

THE EFFECT OF PRODUCT INNOVATION ON SAMSUNG SMARTPHONE PRODUCT PURCHASE DECISIONS THROUGH BRAND EQUITY AS INTERVENING VARIABLES IN THE TOKOPEDIA MARKETPLACE

Dede Suleman¹, Ida Zuniarti², Sofyan Marwansyah³, Taat Kuspriyono⁴, Dinar Riftiasari⁵, Sri Rusiyati⁶, Dedi Suharyadi⁷, Joko Ariawan⁸

^{1,2,3,4,5,7,8}, Universitas Bina Sarana Informatika, Indonesia
⁶, Universitas Nusa Mandiri, Indonesia

Dede.dln@bsi.ac.id¹, ida.idz@bsi.ac.id², Sofyan.smw@bsi.ac.id³, taat.tat@bsi.ac.id⁴, dinar.drf@bsi.ac.id⁵, sri.siq@nusamandiri.ac.id⁶, dedi.dsi@bsi.ac.id⁷, joko.jaw@bsi.ac.id⁸,

Abstract - *Buying choices are contemplations that exist inside a person to work out something to look for through an interaction of thought with different accessible choices. There are many components that impact buying choices where each buyer needs an item which will address all issues. In this manner, inside the choice to search for Cell phone items, shoppers likewise need items that have total innovation that follows the days, so makers are needed to in any case improve on their items. This investigation utilizes a quantitative methodology and SEM PLS examination strategy utilizing the Keen PLS 3 investigation instrument. during this examination, purposive inspecting method was utilized. The populace during this examination were all Samsung cell phone shoppers who made buys through the Tokopedia commercial center during 2020. on account of the wide populace inclusion, the populace during this investigation isn't known definitely, so during this examination the creators utilized a limitless populace, in the wake of figuring the example during this examination. This examination is 100 respondents. The consequences of this examination demonstrate that there's a positive and critical impact of item development variable on brand value, there's no impact of item advancement variable on buying choices, there's a positive and huge impact of brand name value on buying choices and there's a positive and huge impact of item development on buy choices through brand value.*

Keywords: *Product Innovation, Brand Equity, Purchase Decisions.*

1. INTRODUCTION

One of the Smartphone products that attracts the public's attention is the Samsung, but in a very competitive business world, to maintain its market share in Indonesia, Samsung continues to strive to create new product innovations by launching various types of products at various prices. has been adapted to consumer demand, and active promotion by using various promotional media to introduce its



products to the wider community, so that Samsung is known as one of the most innovative and high-quality Smartphone products from South Korea.

In the midst of the Covid-19 pandemic, the profit of Samsung's producer, namely Samsung Electronics Co. rose by 44 percent in the first quarter of 2021. The increase was supported by sales of new smart phones and gadgets. Initially, Samsung predicted their net profit would decline due to weak market demand. However, in fact, the world economy began to improve faster so that sales also increased. In addition, the rising prices of mobile phone components, semiconductors, made Samsung's revenue increase. Samsung was able to fill the market void because its main competitor, Huawei Technologies Co., was affected by US sanctions (L. Lestari, 2021).

Item development in Samsung items, which is consistently cutting-edge pursuing business sector directions or wants, is one of Samsung's qualities. Tjiptono and Chandra (2016) clarify that item development can be deciphered as the commonsense execution of a thought into another item or interaction. Development can emerge out of people, organizations, research at colleges, labs. Also, advancement can be deciphered as the commonsense turn of events and improvement of an underlying creation into a usable procedure (measure development) or (item advancement), so one might say that item development is the reasonable execution of a thought into an item. or then again the consequence of another interaction which is the turn of events and commonsense improvement of an underlying creation into something that can be utilized or utilized.

Buying choices are contemplations that exist in somebody to work out something to search for through an interaction of thought with different choices accessible. reliable with Atmaja and Adiwinata (2013:3) buying choices are stages inside the dynamic interaction to genuinely purchase an item. Buy choices are impacted by a few components, including item quality, value, item development, and brand value. steady with Kotler (2015) factors that impact buying choices incorporate social components, social variables, individual elements and mental elements. steady with Harahap (2015) each buyer needs an item which will address all issues. Subsequently, inside the choice to search for Cell phone items, shoppers likewise need items that have total innovation that stays aware of the days, all together that makers are needed to improve on their items consistently. At the point when shoppers intend to purchase an item, they truly have certain explanations behind choosing an item, for example being happy with the norm and brand value offered by the product. There likewise are customers who purchase products upheld the need for a thing and several shoppers who purchase an item suddenly, implying that purchasers purchase the product with none intends to look for ahead of time or with none extraordinary contemplations when choosing to search for. Buying choices are buyer choices which will happen in case the customer's craving to search for a thing is consistent which joins what things to look for, if to search for, when to look for, where to search for and the best approach to get it (Sumarwan, 2014) and (Suleman 2014).

Brand value might be a bunch of related brand resources and liabilities which will increment or abatement the value given by an item or administration to the corporate and its clients. Brand value will help clients in deciphering the technique for item related data and may influence customer certainty when deciding. With brand value during an item, the product will enjoy a cutthroat benefit inside the organization and prepare customers to settle on buying choices subsequent to going to know the whole brand (Zhafira and Rachmawati, 2020). Brand value is also considered as a component that impacts buying choices. Brand value might be a bunch of affiliations and practices that are possessed by brand clients, channel individuals, and organizations that permit a brand to acknowledge strength, toughness, and greatness which will separate it from contending brands (Syamruddin and Hakim, 2019) . In case clients aren't keen on a brand and purchase because of item attributes, value, comfort, and with little respect for the brand, the probability of brand name value is low. Brand value in light of the fact that the



additional worth given to items and administrations. This worth can reflect inside the kind of the manner in which a buyer thinks, feels, and acts towards the brand, the value of portion of the overall industry and along these lines the benefit of the corporate (Kotler and Keller, 2011)

Development is that the real utilization of thoughts to new items and cycles. Development is given by people, organizations, scholarly analysts, research foundations, governments, and individual non-benefit associations. Development is that the article, thought, and testing of items comprehended as intriguing and new by people additionally as different gatherings of clients (Qoyumi, 2019) . Item advancement are a few things which will be viewed as an item's utilitarian advancement which will make the product one stride additionally contrasted with contending items. In the event that the product has an or more that is viewed as added an incentive for buyers. the occasion of most recent items and their easier systems is normally a determinant of the achievement and endurance of an organization, yet this is regularly not a basic work. New improvement requires exertion, time and ability including the size of the risk and cost of disappointment (H. Setiawan, 2012).

2. LITERATURE REVIEW

Product Innovation

Innovation is the driving force for competition to grow, generate profits and long-lasting value creation (Uliana, 2012). Product innovation is an important variable so that companies can market their products to various segments and can expand their own markets (Almira & Sutanto, 2018). According to (Widyastuti, 2017) innovation is the application of new ideas or ideas, creating original ideas is not easy, because it is necessary to have several techniques for creating ideas, namely by adjusting, enlarging, reducing, reversing, replacing, changing, rearranging and combining. According to (Rohimah et al., 2015) product innovation is all efforts in the form of new inventions, developments using the latest technology to be able to create a product that has never been found before so that the company is able to compete in the market and dominate the market to maintain the company's survival. Innovation can make a product have an advantage over competing products and maintain the company's position in the market (A. T. Setiawan et al., 2018)

(H. Setiawan , 2012) states that item development are a few things which will be viewed as an item's useful advancement which will make the product one stride additionally contrasted with contending items. In the event that the product has an or more that is viewed as added an incentive for shoppers. the occasion of most recent items and their easier systems is typically a determinant of the achievement and endurance of a company, yet this is regularly not a straightforward work. New advancement requires exertion, time and expertise including the extent of the risk and cost of disappointment. steady with (Tjiptono and Chandra ,2016) advancement might be an essential contemplate supporting the achievement of organizations, both assembling specialist co-ops. Advancement comes full circle inside the presentation of most recent items. The new item type is said to the essential what the corporate needs to figure it out. A development is any thought or item that a potential adopter sees as new. Advancement might be a method of presenting novel thoughts, new products, new administrations, and new manners by which are more valuable. In case advancement isn't directed, improvement and change will not happen. Advancement (Rohimah et al., 2015).

(Imon et al.,2020) states the motivation behind Advancement, to be specific: saving time, expanding usefulness, expanding productivity, improving a lot the nature of items or administrations, making comfort, addressing client needs, fulfilling client encounters, diminishing danger, speeding up self and worker execution, creating understanding or information, the business will be more serious, guarantee the manageability of life later on, work on the personal satisfaction.



As per Rogers in (Uliana, 2012) advancement is an idea, practice or item that is seen as new by an individual or other unit of reception where the impression of curiosity by individuals from the social association influences the speed of reception of the development. Advancement comprises of 5 measurements, including the accompanying:

1. **Relative benefit** Is the degree of greatness of a development, regardless of whether it's superior to past advancements or from things that are typically done. Typically estimated as far as economy, social accomplishment, solace and fulfillment. The more noteworthy the general benefit apparent by the adopter, the quicker the development is taken on.
2. **Compatibility** It is the level of similarity of the advancement to the qualities, past encounters, and wishes of the beneficiary. Developments that aren't as per the qualities or standards accepted by the beneficiary will not be acknowledged as fast as advancements that are as per existing standards.
3. **Complexity** It is the degree of intricacy of a development to be embraced, how troublesome it's to know and utilize the advancement. the better a development is known and perceived by adopters, the quicker the advancement is taken on. On the contrary hand, the more mind boggling the product, the harder it's to acknowledge acknowledgment.
4. **Trialability** Is how much a development are regularly attempted first or should make certain to utilize it. An advancement are regularly tried in genuine conditions, developments are by and large embraced all the more rapidly. To additionally speed up the reception interaction, an advancement should be prepared to show its benefits. New items are bound to make progress if buyers can attempt or try different things with thoughts on a restricted premise.
5. **Observability** how much the aftereffects of utilizing a development are frequently seen by others. the better it's for someone to determine the aftereffects of a development, the more probable the advancement is to be embraced by an individual or gathering of people. Perceivability and straightforward correspondence mirror how much the aftereffects of utilizing another item are noticeable to companions and neighbors.

Brand Equity

As per (Rahmawati, 2016) brands show the source or creator of the product, and this empowers buyers, the two people and associations to allocate liability regarding item execution and dispersion. For organizations, brands give a few significant capacities, in particular working on item taking care of/following, aiding item stock and bookkeeping records and furthermore offering legitimate insurance for organizations against novel elements or parts of an item. A believed brand addresses A degree of value all together that fulfilled purchasers can undoubtedly pick the product once more.

Brand value might be a bunch of brand name resources and liabilities related with a brand, its name or image, which might increment or diminishing the value given by an item or administration to the corporate or the organization's clients (M. A. Lestari and Djawoto, 2018). Brand value is that the additional worth given to items/administrations which is reflected inside the manner in which buyers think/feel, regard the brand, value, piece of the pie and along these lines the degree of benefit given by the brand (Rahmawati, 2016). Kotler in (Syamruddin and Hakim, 2019) characterizes brand value on the grounds that the entirety of brand name insights, including the general nature of items and administrations, monetary execution, client steadfastness, fulfillment, and by and large brand appreciation.

As indicated by (Firmansyah, 2019) brand value is that the strength of a brand. Through a powerful brand, organizations can deal with their resources well, increment pay, grow piece of the pie, set premium costs, diminish special expenses, increment deals, keep up with security, and increment upper hand. upheld the buyer's point of view, brand value might be a kind of reaction or reaction from customers to a brand. the

upper the brand value, the upper the brand reliability, name mindfulness, confided in quality, solid brand connections, and different resources like licenses, exchange rights and circulation connections (Lestari and Djawoto, 2018).

Brand value pointers reliable with (Firmansyah , 2019) Brand value is produced using four measurements which will be utilized as markers in evaluating Brand Value, to be specific: brand mindfulness, seen quality, brand affiliation, and brand dependability. (brand dependability). the explanation of each brand measurement is as per the following:

1. Brand Mindfulness (Brand Mindfulness).
Brand mindfulness is that the capacity of buyers to recognize or review a brand and partner it with a particular item classification.
2. Perceived Quality (Saw Quality).
The apparent nature of the brand depicts the client's general reaction to the norm and benefits offered by the brand.
3. Brand Affiliations.
Brand affiliation identifies with everything related inside the client's memory to a brand.
4. Brand Steadfastness.
Brand steadfastness might be a solid obligation to reliably buy in or repurchase a brand inside what's to come

Purchase Decision

As indicated by (Firmansyah, 2019) , (Suleman et al., 2019), (Suleman et al., 2020a), (Suleman et al., 2020b), (Suleman et al., 2020c), (Suleman et al., 2020d) choosing are frequently considered accordingly or yield of mental or intellectual cycles that cause the decision of an activity way among a few accessible other options. Each dynamic cycle consistently prompts a last decision. The yield are frequently an (activity) or an assessment on the choice.

As per (Djohan, 2016). numerous essentials are used in choosing, for example, enthusiastic, instinct, experience, authority, realities. In regular practice very parcel of looking for upheld feelings, for example, pleased with the merchant, appealing bundling, inquisitive about the dealer's influence strategies. Choices upheld instinct, experience, and realities are generally better compared to those upheld feeling alone. the thought for making buying choices in associations ought to be upheld judiciousness. Choices upheld reasoning are unbiased, intelligent, straightforward, lucid, and predictable, all together that the decisions are qualified and responsible (Widanengsih, 2020)

As indicated by (Octavia et al. (2017) the buying choice interaction will vary from one item to an alternate. by and large, there are a few phases inside the purchasing dynamic cycle, to be specific issue acknowledgment, data chasing, assessment of options, buy choices and post-buy conduct.

As per Morissan in (Ani and Kusumawati , 2013) inside the purchasing cycle, in the wake of making an assortment, buyers start to guide to the goal or want to look for (buy goal) with an adapted to search for specific brands that match their longing rules. Buy expectations are for the most part upheld endeavors to coordinate with buy intentions with qualities or brand attributes being considered by including mental perspectives, similar to inspiration, discernment, and incorporation. After the will or interest to search for shows up, ensuing stage is that the buy choice. Until at long last there was a real buy (genuine buy).

Morissan in (Ani and Kusumawati , 2013) states that in the vast majority of individuals, shopper purchasing conduct is normally started and impacted by numerous upgrades (boosts) from outside themselves, both inside the kind of showcasing improvements and boosts from the climate. during this investigation, these upgrades are showed in mindfulness, E-Wom, saw esteem, seen cost, seen quality, advancement, reliability, use, and fulfillment.

1. Awareness.
Brand mindfulness or brand mindfulness in light of the fact that the capacity of possible purchasers to recognize and recall a brand during a specific item classification. Brand mindfulness assumes a pivotal part on buy goal since purchasers will in general shop for natural and notable items.
2. Perceived Worth.
Seen esteem is shoppers' general evaluation of the benefits of an item upheld impression of what they need got and what they need gave. Seen esteem implies the appropriateness of the value to the benefits got.
3. Perceived Cost.
Value insight cares with how value data is completely perceived by purchasers and gives profound planning to them.
4. Perceived Quality .
Seen quality is that the client's impression of the norm or prevalence of an item or administration as far as its capacity comparative with different items.
5. Trustworthiness .
Dependability is characterized on the grounds that the genuineness, respectability, and reliability of an endorser that is accepted by the crowd.
6. Promotion.
Advancement is data or single direction influence made to guide an individual or association to activities that make trades in promoting, in advertising data about items will be recalled better when the information is in the midst of pictures or perceptions than if by some stroke of good luck in exposition or words (Standard).
7. E-WOM .
Electronic informal exchange might be a positive or negative assertion made by possible clients, genuine clients, and previous clients a couple of item or organization through the web.
8. Usage .
Use or utilization is commonly related to the experience of utilizing the brand. during this investigation utilization is utilized as a variable since it's related with steadfastness.
9. Satisfaction
Consumer loyalty is that the apparent aftereffects of utilizing an item or administration, approach or surpass what's ideal. Clients who are happy with the items/administrations they use will get back to utilizing the administrations/items advertised. this might fabricate client reliability.

3. RESEARCH METHOD

This investigation utilizes a quantitative methodology and SEM PLS examination strategy utilizing the Smart PLS 3 examination apparatus. during this investigation, purposive inspecting method was utilized. The populace during this investigation are all Samsung cell phone shoppers who purchase through the Tokopedia commercial center during 2020. because of the wide populace inclusion, the exact number of the populace during this examination isn't known, accordingly during this investigation the creator utilizes an endless populace, in light of the fact that the whole populace is obscure.

Test estimation might be a stage to work out the elements of the example taken in finishing research on an item. steady with Sugiyono (2017) the example is a part of the sum and qualities moved by the populace. to work out the elements of the example are frequently through with insights or upheld research gauges. This testing should be regulated in such how that an example can genuinely work or can portray the specific condition of the populace, in different terms it should be delegate (address). Tests are expected to

demonstrate the accuracy of the appropriate responses that are as yet impermanent (speculations), in this way the specialist gathers information on specific articles.

Tests are expected to demonstrate the rightness of the appropriate responses that are as yet transitory (theories), in this way the scientist gathers information on specific items. Since the thing inside the populace is simply too expansive, the scientist utilizes the obscure populace equation.

$$n = \left(\frac{Z_{\alpha/2}}{e} \right)^2$$

Information:

n = Number of samples

Z $\alpha/2$ = confidence level measure $\alpha = 0.05$ (95% confidence level means Z0.05 = 1.96

e = The level of determination used by stating the maximum error of 20% or 0.20 (error of estimation)

Calculation.

$$n = \left(\frac{1.96}{0,20} \right)^2 = 96,04$$

the specialist accepts with a 95% certainty level that the irregular example size is 96.04. Seeing these outcomes, to work with the computation of the data, the analyst adjusted the measure of tests to 100 individuals by giving an expected contrast of however 0.05.

Based on the calculation of the sample, the researcher believes with an alpha or a mistake rate of 10% that the random sample is 99.86. Seeing these results, to facilitate the calculation of the info, the researcher rounded the amount of samples to 100 people.

In this examination, the data investigation utilized was fractional least square investigation, the information utilized was acquired by dispersing surveys to respondents. Quantitative data is data within the sort of numbers which will be calculated, which is obtained from the calculation of the questionnaire which will be administered associated with the matter under study. Data analysis was administered using the component-based SEM method using PLS was chosen as an analytical tool during this study. The Partial Least Square (PLS) technique was chosen because this tool is widely used for complex causal - predictive analysis and is an appropriate technique to be used in prediction applications and theory development as during this study.

4. RESULT

Descriptive Test Result

The consequences of the examination of the socioeconomics of respondents as displayed :

Percentage of Respondent's Gender

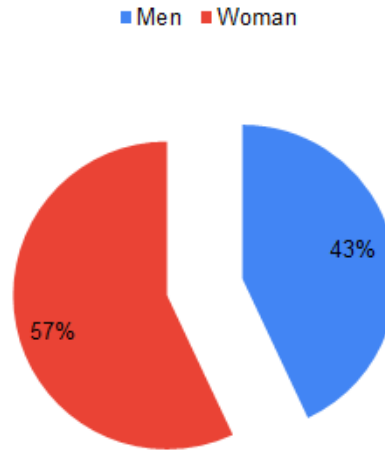


Figure 1. Percentage of Respondent's Gender

Based on Figure 1, it can be seen that the number of respondents is 100 respondents, where the female sex is 57 percent, more than the male sex which is 43 percent.

Percentage of Respondents by age

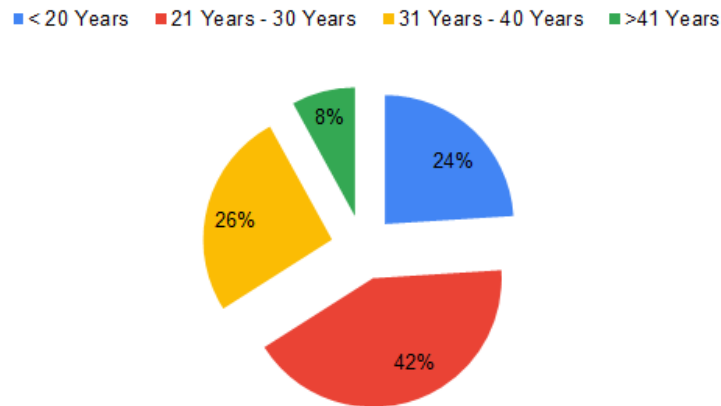


Figure 2. Percentage of Respondents by age

Based on Figure 2, it are often seen that the most important number of respondents are aged 21-30 years, namely 42 percent of respondents, then the age range of 31-40 years is 26 percent, <20 years is 24 percent and therefore the smallest respondent aged >40 years by 8 percent.

Validity Test

An individual reflexive measure is professed to be substantial in case it's a stacking esteem (α) with an inactive variable that you essentially need to live 0.7, assuming one among the signs includes a stacking esteem (α) < 0.7 the inquiry thing should be disposed of or dropped in light of the fact that it demonstrates

that the pointer not alright to live the dormant variable unequivocally. the resulting is that the yield factor stacking of examination factors on Smart PLS:

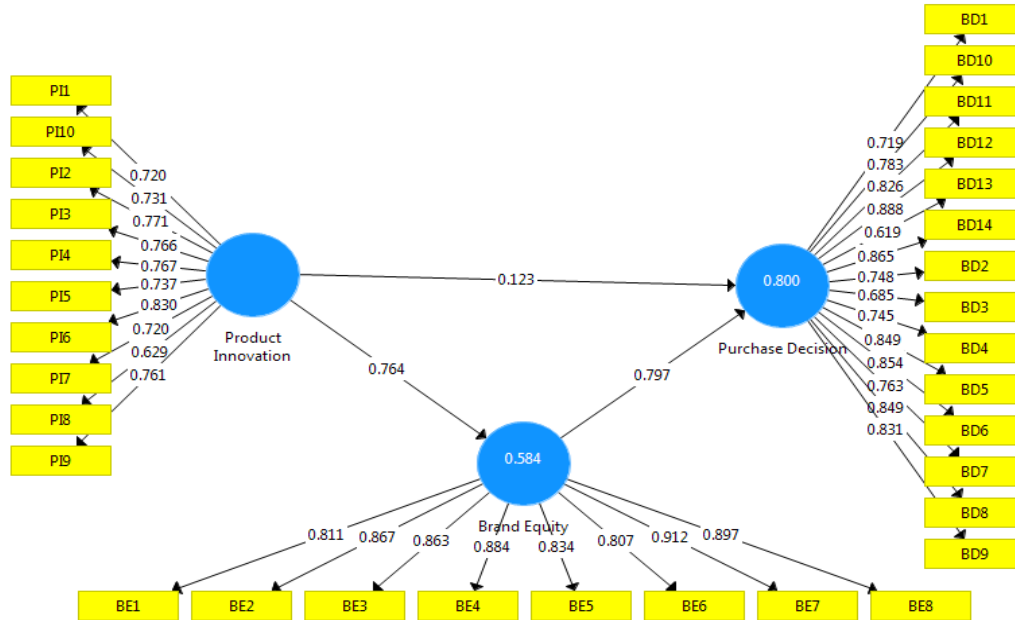


Figure 3.

Path & Loading Factor Diagram of Initial Research Variables

Based on the factor loading value above, after calculating the PLS there is a factor loading value below 0.7, then proceed with data processing by removing invalid question items, so that the final path diagram is obtained as follows:

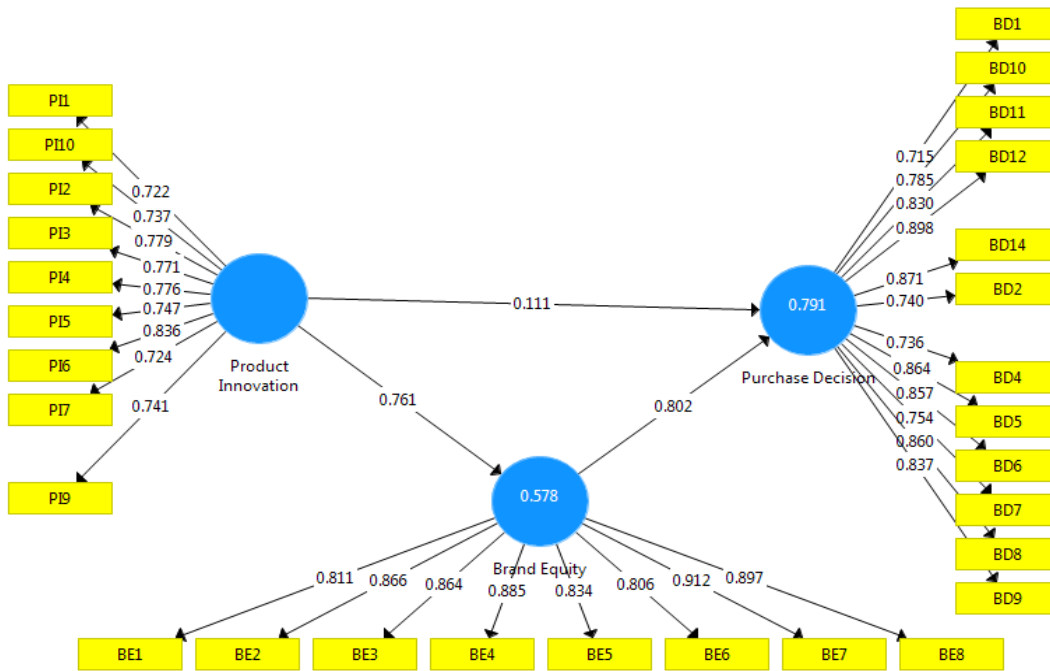


Figure 4.

Path & Loading Factor Diagram of Final Research Variables

Figure 4 shows that all the loading factor values of the research variables are above 0.7, so they are all valid.

Reliability Test

In research, a variable is professed to be very dependable if the variable provisions a develop unwavering quality worth more prominent than 0.6. the ensuing might be a table of the consequences of unwavering quality testing on each examination variable.

Table 1. Reliability Test

Construct Reliability and Validity

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---------------------------|-------------------------|--------------|------------------------------|---|
| Brand Equity | 0,949 | 0,950 | 0,958 | 0,740 |
| Product Innovation | 0,908 | 0,914 | 0,925 | 0,578 |
| Purchase Decision | 0,953 | 0,956 | 0,959 | 0,663 |

In light of the unwavering quality yield results above, it are normal presumed that for all factors the Composite Realibility is above 0.9 and Croncbachs Alpha is above 0.7 and hence the rho-A worth is above 0.7, so it are normal inferred that the signs used in every factor has great dependability or is in a situation to live its build. In like manner with the value of Average Variance Extracted (AVE), all factors have values above 0.5 and might be supposed to be sub minimal, so it are normal said that every one factors during this examination have high Discriminant Legitimacy

Hypothesis Test

To test the speculation during this examination, the t-measurement esteem in every way of direct impact is to some degree utilized. the resulting is an image that clarifies the path outline for theory testing:



Figure 5. Hypothesis Testing Path Diagram

In light of the path graph for testing the theory over, all pointers in every factor have tstatistics values more prominent than 1.96 (ttable). to check the association between factors (speculation testing), the tstatistic worth of the SmartPLS yield is contrasted and the ttable worth. the ensuing might be a table that gives the aftereffects of connections between develops (Factors):

Table 2. Hypothesis Test

Path Coefficients

Mean, STDEV, T-Values, P-Values

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Brand Equity -> Purchase Decision | 0,802 | 0,785 | 0,106 | 7,534 | 0,000 |
| Product Innovation -> Brand Equity | 0,761 | 0,766 | 0,069 | 10,947 | 0,000 |
| Product Innovation -> Purchase Decision | 0,111 | 0,131 | 0,125 | 0,885 | 0,377 |

With reference to hypothesis testing, the influence of the connection between variables intimately are often explained as follows:

1. Effect of Item Advancement on Brand Value The way boundary coefficient acquired from the impact of the product development variable on brand value is 0.761 with a t-factual worth of 10.947 > 1.96, the p esteem = 0.000 is more modest than the significant level = 0.05 (0.000 < 0.005) so it are normal inferred that there's an impact which is positive and critical variable of item advancement on brand value. The boundary coefficient esteem is 0.761, implying that assuming item advancement is expanded by 1 unit, brand value will increment by 0.761 units.
2. The Impact of Item Advancement on Buy Choices The way boundary coefficient acquired from the impact of the product development variable on buying choices is 0.11 with a t-measurement worth of 0.885 < 1.96, p esteem = 0.377 more prominent than the significant level = 0.05 (0.377 > 0.005) so it are normal inferred that there's no impact of item advancement variable on buying choices
3. The Impact of brand name Value on Buy Choices The way boundary coefficient acquired from the impact of the brand value variable on buying choices is 0.802 with a t-factual worth of seven.534 > 1.96, p esteem = 0.000 is more modest than the significant level = 0.05 (0.000 < 0.005) so it are normal presumed that there's an impact a positive and critical variable of brand name value on buying choices. The boundary coefficient esteem is 0.802, implying that assuming item advancement is expanded by 1 unit, brand value will increment by 0.802 units.

The consequences of testing the aberrant relationship of the impact of item advancement on buying choices through brand value are regularly seen inside the accompanying table:

Table 3. Intervening Variable Hypothesis Testing

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Product Innovation -> Brand Equity -> Purchase Decision | 0,610 | 0,600 | 0,090 | 6,771 | 0,000 |

4. The Impact of Item Advancement on Buy Choices through Brand Value The way boundary coefficient acquired from the impact of item development on buying choices through brand value is 0.610 with a t-measurement worth of 6.771 > 1.96, p esteem = 0.000 is more modest than the significant level = 0.05 (0.000 < 0.005) so it are normal presumed that there's a positive and critical impact of Item Advancement on Buy Choices through Brand Value, subsequently the brand value variable might be a full intercession variable that extraordinarily influences the significance of item development, since item development to some degree beforehand didn't fundamentally influence buying choices.

5. DISCUSSION

The consequences of this investigation show that the product development variable components a critical impact on brand value, yet doesn't straightforwardly influence buying choices. The consequences of this investigation are as per the examination of (Harliningtyas et al.,2020) and (Hatta et al., 2018) which show that item advancement has no impact on purchaser buying choices. The impact of item development on buying choices in a roundabout way through the brand value variable is basic, so it are normal presumed that the brand value variable is that the full intervention variable during this examination, upheld the consequences of the exploration, the signs of elements on Samsung Cell phones that are not difficult to work are the signs that have the best effect. for respondents in surveying item developments regulated by Samsung makers, then, at that point respondents thought about that Samsung Cell phones have solid, strong/durable motor execution, predictable with purchaser tastes and shopper needs. In item development, what should be improved is that the contrast between Samsung cell phones et al., respondents feel that the arranging of Samsung's items is almost practically like the others, other than that the respondents survey that Samsung item audits in online stores additionally are the same as other Cell phone items. Moreover, the aftereffects of this investigation show that brand value includes a huge impact on buying choices. The aftereffects of this investigation are as per research led by (Zhafira and Rachmawati, 2020); (Sioaji and Indiani , 2019) ; (Syamruddin and Hakim , 2019); (Lestari and Djawoto ,2018); and (Yulia et al., 2020) shows that Brand value includes a critical constructive outcome on buying choices. upheld the aftereffects of the investigation, Samsung Cell phone clients are exceptionally steadfast clients and inside the future will in any case purchase Samsung items, the reasoning is that Samsung items consistently enjoy benefits that other brand cell phones don't have. The pointer on the low brand value variable is that the current picture of Samsung Cell phone clients isn't superior to the picture of other Cell phone clients and accordingly the presentation of Samsung types and sorts isn't excessively

high, with this discovering, Samsung producers should put forth successful special attempts so on increment client mental self portrait and a top to bottom prologue to each kind and kind of Samsung Cell phone available.

6. CONCLUSION

In view of the consequences of the examination, the main driving variable for respondents in settling on buying choices is positive remarks from Samsung Cell phone clients on the web, with the discoveries of this investigation, Samsung producers should approach advancements through the web and commercial center in a serious way. Besides, Samsung makers should keep up with item quality in light of the fact that the factor of a fulfilled encounter and extravagance while utilizing a Samsung Cell phone is that the following variable for shoppers to look for. What respondents think should be improved is that Samsung's advancements are progressively losing bowed rivals all together that the presentation of Samsung Cell phone items is diminishing, other than that purchasers believe that the value of Samsung Cell phones is costlier than its rivals. In view of the consequences of the investigation, the ends during this examination are:

1. There's a positive and critical impact of item advancement variable on brand value. The boundary coefficient esteem is 0.761, implying that assuming item development is expanded by 1 unit, brand value will increment by 0.761 units.
2. There's no impact of item advancement variable on buying choices
3. There's a positive and critical impact of brand name value on buying choices. The boundary coefficient esteem is 0.802, implying that assuming item development is expanded by 1 unit, brand value will increment by 0.802 units.
4. There's a positive and huge impact of Item Development on Buy Choices through Brand Value, hence the brand value variable might be a full interceding variable that incredibly influences the significance of item advancement, since item advancement to some extent already wasn't huge. impact buying choices.

REFERENCES

- Almira, A., & Sutanto, J. (2018). Pengaruh Inovasi Produk Dan Kualitas Produk Terhadap Keputusan Pembelian Maison Nob. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 3(2), 250–259.
- Ani, P. M., & Kusumawati, D. (2013). Faktor-faktor yang mempengaruhi minat beli followers akun influencer. *Jurnalkommas*, 1–20.
- Djohan, A. J. (2016). *Manajemen dan Strategi Pembelian* (R. Adhani (ed.); 1st ed.). Media Nusa Creative.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning Strategy)* (Issue August). CV Qiara Media.
- Harahap, D. A. (2015). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen di Pajak USU Medan. *Jurnal Keuangan Dan Bisnis*, 7(3), 1–17.
- Harlingtyas, A. O., Nilowardono, S., Abdulaziz, S., & Ba, M. (2020). *the Effect of Product Innovation , Price Perception , and Promotion of Interest in Buying Plaza Chatime Visits*. 132–139.
- Hatta, I. H., Rachbini, W., & Parenrengi, S. (2018). Analysis of product innovation, product quality, promotion, and price, and purchase decisions. *South East Asia Journal of Contemporary Business*,

- 16(5), 183–189.
- Imon, N. V., Kalangi, J., & Tamengkel, L. F. (2020). *Inovasi Smartphone Iphone terhadap Keputusan Pembelian Mahasiswa Fispol Unsrat*. 1(5).
- Kotler, P. (2015). *Marketing an Introducing*. Pearson Education, Inc.
- Kotler, P., & Keller, K. (2011). *Manajemen Pemasaran*. Erlangga.
- Lestari, L. (2021, April 7). Laba Samsung Melonjak 44 Persen Dimotori Penjualan Ponsel. *Kompas.Com*. <https://ekonomi.bisnis.com/read/20210407/620/1377843/laba-samsung-melonjak-44-persen-dimotori-penjualan-ponsel>
- Lestari, M. A., & Djawoto. (2018). PENGARUH DIMENSI EKUITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE XIAOMI. *Jurnal Ilmu Dan Riset Manajemen*, 7.
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Education Management Research Data Analysis: Comparison of Results between Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS For Small Samples. *Nidhomul Haq: Jurnal Manajemen Pendidikan Islam*, 6(2), 382-399.
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian Marketing: Perbandingan Hasil antara Amos, SmartPLS, WarpPLS, dan SPSS Untuk Jumlah Sampel Besar. *Journal of Industrial Engineering & Management Research*, 2(4), 216-227.
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian Sosial dan Manajemen: Perbandingan Hasil antara Amos, SmartPLS, WarpPLS, dan SPSS Untuk Jumlah Sampel Medium. *International Journal of Social and Management Studies*, 2(4), 43-53.
- Purwanto, A., Asbari, M., Santoso, T. I., Paramarta, V., & Sunarsi, D. (2020). Social and Management Research Quantitative Analysis for Medium Sample: Comparing of Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS. *Jurnal Ilmiah Ilmu Administrasi Publik*, 10(2), 518-532.
- Purwanto, A., Asbari, M., & Santoso, T. I. (2020). Analisis Data Penelitian Manajemen Pendidikan: Perbandingan Hasil antara Amos, SmartPLS, WarpPLS, dan SPSS Untuk Jumlah Sampel Kecil. *INTERNATIONAL JOURNAL OF SOCIAL, POLICY AND LAW*, 1(1), 111-121.
- Purwanto, A., Asbari, M., Santoso, T. I., & Haque, M. G. (2019). Marketing Research Quantitative Analysis for Large Sample: Comparing of Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS. *Jurnal Ilmiah Ilmu Administrasi Publik*, 9(2), 355-372.
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Education Management Research Data Analysis: Comparison of Results between Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS For Small Samples. *Nidhomul Haq: Jurnal Manajemen Pendidikan Islam*, 6(2), 382-399.
- Purwanto, A., Asbari, M., Santoso, T. I., Sunarsi, D., & Ilham, D. (2021). Education Research Quantitative Analysis for Little Respondents. *Jurnal Studi Guru Dan Pembelajaran*, 4(2), 335-350.
- Octavia, A., Zulfanetty, & Erida. (2017). *Pemasaran Strategik Berorientasi Pasar*.
- Qoyumi, M. A. Al. (2019). Peran citra merek dan inovasi produk dalam memengaruhi keputusan pembelian smartphone merek asus (studi pada pembeli di plaza marina dan wtc surabaya). *Jurnal Ilmu Manajemen*, 7(4), 1059.
- Rahmawati. (2016). *Manajemen Pemasaran*. Mulawarman University Press.
- Rohimah, A., Tjahjono, E., & Pujiyanto, A. (2015). Analisis Pengaruh Inovasi Produk Dan Gaya Hidup Brand Minded Terhadap Perilaku Pembelian Konsumen. *Jurnal Dinamika Adminitrasi Bisnis*, 1(1), 1–7. <http://jurnal.untag-sby.ac.id/index.php/adbis/article/view/2285/1953>
- Setiawan, A. T., DH, A. F., & Sanawiri, B. (2018). Pengaruh Gaya Hidup Dan Inovasi Produk Terhadap Keputusan Pembelian (Survei pada Mahasiswa S1 Jurusan Ilmu Administrasi Bisnis). *Jurnal Administrasi Bisnis*, 62(1), 73–81.
- Setiawan, H. (2012). Pengaruh Orientasi Pasar, Orientasi Teknologi Dan Inovasi Produk Terhadap Keunggulan Bersaing Usaha Songket Skala Kecil Di Kota Palembang. *Jurnal Orasi Bisnis*, 8(2), 12–19. <https://jurnal.polsri.ac.id>

- Sioaji, Y., & Indiani, N. L. P. (2019). The Influence of Brand Equity on Consumer Interest in Buying Xiaomi Smartphones. *Warmadewa Management and Business Journal*, 1, 60–64.
- Sugiyono. (2017). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D). In *Metodelogi Penelitian*.
- Sumarwan, U. (2014). *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Ghalia Indonesia.
- Suleman, D. (2014). PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA RESTAURANT MY BENTO. *Perspektif*, 12(2). <https://doi.org/DOI:https://doi.org/10.31294/jp.v12i2.1143>
- Suleman, D. (2018). Faktor Penentu Keputusan Konsumen Indonesia Memilih Tempat Belanja Disebuah E-Commerce (Theory of Planned Behavior). *Jurnal JDM*, 1(02), 1–9. <http://journal.mercubuana.ac.id/index.php/jdm/article/view/4120>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020a). Consumer Factors in Choosing Shopping Place in 4.0. *JURNAL MANAJEMEN DAN BISNIS SRIWIJAYA*, 17(4), 193–198. <https://doi.org/DOI:https://doi.org/10.29259/jmbs.v17i4.11529>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020b). Faktor konsumen dalam memilih tempat belanja di Era 4.0. *At-Tijarah*, 6(1), Pp : 37-44.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020c). Strategi memenangkan persaingan bisnis berbasis perilaku konsumen untuk produk fashion. *Lembaga pendidikan dan pelatihan balai insan cendekia*.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2019). Perceived Ease of Use, Trust and Risk toward Attitude and Intention in Shopping for Online Fashion Products In Indonesia. *Archives of Business Research*, Vol.7(No.4), pp.240-253. <https://doi.org/DOI:http://dx.doi.org/10.14738/abr.74.2019>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2020d). Pembeda Konsumen Dalam Memilih Tempat Belanja Offline Vs Online. *Ecodemica*, 4(2), 275–282.
- Suleman, D., Suharyadi, D., Marwansyah, S., Rachmawati, S., Rusiyati, S., & Sabil, S. (2020). The effect of ease of use, risks towards consumer decisions when shopping online. *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 722–726. <https://doi.org/DOI:10.38035/DIJEFA>
- Suleman, D., Suharyadi, D., Rusiyati, S., Sabil, RIFTIASARI, D., & Marwansyah, S. (2020). How trust,risk toward attitude when shopping retail online. *Dinasti International Journal of Education Management and Social Science*, 1(4), Pp :487-492. <https://doi.org/https://doi.org/10.31933/dijms.v1i4.185>
- Suleman, D., Zuniarti, I., Marginingsih, R., Sabil, Nurhayaty, E., Rachmawati, S., Pramularso, E. Y., & Sari, I. (2019). Competition between offline and online stores: when it comes to shopping for fashion products, which store will be the choice of Indonesian consumers? *International Conference on Global Innovation and Trends in Economy*, 1–14. <https://easychair.org/publications/preprint/8drP>
- Suleman, D., Zuniarti, I., Marginingsih, R., Susilowati, I. H., Sari, I., Sabil, S., & Nurhayaty, E. (2020). The effect of decision to purchase on shop fashion product in Indonesia mediated by attitude to shop. *Management Science Letters*, 11(1), 111–116. <https://doi.org/doi:10.5267/j.msl.2020.8.024>
- Suleman, D., Zuniarti, I., & Sabil, S. (2019). Consumer Decisions toward Fashion Product Shopping in Indonesia: The effects of Attitude, Perception of Ease of Use, Usefulness, and Trust. *Management Dynamics in the Knowledge Economy*, 7(2), 133–146. <https://doi.org/10.25019/mdke/7.2.01>
- Suleman, D., Zuniarti, I., Setyaningsih, E. D., Yanti, V. A., Susilowati, I. H., Sari, I., Marwansyah, S., Hadi, S. sudarmono, & Lestningsih, A. S. (2019). Decision Model Based on Technology Acceptance Model (Tam) for Online Shop Consumers in Indonesia. *Academy of Marketing Studies Journal*, 23(4), Pp: 1-14. <https://www.abacademies.org/articles/decision-model-based-on-technology-acceptance-model-tam-for-online-shop-consumers-in-indonesia-8624.html>
- Syamruddin, & Hakim, F. N. (2019). Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Handphone



- Xiaomi Studi Kasus Komunitas Mi Fans Jakarta Dan Depok). *Madani*, 2(1), 1–14.
- Tjiptono, F., & Chandra, G. (2016). *Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian)*. Andi Offset.
- Uliana, D. (2012). *Pengaruh Inovasi Produk terhadap Purchase Intention (Studi pada Starbuks Via)*. Universitas Indonesia.
- Widanengsih, E. (2020). The Effect of Easy Perception and Website Quality on Purchase Decisions in Marketplace Tokopedia. *Journal of Research in Business, Economics, and Education*, 2(3), 600–611.
- Widyastuti, S. (2017). *Manajemen Komunikasi Pemasaran Terpadu* (I. Hadi (ed.)). Fakultas Ekonomi dan Bisnis Universitas Pancasila Press.
- Yulia, Nanda, & wong. (2020). Analisis Pengaruh Ekuitas Merek Pada Keputusan Pembelian Smartphone iPhone XS Max Di Indonesia. *Produktivitas*, 7, 10–22.
- Zhafira, A. Y., & Rachmawati, I. (2020). Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Smartphone Samsung Di Kota Bandung. *Jurnal Mitra Manajemen*, 4(9), 1287–1297. <http://e-jurnalmitramanajemen.com/index.php/jmm/article/view/125/69>