THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON SAMSUNG SMARTPHONE PURCHASE DECISIONS OF GEN Z CIANJUR

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ABSTRAK

Keputusan pembelian merupakan keputusan yang diambil oleh konsumen untuk melakukan pembelian melalui tahapan-tahapan keputusan pembelian. Industri *smartphone* mengalami persaingan yang sangat ketat, terlebih pada era teknologi saat ini dengan inovasi-inovasi baru yang semakin berkembang. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk dan citra merek terhadap keputusan pembelian smartphone Samsung pada generasi Z di Kabupaten Cianjur. Menggunakan pendekatan kuantitatif, jenis penelitian deskriptif dan asosiatif, dengan metode survey dengan kuesioner melalui google form pada generasi Z di Kabupaten Cianjur sebanyak 170 responden dari jumlah populasi 625.822 orang dengan teknik probability sampling melalui simple random sampling. Teknik analisis data menggunakan Sig. 5% dengan analisis uji regresi berganda, uji persyaratan analisis, dan uji asumsi klasik dengan menggunakan aplikasi SPSS. Hasil penelitian menunjukkan bahwa kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas produk lebih dominan dari citra merek dalam memengaruhi keputusan pembelian gen Z di Cianjur, koefisien determinasi sebesar 69,3% dan sisanya 30,7% keputusan pembelian dapat dipengaruhi oleh variabel lain diluar kualitas produk dan citra merek.

Kata Kunci: Citra Merek; Generasi Z; Kualitas Produ; Keputusan Pembelian; Smartphone

ABSTRACT

Purchasing decisions are the choices made by consumers to make purchases throughout the stages of the purchasing process. The smartphone industry is experiencing intense competition, particularly in the current technological era, with innovations emerging continually. This research aims to determine and analyze the influence of product quality and brand image on purchasing decisions for Samsung smartphones among Generation Z in Cianjur Regency. Using a quantitative approach, a descriptive and associative research type was employed, utilizing a survey method with a questionnaire via Google Forms, targeting Generation Z in Cianjur Regency. The study included 170 respondents, representing a total population of 625,822 people, and employed probability sampling techniques via simple random sampling. The data analysis technique uses Sig. 5% with multiple regression test analysis, analysis requirements test, and classical assumption test using the SPSS application. The research results show that product quality and brand image have a positive and significant effect on purchasing decisions. Product quality is more dominant than brand image in influencing purchasing decisions among Gen Z in Cianjur, with a termination coefficient of 69.3%. Other variables, outside of product quality and brand image, can influence the remaining 30.7% of purchasing decisions.

Keywords: Brand Image; Generation Z; Product Quality; Purchasing Decisions; Smartphone

A. INTRODUCTION

Technological developments have ushered in an era of disruption, a time when innovation is driving significant change across various aspects of life. This era continues to evolve and has a significant impact on nearly every sector, including the economy (Erick Saragih et al., 2023). The impact of technology on the Indonesian economy is significant; it has given rise to new business models and more dynamic economic actors, which are slowly replacing the traditional economic practices that previously dominated. This phenomenon is known as the digital economy, a concept that continues to grow alongside the rapid advancement of information and communication technology. This economy enables individuals to manage various aspects from a single location via the internet, simply by using a smartphone.

According to GNFI (Good News From Indonesia), smartphones have shifted in value from being a luxury and expensive item to something commonly owned by the public. This change is inextricably linked to the role of smartphones in supporting daily life. Its primary functions include supporting communication (users can make phone calls, send text messages, and use instant messaging apps like WhatsApp and Telegram, among others), providing quick access to information (the internet, social media, and knowledge apps), and enhancing productivity (such as using calendars, reminders, notes, and task management to help users organize their daily activities).

Smartphone users in Indonesia are experiencing rapid growth, as evidenced by the continued increase in the number of smartphone users from 2015 to 2022, as shown in Figure 1 below:
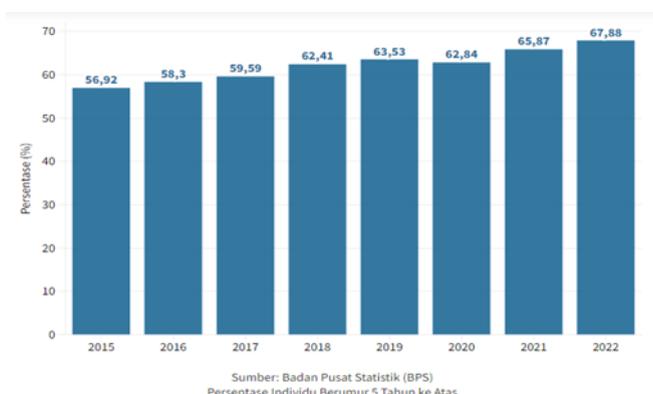

Figure 1 Number of Smartphone Users in Indonesia from Year to Year
Source: https://dataindonesia.id/telekomunikasi/detail/sebanyak-6788-penduduk-ri- gunakan-telepon-genggam-pada-2022

Based on Figure 1, it can be seen that the percentage of smartphone users increased from 62.84% in 2020 to 65.87% in 2021 and 67.88% in 2022. According to Katadata, the number of mobile phone users in Indonesia is expected to continue increasing. Predictions indicate that by 2025, the number is expected to increase by at least 25.9%.

The phenomenon of digital economic growth through smartphone use, as previously explained, is closely tied to various factors that influence consumer purchasing decisions. According

to Kotler and Armstrong (2019), a purchasing decision is the process consumers undergo to decide whether to purchase a product, which involves several specific stages. Meanwhile, Firmansyah (2019) adds that a purchasing decision is a form of problem-solving carried out by individuals in selecting the most appropriate alternative course of action from several available options. This process reflects consumers' rational considerations before they make a final purchase.

Meanwhile, according to Tanady and Fuad (2020), consumer purchasing decisions are influenced by the manner in which the purchasing decision-making process is carried out. A purchasing decision is a consumer's decision to purchase a product (Kholidah & Arifiyanto, 2020). Gunawan (2022) also argues that a purchasing decision is a process in which consumers identify a problem and seek information about a particular product or brand.

Therefore, it can be concluded that a purchasing decision is a consumer's behavioral decision to purchase a particular product or service, using indicators from Kotler and Armstrong (2019): (1) product selection, (2) brand selection, (3) location selection, (4) time of purchase, and (5) purchase amount.

Consumer assessments, including product quality and brand image, influence purchasing decisions. Tjiptono (2019) defines product quality as the effort to meet or exceed consumer expectations. This quality encompasses the product, service, people, process, and environment. Ernawati (2019) states that product quality is a crucial factor influencing each customer's purchasing decision. The better the product quality, the greater the consumer's interest in purchasing it. Lesmana and Ayu (2019) define product quality as a dynamic condition related to the product, people, workforce, and environment, which enables every consumer's desires to be met. Meanwhile, Maryati and M. Khoiri (2022) define product quality as the totality of product or service characteristics that indicate a measure of consumer trust in the product or service they use and how long that trust is likely to last.

Thus, it is concluded that product quality is the product's ability to meet every consumer's needs according to their needs and desires, using indicators from Tjiptono (2019), namely: (1) Performance (2) Features (3) Reliability (4) Conformance (5) Durability (6) Serviceability (7) Aesthetics (8) Perceived Quality (9).

Brand image refers to the set of consumer beliefs about a particular brand (Kotler & Armstrong, 2019). Firmansyah (2019) defines brand image as the perception that arises in the minds of consumers when they recall a brand associated with a specific product. Meanwhile, Chalil et al. (2020) define brand image as the overall perception of a brand formed from information and consumers' past experiences with a particular brand. Meanwhile, Hartanto (2019) defines brand image as a set of associations perceived by consumers towards a particular brand, and Iis Miati (2020) defines brand image as a thought that exists in the minds of people about a product or service they

are familiar with and have used or consumed.

Consumers will remember the shortcomings and advantages of the goods they have used, thus, it can be concluded that brand image is a thought that exists in the minds and beliefs of consumers about a particular brand and has an assessment of the brand, using indicators from Kotler, Keller, Brady, Goodman, Hansen (2019), namely: (1) Brand identity (2). Brand personality (3). Brand association (4). Brand attitude and behavior (brand attitude and behavior).

This decision was made after careful consideration. As seen in the illustration below, the best-selling smartphone brands in Indonesia in 2023 are presented.

Figure 2 Best-selling smartphones in Indonesia in 2023
Source: *https://www.bhinneka.com/blog/merk-hp-terbaik/*

According to Figure 2 above, Oppo has secured first place in Indonesia with a 20% market share, followed by Samsung with a 19% market share. Vivo is in third place with an 18% market share. Meanwhile, Xiaomi holds fourth place with a 16% market share, followed by Transsion with a 13% market share.

Samsung's smartphone sales in Indonesia rank second, mainly due to the numerous competing smartphones that have attracted consumers to other brands. Many consumers also perceive Samsung smartphones as expensive with limited specifications, in contrast to other brands' affordable prices and high specifications. Consequently, the decision to use a Samsung smartphone is second, as consumers choose other brands, including Generation Z.

Generation Z, born between 1995 and 2010, is highly familiar with the internet and interacts online more frequently (Wikipedia). This generation is considered an intellectual one that needs to stay up-to-date to keep pace with the rapidly changing information. For Generation Z, choosing the right smartphone is not just about fulfilling basic information needs, but has become a primary need.

Researchers conducted pre-survey activities with 44 respondents from Generation Z in Cianjur Regency, comprising 11 men and 33 women.

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Table 1 Smartphone Market Share among Generation Z in Cianjur Regency

Merek	Responden	Market Share
Apple	13	29,5%
Oppo	10	22,7%
Vivo	8	18,1%
Samsung	7	16,0%
Lainnya	6	13,7%
JUMLAH	**44**	**100%**

Source: Data processed by researchers (April 2024)

Based on Table 1 above, the results of a pre-survey of several smartphone brands on the market indicate that Apple dominates and is in greater demand, with a market share of 29.5%. Respondents to the pre-survey stated that the reason for choosing the Apple brand was its good product quality, while Samsung ranked fourth, still behind Oppo and Vivo. Therefore, the purpose of this study is to determine and analyze the influence of product quality and brand image on the purchasing decisions of Samsung smartphones among Gen Z in Cianjur.

B.   RESEARCH METHOD

This research employed a quantitative, descriptive, and associative approach. Data collection utilized a questionnaire, and data analysis was quantitative or statistical to test the established hypotheses.

The sampling technique employed was simple random sampling, a type of probability sampling. The sample size used in this study was calculated using Hair's formula. According to Hair et al. (2021), the recommended minimum sample size for SEM (Structural Equation Model) parameter estimation ranges from 100 to 300. This study employed a 10-point scale due to its large-scale nature. To determine total representativeness, the sample was measured by multiplying the number of indicators by 10. Therefore, (10 x 17) = 170 respondents. The scale used was a Likert scale, so the research to be measured was translated into variable indicators.

Data collection involved direct field observation and the distribution of questionnaires via Google Forms. The number of statements was taken from each variable indicator, both independent and dependent variables, using a Likert scale. These indicators then serve as a starting point for developing instrument items, which can be statements or questions. The responses to each instrument item, using a Likert scale, range from very positive to very negative.

Multiple regression analysis was employed, starting with analysis of variance tests, which

included normality and linearity tests. Next, classical assumption tests were conducted. After meeting the criteria for all these tests, the researcher conducted multiple regression tests, partial t-tests, simultaneous F-tests, and regression equation models to determine the results.

The population in this study consisted of Generation Z in Cianjur Regency, totaling 625,822 people as of April 2024, as shown in Table 2 below:

Table 2 Generation Z Population in Cianjur Regency

Age Group	Gender	Total
14 – 19	Male	102,818 people
14 – 19	Female	102,519 people
20 – 24	Male	104,934 people
20 – 24	Female	110,885 people
25 – 29	Male	97,059 people
25 – 29	Female	107,607 people
TOTAL		**625.822 people**

Source: https://opendata.cianjurkab.go.id (processed by researchers April 2024)

From this population, it can be seen that the most common age group is between 20 and 24 years old. From the gender, the most common is female, aged 20 to 24 years, totaling 110,885 people.

C.   RESULTS AND DISCUSSION

1.   Validity Test of Product Quality Variable (X1)

Table 3 Product Quality Validity Test

No. Statement	Calculated r value	Table r value	Description
1	0,658	0, 1506	Valid
2	0,612	0, 1506	Valid
3	0,541	0, 1506	Valid
4	0,497	0, 1506	Valid
5	0,544	0, 1506	Valid
6	0,585	0, 1506	Valid
7	0,632	0, 1506	Valid
8	0,676	0, 1506	Valid
9	0,578	0, 1506	Valid
10	0,669	0, 1506	Valid

11	0,453	0, 1506	Valid
12	0,408	0, 1506	Valid
13	0,525	0, 1506	Valid
14	0,406	0, 1506	Valid
15	0,639	0, 1506	Valid
16	0,598	0, 1506	Valid

Source: SPSS 25 output data processed by researchers in 2024

Based on table 3 above, it shows that of the 16 statements of product quality variables tested, the results are valid or legitimate, because for each variable, the calculated r is > table r.

2. Validity Test of Brand Image Variable (X2)

Table 4 Brand Image Validity Test

No. Statement	Calculated r value	Table r value	Description
1	0,572	0, 1506	Valid
2	0,698	0, 1506	Valid
3	0,732	0, 1506	Valid
4	0,727	0, 1506	Valid
5	0,630	0, 1506	Valid
6	0,661	0, 1506	Valid
7	0,672	0, 1506	Valid
8	0,610	0, 1506	Valid

Source: SPSS 25 output data processed by researchers in 2024

Based on table 4 above, it can be concluded that the 8 items of the brand image variable statements tested show valid or legitimate results, because for each variable, the calculated r > table r.

3. Validity Test of Purchase Decision Variable (Y)

Table 5 Validity Test of Purchase Decision Variables

No. Statement	Calculated r value	Table r value	Description
1	0,558	0, 1506	Valid
2	0,547	0, 1506	Valid
3	0,444	0, 1506	Valid

4	0,532	0, 1506	Valid
5	0,479	0, 1506	Valid
6	0,453	0, 1506	Valid
7	0,597	0, 1506	Valid
8	0,353	0, 1506	Valid
9	0,351	0,1506	Valid
10	0,551	0,1506	Valid

Source: SPSS 25 output data processed by researchers in 2024

Based on table 5 above, it can be concluded that the 10 items of the purchasing decision variable statements tested showed valid results, because for each variable, the calculated r > table r.

4. Reliability Test Results

According to Ghozali (2021:61), reliability testing aims to measure questionnaires as indicators of the variables they assess. A questionnaire is considered reliable if a person's answers to the questions remain consistent or stable over time. Reliability measurements are carried out using the Cronbach's Alpha (α) statistical test tool. If the Alpha coefficient result is greater than the significance level of 0.6, the questionnaire is reliable. Based on the results of the reliability test calculation, the Cronbach's Alpha values are each for product quality (0.843), brand image (0.808), and purchasing decisions (0.647), so that the Cronbach's Alpha value is > 0.6. It can be concluded that the results of the reliability test on all variables are declared reliable.

5. Responden Character

Table 6 Gender

Gender	Amount	Percentage
Male	66	39%
Female	104	61%
Number	**170**	**100%**

Source: SPSS 25 output data processed by researchers in 2024

The number of respondents in Generation Z in Cianjur Regency based on gender is the largest among females with the number of respondents or 61% of the total number of 170 (100%).

Table 7 Respondent Characteristics Based on Age

Interval	Amount	Percentage
14-19 Years	25	15%
20-24 Years	93	55%
25-29 Years	52	30%
Total	170	100%

Source: SPSS 25 output data processed by researchers in 2024

Table 8 Respondent Characteristics Based on Occupation

Pekerjaan	Jumlah	Persentase
PNS	5	3%
Karyawan Swasta	83	49%
Ibu Rumah Tangga	10	6%
Mahasiswa	53	31%
Pelajar/Siswa	10	6%
Lainnya	9	5%
Jumlah	**170**	**100%**

94

Source: SPSS 25 output data processed by researchers in 2024

The characteristics of respondents in Generation Z in Cianjur Regency based on age are that the majority of respondents are aged 20-24 years, namely 93 people (55%) out of a total of 170 respondents (100%). Based on table 8 above, it shows that the characteristics of respondents in Generation Z in Cianjur Regency based on the most jobs of the respondents who work as private employees are 83 people (48.8%) out of a total of 170 respondents (100%).

Table 9 Respondents Based on Monthly Income

Monthly Income	Frequency	Percentage
< Rp.1.000.000	61	36%
Rp.1.000.001 s/d Rp.2.000.000	18	11%
Rp.2.000.001 s/d Rp.3.000.000	41	24%
>Rp.3.000.000	50	29%
Total	**170**	**100%**

Source: SPSS 25 output data processed by researchers in 2024

Based on table 9 above, it shows that out of 100% (170 respondents), 61 respondents have a monthly income of <Rp. 1,000,000, 18 respondents have a monthly income of Rp. 1,000,001 to Rp. 2,000,000, 41 respondents have a monthly income of Rp. 2,000,001 to Rp. 3,000,000, and 50 respondents have a monthly income of >Rp. 3,000,000.

6.   **Normality Test**

Table 10 Results of Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,94609508
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,055
Test Statistic		,065
Asymp. Sig. (2-tailed)		,079[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 25 output data processed by researchers in 2024

Based on the normality test, the Asymp. Sig. (2-tailed) value is 0.079 > 0.05. From these results, it can be concluded that the research data is normally distributed.

Table 11 Auto-Correlation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error ofthe Estimate	Durbin- Watson
1	,833[a]	,693	,690	,952	2,176
a. Predictors: (Constant), Brand Image, Product Quality					
b. Dependent Variable: Buying decision					

Source: SPSS 25 output data processed by researchers in 2024

Based on table 11 above, by comparing the Durbin-Watson (d) value of 2.176 with the dU value of 1.7730 and the 4-dU value of 2.227, the d value is between dU and 4-dU or the test results formed are dU < d < 4– dU or 1.7254 < 2.176 < 2.227 so it can be concluded

that in this study there is no autocorrelation, meaning that the classical assumption analysis is not rejected and can be continued.

Table 12 Multicollinearity Test Results

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	15,734	1,271		12,379	,000		
Kualitas Produk	,270	,017	,711	16,325	,000	,969	1,032
Citra Merek	,207	,028	,326	7,490	,000	,969	1,032
a. Dependent Variable: Buying decision							

Source: SPSS 25 output data processed by researchers in 2024

Based on the table above, the tolerance value for the product quality and brand image variables is 0.969 > 0.10, and the VIF value is 1.032 < 10.00. Therefore, it can be concluded that this regression model is free from multicollinearity problems, so the test results can be said to be reliable.

Table 13 Glejser Heteroscedasticity Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,698	,830		-2,045	,042
Kualitas Produk	,019	,011	,137	1,786	,076
Citra Merek	,035	,018	,150	1,959	,052
a. Dependent Variable: Abs_RES					

Source: SPSS 25 output data processed by researchers in 2024

Based on the table above, the Sig. value for the product quality variable (X1) is 0.76

> 0.05, and the Sig. value for the brand image variable (X2) is 0.052 > 0.05. Therefore, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Table 14 Multiple Regression Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,734	1,271		12,379	,000
Kualitas Produk	,270	,017	,711	16,325	,000
Citra Merek	,207	,028	,326	7,490	,000
a. Dependent Variable: Keputusan Pembelian					

Source: SPSS 25 output data processed by researchers in 2024

From table 14 above, the regression equation between product quality and brand image on purchasing decisions is as follows:

$Y = 15{,}734 + 0{,}270\ X1 + 0{,}207\ X2$

The regression equation above can be interpreted as follows:

a.   The constant value is 15.734, indicating that without the addition of product quality and brand image variables, the purchase decision value will remain at 15.734.

b.   The coefficient value of the product quality variable is 0.270, indicating that every one-fold increase in the product quality variable will also increase the purchase decision by 0.270. This assumes no additional variables.

c.   The coefficient value of the brand image variable is 0.207, indicating that every one-fold increase in the brand image variable will also increase the purchase decision by 0.207. This assumes no additional variables.

Table 15 Results of Determination Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error ofthe Estimate
1	,833[a]	,693	,690	,952
a. Predictors: (Constant), Brand Image, Product Quality				

b. Dependent Variable: Buying Decision

Source: SPSS 25 output data processed by researchers in 2024

Based on the table above, the R Square value is 0.693. This means that the product quality and brand image variables can influence purchasing decisions by 69.3%, while the remaining 30.7% is influenced by other variables outside the researcher's research.

Table 16 Effective Contribution of Variables

Variable	Beta Regression Coefficient	Correlation	EC	R *Square*
X1	0,711	0,768	54,6 %	69,3%
X2	0,326	0,451	14,7 %	

Source: SPSS 25 output data processed by researchers in 2024

From table 16 above, it can be seen that the effective contribution of the product quality variable (X1) is greater, namely 54.6% compared to brand image at 14.7% towards the purchasing decision of Samsung Gen Z smartphones in Cianjur.

Table 17 Results of Partial Variable Tests

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,734	1,271		12,379	,000
Kualitas Produk	,270	,017	,711	16,325	,000
Citra Merek	,207	,028	,326	7,490	,000
a. Dependent Variable: Buying Decision					

Source: SPSS 25 output data processed by researchers in 2024

Based on the table above, the Sig. The value for the product quality variable in the purchasing decision variable is 0.000 < 0.05, and the calculated t-value is 16.325 > the t-table value of 1.654. Therefore, it can be concluded that the product quality variable has a partial influence on the purchasing decision variable. The Sig. value for the brand image variable in the purchasing decision is 0.000 < 0.05, and the calculated t-value is 7.490 > the

t-table value of 1.654. Therefore, it can be concluded that brand image has a partial influence on the purchasing decision.

Based on the table below, the Sig. The value for the product quality and brand image variables in the purchasing decision is 0.000 < 0.05, and the calculated F value is 188.715 > the t-table value of 3.05. Therefore, it can be concluded that the product quality and brand image variables simultaneously have a positive and significant influence on the purchasing decision.

Tabel 18 Hasil Uji F (Simultan)

ANOVAᵃ					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	341,882	2	170,941	188,715	,000ᵇ
Residual	151,271	167	,906		
Total	493,153	169			
a. Dependent Variable: Keputusan Pembelian					
b. Predictors: (Constant), Citra Merek, Kualitas Produk					

Source: SPSS 25 output data processed by researchers in 2024

7.   Product Quality and Purchasing Decisions

Based on the partial test results using the t-test, the t-table value with a 5% significance level was 1.654. Table 4.62 yields a calculated t-value of 16.325 with a Significance Level of 0.000. 0.000. This indicates that the calculated t-value of 16.325 > t-table 1.654 and the Sig. 0.000 < 0.05. Therefore, it can be concluded that the Product Quality variable has a partial positive effect on Samsung smartphone purchasing decisions. Therefore, in this study, H1 is accepted. Therefore, it can be concluded that the better the product quality provided, the higher the purchase decision. Conversely, the worse the product quality, the lower the purchase decision.

The theory supporting this research, according to Tjiptono (2019), "product quality is quality that encompasses efforts to meet or exceed consumer expectations. Quality encompasses products, services, people, processes, and the environment." Companies that have innovations in their products will make consumers interested and as an alternative to make purchasing decisions and use a product that is considered good in making purchasing decisions.

8.   Brand Image and Purchasing Decisions

Based on the partial test results using the t-test, the t-table value with a 5% significance level was 1.654. Table 4.62 yields a t-count of 7.490 with a sig. of 0.000. This indicates (t-count of 7.490 > t-table of 1.654) and a significance of 0.000 < 0.05. Therefore, it can be concluded that the Brand Image variable has a partial positive effect on purchasing decisions for Samsung smartphones. Therefore, H2 is accepted in this study. Therefore, it can be concluded that the better the brand image, the higher the purchase decision. Conversely, the worse the brand image, the lower the likelihood of a purchase decision.

The theory supporting this research, according to Kotler (2019), is that "brand image is a set of consumer beliefs about a particular brand." Companies strive to build a positive image, aiming to establish a good reputation for their organization. This can influence consumers' decisions about whether to purchase the product.

9.   Product Quality and Brand Image on Purchasing Decisions

Based on the results of simultaneous testing using the F-test, the F-table value with a 5% significance level was 3.05. Table 4.65 yields a calculated F-value of 188.715 with a significance level of 0.000. This indicates that the calculated F-value of 188.715 is greater than the F-table value of 3.05 and the Significance Level. Value of 0.000 <0.05, indicating that the Product Quality and Brand Image variables simultaneously have a positive and significant effect on Purchasing Decisions. Therefore, H3 is accepted in this study.

The coefficient of determination obtained is 0.693. This means that the Product Quality and Brand Image variables can influence Purchasing Decisions by 69.3%, while other variables outside the scope of the study influence the remaining 30.7%. These results align with and support previous research by Ellinda Febrianty et al. (2023) who researched the Influence of Product Quality, Brand Image and Lifestyle on iPhone Smartphone Purchasing Decisions: A Study on Students of the 2019 Class of FEB UPN Veteran East Java, with the conclusion that partially and simultaneously product quality and brand image have a significant influence on purchasing decisions.

D.   CONCLUSION

From the results and discussion, it can be concluded that both product quality and brand image have a positive and significant influence on the purchasing decision of Samsung Gen Z Cianjur smartphones, to some extent. Product quality is a variable that provides a

greater effective contribution of 54.6% than brand image, which is only 14.7% on purchasing decisions. Product quality and brand image contribute 69.3% and the remaining 30.7% of purchasing decisions can be influenced by other variables outside of product quality and brand image. Therefore, companies must continue to maintain and improve the quality of their products by innovating and inventing new technologies for future product development.

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