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How Brand Image, Brand Loyalty, Promotion, and Product Quality on the Buying Decision of Apple Smartphones Among Management and Accounting Students Methodist University of Indonesia (Batch 2021-2022)

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Abstract

This study aims to examine the influence of brand image, brand loyalty, promotion, and product quality on the buying decisions of Apple smartphones among students of the Management and Accounting programs, class of 2021–2022 at Universitas Methodist Indonesia. This research methodist used is descriptive quantitative with a total of 90 respondents. The t-test results indicate that brand image, brand loyalty, promotion, and product quality each have a significant partial effect on buying decisions. The f-test results show that all four variables simultaneously have a significant effect on buying decisions. The adjusted R square value is 0.695, indicating that 69.5% of the variation in buying decisions is influenced by the four variables, while the remaining 31.5% is explained by other factors not included in this study.

Keywords: *brand image, brand loyalty, promotion, product quality, buying decision*

Introduction

Although Apple has a strong premium image, many consumers are starting to compare the brand to competitors that offer high specifications at lower prices. The low purchasing decision for Apple smartphones can be seen in the following data on the best-selling smartphone brands in 2024.

Table 1
List of Best Selling Smartphones in Indonesia in 2024

Ranking	Brand	Market share
1	Transition	19,8%
2	Xiaomi	17,5%
3	Vivo	17%
4	Samsung	16,6%
5	Oppo	14,8%
6	Realme	14%
7	Infinix	13,9%
8	Tecno	13,4%
9	Asus	13%
10	Apple	12%

Source : Techno Compass, 2025

Several critical elements shape how consumers make purchasing choices, encompassing brand perception, customer allegiance, marketing campaigns, and product standards. Brand perception encompasses how consumers view a company's identity, personality, principles, and standing in the marketplace. When consumers hold



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favorable perceptions of a brand, they tend to demonstrate stronger allegiance, evidenced through recurring transactions, positive referrals, and sustained preference even when faced with alternative options. Customer allegiance describes the extent to which buyers consistently choose one brand over others, with devoted customers frequently becoming voluntary ambassadors who actively endorse the product. Marketing campaigns function as communication tools designed to enhance brand recognition, stimulate purchase interest, and drive buying behavior. These promotional efforts often include incentives that trigger immediate consumer response, proving particularly effective for generating rapid sales growth. Product standards, meanwhile, critically influence how consumers assess value. Superior products not only fulfill customer requirements but also establish market differentiation by drawing new buyers and preserving existing customer relationships. Consequently, these four elements work synergistically and serve strategic functions in determining consumer buying patterns within competitive market environments.

Given this contextual framework, the researcher recognizes the importance of investigating how brand perception, customer allegiance, marketing campaigns, and product standards affect purchasing choices. Despite Apple's established premium positioning, an increasing number of consumers now evaluate this brand against rivals offering comparable technical features at more accessible price points. Apple's premium pricing structure presents a financial obstacle that limits consumers' ability to purchase multiple units within compressed timeframes. Furthermore, the replacement cycle frequently extends because customers perceive that successive model enhancements lack substantial innovation, leading them to prolong their current device usage before considering a new acquisition.

Literature Review

Brand Perception encompasses the collective impressions, convictions, and perspectives that consumers hold regarding a brand, developed through their direct experiences, engagement patterns, and contact with brand components including offerings, customer service, marketing communications, and corporate standing. Core measures of brand perception consist of:

1. Brand identity
2. Brand character
3. Brand connection
4. Brand sentiments and conduct
5. Brand superiority and capability.

Customer Allegiance represents a consumer's dedication to repeatedly selecting and utilizing products or services from a particular brand, regardless of competitive alternatives. Primary measures of customer allegiance encompass:

1. Devotion to the brand
2. Readiness to accept higher prices
3. Endorsing the brand to peers
4. Repeat transactions without deliberation
5. Remaining updated on brand developments
6. Functioning as a brand advocate through sustained engagement with the brand.

Marketing Campaigns serve an essential function in marketing approaches by conveying product advantages to target audiences. The three fundamental components of promotional activities are:

1. Transparent promotional content
2. Efficient communication channels
3. Well-planned execution timing.

Product Standards encompass both tangible and operational characteristics, applicable to physical goods and services alike. Assessment is conducted through criteria including longevity, dependability, user-friendliness, integration capability, maintainability, and additional elements. Principal measures of product

standards include:

1. Functionality
2. Dependability
3. Characteristics
4. Longevity
5. Specification adherence.

Purchase Choice represents the sequential process consumers undertake when choosing, acquiring, utilizing, and assessing products or services to satisfy their requirements or preferences. Essential measures of purchase choice include:

1. Product selection
2. Brand selection
3. Distribution channel selection
4. Transaction timing
5. Transaction volume.

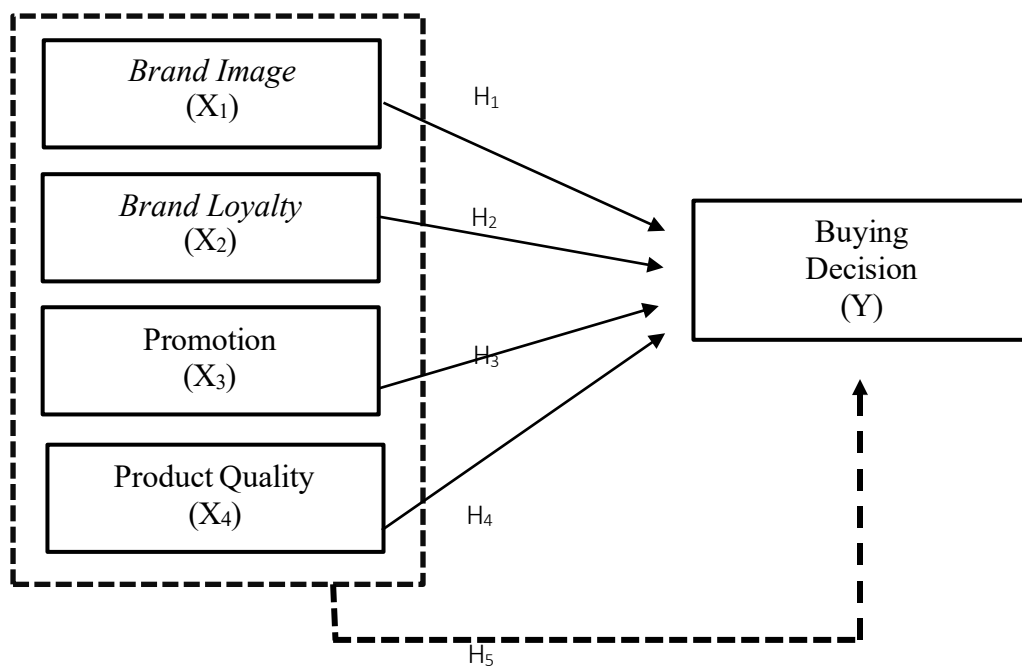


Figure 1
Conceptual Framework

Source: Author (2025)

From the conceptual framework, several hypotheses can be developed as follows: 1. **Hypothesis 1:** Brand Image has a positive effect on the purchasing decision of Apple smartphone products for students of the Management and Accounting study program, batch 2021-2022, Methodist University of Indonesia; 2. **Hypothesis 2:** Brand Loyalty has a positive effect on the purchasing decision of Apple Smartphone products for students of the Management and Accounting study program, batch 2021-2022, Methodist University of Indonesia; 3. **Hypothesis 3:** Promotion has a positive effect on the purchasing decision of Apple Smartphone products for students of the Management and Accounting study program, batch 2021-2022, Methodist University of Indonesia; 4. **Hypothesis 4:** Product Quality has a positive effect on the purchasing decision of Apple Smartphone products

for students of the Management and Accounting study program, batch 2021-2022, Methodist University of Indonesia; and 5. **Hypothesis 5:** Brand Image, Brand Loyalty, Promotion, and Product Quality have a positive influence on the purchasing decision of Apple Smartphone products for Management and Accounting study program students, batch 2021-2022, Methodist University of Indonesia.

Methods

This investigation employed a quantitative descriptive methodology. This methodological approach aims to characterize or present a comprehensive picture of the research subject through numeric information gathered from sample units drawn from the target population, utilizing survey instruments to gather responses from participants. The research adopts a gap-phenomenon design that identifies and examines issues present within the research setting. To substantiate the propositions outlined earlier, the investigator implemented multiple data gathering strategies to acquire the necessary data, information, and resources for this investigation. These strategies encompass:

1. **Documentary Review:** Examining available scholarly publications and academic resources; and
2. **Empirical Investigation:** Employing various approaches, including:
3. **Direct Consultation Method:** Engaging in face-to-face discussions with pertinent individuals;
4. **Systematic Observation:** Methodically monitoring the phenomenon under examination; and
5. **Survey Instrument:** Administering structured questionnaires to participants.

The target population for this investigation comprised students enrolled in the management and accounting programs from the 2021-2022 academic cohort at Methodist University of Indonesia, consisting of 915 individuals, situated at Jl. Hang Tuah No. 8, Madras Hulu, Medan Polonia District, Medan City. The research sample encompassed the complete population of subjects selected through the Slovin formula calculation technique, yielding a final sample size of 90 participants.

The measurement approach in this investigation utilized a Likert scaling system. Data examination for this research was conducted using SPSS for Windows version 25 analytical software. Information processing through this platform involved multiple sequential phases, beginning with instrument validation, classical assumption verification, multiple linear regression modeling, and hypothesis evaluation.

Results and Discussion

Regarding the classical assumption tests: **1.** The normality test revealed a probability value (Asymp. Sig. (2-tailed)) of 0.200, which is greater than 0.05. This indicates that the data are normally distributed; **2.** The multicollinearity test results showed VIF values less than 10 and Tolerance values greater than 0.10, leading to the conclusion that the regression model is free from multicollinearity symptoms; **3.** Based on the heteroskedasticity test results, the Sig. value for each variable was greater than 0.05, indicating that the data do not exhibit symptoms of heteroskedasticity.

Table 2
Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.743	.178		9.770	.000
	Brand Image	.117	.034	.210	3.444	.001
	Brand Loyalty	.129	.028	.304	4.578	.000
	Promotion	.155	.033	.381	4.670	.000
	Product Quality	.155	.051	.242	3.009	.000

a. Dependent Variable: Buying Decision

Source: IBM SPSS 25 (2025)

From the table above, the multiple linear regression equation is obtained as follows: $Y = 1.743 + 0.117X_1 + 0.129X_2 + 0.155X_3 + 0.155X_4$ Based on this equation, the following interpretations can be made: 1. If the purchasing decision (Y) is not influenced by the independent variables (Brand Image, Brand Loyalty, Promotion and Product Quality), then the constant value of employee performance remains at 1.743 units; and 2. The variables that have the greatest influence on Purchasing Decisions are Promotion (X_3) and Product Quality (X_4) with a coefficient value of 0.155.

Table 3
t Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.743	.178		9.770	.000
	Brand Image	.117	.034	.210	3.444	.001
	Brand Loyalty	.129	.028	.304	4.578	.000
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	Product Quality	.155	.051	.242	3.009	.000

a. Dependent Variable: Buying Decision

Source: IBM SPSS 25 (2025)

Based on the results of the t-hypothesis test, the calculated t-value for Brand Image is $3.444 > 1.988$. Furthermore, the significance value (p-value) is 0.001, which is smaller than 0.05. Thus, it can be concluded that Brand Image partially has a positive and significant effect on Purchasing decisions. This finding is in line with previous research by Alfina Putri Vindiana & Fauziah Lestari (2023), and is also in line with research by Tasya Nurfadilah & Basar Maringan Hutauruk. (2024), which also found that Brand Image has a positive and significant effect on Purchasing decisions. When Brand Image is proven to be the main determinant in purchasing decisions, where a strong brand image drives consumer loyalty and preference for products, thereby increasing purchase intentions because consumers tend to choose products from brands with good reputations, thus strengthening purchasing decisions and making brand image a significant differentiating factor amidst increasingly tight market competition. significant increase in employee performance.

Based on the results of the t-hypothesis test, the calculated t value for Brand Loyalty is $4.578 > 1.988$. In addition, the significance value (p-value) is 0.000 which means it is less than 0.05. Thus, it can be concluded that Brand loyalty partially has a positive and significant effect on Purchasing decisions. This finding is in accordance with previous research conducted by Ajeng Geinah Hasian & Charisma Ayu Pramuditha (2022) which both found that Brand Loyalty has a positive and significant effect on Purchasing decisions. Where loyal consumers tend to make repeat purchases without considering competing brands so that consumers who have high loyalty tend to recommend brands to others, thus creating a chain effect that also drives purchasing decisions.

Based on the results of the t-hypothesis test, the calculated t value for Promotion is $4.670 > t$ table 1.988 and the significance value is $0.000 < 0.05$. Thus, it can be concluded that Promotion partially has a positive and significant effect on purchasing decisions. This finding is in line with previous research conducted by Rina Budiarti & Tika Nirmala Sari. (2023) and Yogi Prima Putra, Diba Ulfiya & Masine Slahanti. (2023) who also found that Promotion has a positive and significant impact on purchasing decisions. Through the Right Promotion Strategy, Such as Discounts, Gifts or Limited Offers, Consumers Feel They Get More Value from the Products Offered So That Promotion Plays an Important Role in Influencing Consumer Behavior and Accelerating the Purchasing Decision Making Process.

Based on the results of the t-hypothesis test, the calculated t value for Product Quality is $3.009 > t$ table 1.988 and the significance value is $0.000 < 0.05$. Thus, it can be concluded that Product Quality partially has a positive and significant effect on purchasing decisions. This finding is in line with previous research conducted by Alfina Putri Vindiana & Fauziah Lestari (2023) and Yogi Prima Putra, Diba Ulfiya & Masine Slahanti. (2023) who also found that Product Quality has a positive and significant impact on purchasing decisions. High quality products provide satisfaction, build trust, and increase the perception of value in the eyes of consumers, with that good quality also reduces the risk of purchasing, strengthens loyalty, and encourages repeat purchases, thus becoming a key factor influencing consumer decisions in choosing and purchasing a product.



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Table 4
F test

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	4.390	4	1.097	51.740
	Residual	1.803	85	.021	.000 ^b
	Total	6.192	89		
a. Dependent Variable: Buying Decision					
b. Predictors: (Constant), Product Quality, Brand Image, Brand Loyalty, Promotion					

Source: IBM SPSS 25 (2025)

Based on the table above, the F value of 51.740 > F table 2.48 and the Sig. value of 0.000 < 0.05. Thus, it can be concluded that Brand Image, Brand Loyalty, Promotion and product quality together or simultaneously have a significant effect on purchasing decisions.

Table 5
Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.709	.695	.145636014851224
a. Predictors: (Constant), Product Quality, Brand Image, Brand Loyalty, Promotion				
b. Dependent Variable: Buying Decision				

Source: IBM SPSS 25 (2025)

Based on the table above, the F value of 51.740 > F table 2.48 and the Sig. value of 0.000 < 0.05. Thus, it can be concluded that Brand Image, Brand Loyalty, Promotion and product quality together or simultaneously have a significant effect on purchasing decisions.

Conclusion

Based on the results of the study on the influence of Brand Image, brand loyalty, Promotion and Product Quality on purchasing decisions for Apple Smartphone products for Management and Accounting study program students, batch 2021-2022, Universitas Methodist Indonesia, the following conclusions can be drawn: 1. Brand Image partially has a positive and significant effect on purchasing decisions. Thus, the alternative hypothesis is accepted, with a t-count value of 3.444 > t table of 1.988 and a sig-t value of 0.001 < alpha (0.05); 2. Brand Loyalty partially has a significant effect on purchasing decisions. Thus, the alternative hypothesis is accepted, with a t-count value of 4.578 > t table of 1.988 and a sig-t value of 0.000 < alpha (0.05); 3. Promotion partially has a significant effect on purchasing decisions. Thus, the alternative hypothesis is accepted, with a t-count value of 4.670 > t-table of 1.988 and a sig-t value of 0.000 < alpha (0.05); 4. Product quality partially has a significant effect on purchasing decisions. Thus, the alternative hypothesis is accepted, with a t-count value of 3.009 > 1.988 and a sig-t value of 0.003 < alpha (0.05); 5. Based on the results of the F hypothesis test, it can be concluded that Brand Image, Brand Loyalty, Promotion and Product Quality simultaneously/collectively have a positive and significant effect on purchasing decisions. Thus, the alternative hypothesis is accepted, with an F-count value of 51.740 > F-table of 2.48 and a significance value of 0.000 < alpha (0.05); and 6. Based on the results of the determination coefficient analysis, the Adjusted R² value is 0.695 or 69.5%. This shows that Brand Image, Brand Loyalty, Promotion and

Product Quality explain 69.5% of the variation in Apple Smartphone purchasing decisions, while the remaining 31.5% is influenced by other variables or factors not examined in this study and for further research to follow up on the Price and Discount Variables.

Based on the conclusions above and with all due respect to all parties, the following recommendations are submitted for the Apple Company: 1. to strengthen the Apple smartphone brand image, the company needs to highlight innovation, exclusivity, and premium design in each product. collaboration with influencers and ongoing campaigns will strengthen the brand image in the global market; 2. To increase brand loyalty, the company can strengthen exclusive ecosystems such as iCloud, Mac, iPad integration. in addition, loyalty



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programs, improved customer service, and ongoing innovation will encourage customer emotional attachment.; 3. Apple can increase the effectiveness of promotions with digital strategies such as social media campaigns, collaboration with technology influencers, and interactive advertising. Trade-in programs and bundling with Apple services can also attract customers. In addition, exclusive events and product demos at the Apple Store will strengthen the user experience and brand appeal.; 4. Apple can improve product quality by presenting premium materials, better battery life, and improved camera technology. Performance optimization through more efficient chips and more stable operating systems is also important. In addition, increasing resistance to water and dust will add value to the product in the market. 5. For further researchers, the results of this study are expected to be valuable reference materials for further research. Further research is also recommended to examine other factors that influence Purchasing Decisions, which are not covered in this study, such as Price and Discount.

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