0,90 Byrne (1998)	0.719	Moderat Fit
Relative Fit Index (RFI)	0 – 1	0.679	Fit
Goodness of Fit Index (GFI)	> 0,90	0.856	Moderat Fit
Adjusted Goodness of Fit Index (AGFI)	>0,90	0.827	Moderat Fit
Parsimony Goodness of Fit Index (PGFI)	0 – 1,0	0.714	Fit

Source: Ghozali (2005; 2008), output Amos

This match test measures how close the implied covariance matrix is and the covariance matrix sample. In practice, the P-value is expected to be worth more equal to 0.05 in order for H0 to be accepted stating that the model is good. Chi-square testing is very sensitive to data size. Yamin and Kurniawan (2009) recommend for large sample sizes (more than 200), this test tends to reject H0. But conversely for small sample sizes (less than 100), these tests tend to receive H0. Therefore, the recommended sample size of the data to be tested in the Chi-square test is a sample of data ranging from 100 – 200. The probability of chi square value is 0.000 > 0.5 so that there is a match between implied covariance matrix (matrix kovarians prediction result) and sample covariance matrix (matrix kovarians of the data sample).

The loading factor test result is known that all variables exceed the loading doctor by 0.5 so it is believed that all variables are worthy of further analysis.

Table 2. Estimated C.R (Critical Ratio) and P-Value

			Estimate	S.E.	C.R.	P	Label
Y1	<---	X1	1,106	,144	7,694	***	par_13
Y1	<---	x4	,305	,069	4,418	***	par_16
Y1	<---	X3	,220	,068	3,257	,001	par_17
Y1	<---	X2	,262	,075	3,499	***	par_18
Y2	<---	X1	-,205	,243	-,844	,399	par_14
Y2	<---	x4	-,159	,087	-1,836	,066	par_15
Y2	<---	Y1	,935	,221	4,234	***	par_19

Source: output Amos, 2020

The causality test shows that almost all variables have a causality relationship, except between Brand Awareness which has no causality relationship with purchasing decisions. The critical ratio probability causality test that has an asterisk of three can be presented in the following explanation:
1. There is a causality relationship between Brand Awareness and trust. The crtitical value of 7,694 is twice as large as the default error value and the probability value (p) has a significant asterisk.
2. There is a causality relationship between perceived value and trust. The crtitical value of 3,499 is twice as large as the default error value and the probability value (p) has a significant asterisk.
3. There is a causality relationship between perceived quality and trust. The crtitical value of 3,257 is twice as large as the default error value and the probability value (p) that has a significant asterisk.
4. There is a causality relationship between flaghsip and belief. The crtitical value of 4,418 is twice as large as the default error value and the probability value (p) that has a significant asterisk.
5. There is a causality relationship between Brand awarness and purchasing decisions. The crtitical value of -0.844 is twice as small as the default error value and the probability value (p) that has a significant asterisk.
6. There is a causality relationship between the flagship and the purchase decision. The crtitical value of -1,836 is twice as large as the default error value and the probability value (p) that has a significant asterisk.
7. There is a causality relationship between trust and purchasing decisions. The crtitical value of 4,234 is twice as large as the default error value and the probability value (p) that has a significant asterisk.

Based on the above image it is known that, all exegenous variables affect endegenous in total. The total influence result shows that the largest influence in total on trust is Brand Awarness of 0.900, while the biggest influence in total on purchasing decisions is Brand Awarness of 0.909. To find out the results of hypothetical testing is done by looking at the probability value or by looking at the significance of the interconnectedness of each research variable. The kiriterianya is if $P<0.05$ then the relationship between variables is significant and can be further analyzed, and vice versa. Therefore, by looking at the probability number (p) on the output of the whole path shows a significant value at the level of 5% or the standardize value should be greater than 1.96 (>1.96). (If using a t-count value with a table t, then the t value counts above 1.96 or >1.96 or the count t is greater than the table t). AMOS 22 can be set hypothesis acceptance and rejection criteria as follows:
If $P > 0.05$ then H0 is accepted (insignificant)
If $P < 0.05$ then H0 is rejected (siginifikan) (Santoso, 2007)

The results prove there is an insignificant influence of Brand Awareness on Trust in Smartphones. There are differences of opinion as opposed to what was expressed according to previous research conducted by Sari 2014, Kurniati, Farida and Nurseto 2013 whose research results are Brand Awareness has an influence on purchasing decisions. As with this research, Brand Awareness variables have a positive and significant influence on trust. In this study, brand awareness did not affect consumer confidence to choose a smartphone, although the case about product damage, did not make consumers worry about buying a smartphone.

The results prove there is an insignificant influence perceived value on trust in smartphones. There are differences of opinion as opposed to what was suggested according to previous research conducted by Hardjanti 2011 and Selva 2016 whose research results are Perceived Value has a direct influence on trust. In this study, the value of the product does not affect trust because the value of the product provided by the company can still be accepted by consumers because the value obtained on the smartphone is still in accordance with the price issued by the consumer.

The results prove there is an insignificant influence perceived quality on trust in smartphones. There are differences of opinion as opposed to what was express according to previous research conducted by Raharjo and Dharmayanti 2016 whose research results are Perceived Quality has a direct influence on trust and positive value. In this study, the perception of quality does not affect trust because the quality provided by the company can still be loved, because not all smartphones are damaged.

The results prove there is an insignificant influence on the Trust in Smartphones. There are differences of opinion as opposed to what was said according to previous research conducted by Raharjo and Dharmayanti 2016 whose research results are flagship has a direct influence on trust and positive value. In this study, the perception of quality does not affect trust because the quality provided by the company can still be loved, because not all smartphones are damaged.

The results prove there is a significant influence of Brand Awarness on Purchasing Decisions on Smartphones. There are differences of opinion as opposed to what was suggest according to previous research conducted by Naili Farida and Bulan Prabawani so the result of the study is that Brand Awarness has a direct influence on purchasing decisions and positive value. As with the research, Brand Awarness variables have a positive and significant influence on purchasing decisions. In this study, value perception did not affect purchasing decisions despite a case of damage to one of the smartphones.

The results prove there is a significant influence of Flagship on Purchasing Decisions on Smartphones. There are differences of opinion as opposed to what was suggested according to previous research conducted by Reski Pratiwi, Naili Farida and Bulan Prabawani so the result of his research is flagship has a direct influence on purchasing decisions and positive value. In this study, product quality did not affect purchasing decisions because consumers continued to buy smartphones.

The results prove there is an insignificant influence of Trust in Purchasing Decisions on Smartphones. There is a difference of opinion as opposed to what was disputed according to previous research conducted by Natasya Putri Andini, et al (2014), Elvy intan Kartika sari (2016) then the result of his research is that customer trust has a direct influence on purchasing decisions and positive value.

V.   CONCLUTION

Based on the results of the study the insignificant influence of brand awareness on trust in smartphones, where the probability value of 1,106 > 0.05 so that known brand awareness does not significantly affect trust. Based on the results of the study there is an insignificant influence perceived value on trust in smartphones, where the probability value of 0.262 > 0.05 so that it is known perceived value does not significantly affect trust. Based on the results of the study there is an insignificant influence perceived quality on trust in smartphones, where the probability value of 0.220 > 0.05 so that it is known perceived quality does not significantly affect trust. There is an insignificant influence on trust in smartphones , where a probability value of 0.305 >0.05 so it is known that flagships do not significantly affect trust. Based on the results of the study there is a significant influence of brand awareness on purchasing decisions on smartphones, where the probability value is -0.205 > 0.05 so that it is known that brand awareness significantly affects purchasing decisions. Based on the results of the study there is a significant influence on purchasing decisions on smartphones, where the probability value is -0.159 > 0.05 so it is known that flagships significantly influence purchasing decisions. There is an insignificant influence on purchasing decisions on smartphones, where a probability value of 0.935 >0.05 so it is known that trust does not significantly influence purchasing decisions.

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