



DOI: <https://doi.org/10.38035/dijefa.v5i2>

Received: 02 May 2024, Revised: 17 May 2024, Publish: 03 June 2024

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## The Influence of Product Quality, Price Perception, and Social Media Marketing Mediated by Purchase Intention on the Purchase Decisions of Samsung Smartphones Among Millennials in Sukabumi City

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**Abstract:** This study investigates the influence of product quality, price perception, and social media marketing on millennials' purchase decisions of Samsung smartphones in Sukabumi City, with purchase intention serving as a mediating variable. The research employs a quantitative approach using convenience sampling, targeting 400 respondents within the millennial age range who are Samsung users. The analysis utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that product quality and price perception significantly impact purchase decisions and intentions, while social media marketing directly affects purchase intention but not purchase decisions. Mediated by purchase intention, product quality, price perception, and social media marketing all positively influence purchase decisions. The study underscores the critical role of product quality and pricing strategies in consumer decision-making, particularly within the competitive smartphone market.

**Keyword:** Product Quality, Price Perception, Social Media Marketing, Purchase Decision, Purchase Intention.

### INTRODUCTION

Samsung is one of the world's well-known smartphone brands that recorded success in 2009. However, Samsung's sales, particularly in Sukabumi City, experienced a decline in the number of units sold in 2023. GFK survey agency in 2023, in the Sukabumi City area, Samsung experienced a decline in sales by 7,000 units, from 16,000 units in 2022 to 9,000 units in 2023. Meanwhile, Xiaomi Redmi and Realme brands increased by 6,000 units. OPPO remained stable with a growth of 1,000 units, and VIVO experienced a decrease of 2,000 units. However, the most significant decline occurred with the Samsung brand. This decline may be due to factors affecting consumers' purchasing decisions regarding Samsung smartphones.

The study chose Samsung as the main product to be researched for several relevant and important reasons for the millennial generation, including the fact that millennials enjoy

sharing interesting content directly on social media to a wide audience (news.Samsung.com 2022). The AI-quality camera capabilities and Dynamic AMOLED 2x display with superior performance make Samsung smartphones popular.

Millennials have become one of the largest and most influential consumer segments in the global market today. They are a generation that has grown up alongside the development of information and communication technology, shaping unique consumer behavior patterns. In Sukabumi City, as in many other areas in Indonesia, millennials play a significant role in driving the local economy, including in purchasing decisions for electronic products, particularly smartphones. According to a January 2021 survey by the marketing agency We Are Social and Hootsuite, more than half of Indonesia's population are social media netizens, dominated by millennials, also known as Generation Y. Millennials are people born between 1980 and 2000, currently aged between 19 and 39 years old (Hidayatullah, Waris, & Devianti, 2018).

Purchase decisions are a critical aspect of consumer behavior. Good purchase decisions are a key factor in business success, especially in the technology and electronics industries. According to Kotler & Keller (2020:184), a purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

In the digital era, purchase decisions can be influenced by various factors, such as product quality, price perception, and marketing activities through social media. The first factor that can influence purchase decisions is product quality. Product quality is closely related to purchase decisions because it is one of the main factors influencing consumers' preferences and decisions to buy a product or service. According to Kotler and Keller (2020:143), "Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs." Therefore, product quality is crucial in attracting millennials, such as camera quality, large storage capacity, processor performance for gaming, and 4G and 5G internet support. Samsung features and technology are always at the forefront and often serve as a benchmark for other smartphone brands in design (Mayasari, et al., 2021). By providing good product quality to compete with other competitors, Samsung can open a broader segment among millennials.

The second factor that can influence purchase decisions is price perception. Price perception is an important factor affecting consumers' purchase decisions. According to Lee and Lawson-Body (2011:532), "price perception is the consumer's assessment and emotional response associated with whether the price offered by the seller and the price compared to others is reasonable, acceptable, or justifiable." In practice, effective pricing strategies and good communication regarding prices can significantly impact consumers' purchase decisions.

The third factor that can influence purchase decisions is social media marketing. Social media marketing plays a significant role in influencing consumer purchase decisions in the digital era. According to Santoso, et al. (2017), "social media marketing is a form of marketing used to create awareness, recognition, recall, and even action towards a brand, product, business, individual, or group, either directly or indirectly, using social web tools such as blogging, microblogging, and social networking."

The intention or desire to purchase a product or service is a form of consumer behavior. Consumers' intention to buy represents potential buyers, who have not yet made a purchase but may do so in the future. In the context of this study, purchase intention serves as a mediator between factors such as product quality, price perception, and social media marketing and purchase decisions. Understanding how purchase intention mediates the influence of these factors can provide deeper insights into the dynamics of millennials' purchase decisions regarding Samsung smartphones.

Samsung is known for having the best product quality and offering the latest technological features. The Super AMOLED display is the most advanced technology in

Samsung smartphone screens, with advantages such as high responsiveness, sharp color composition, and efficient battery use. This Super AMOLED technology can be found in Samsung models priced between 2 to 3 million Rupiahs, such as the Galaxy A15.

Samsung faces competition from other brands, notably the Xiaomi Redmi Note 12, which uses similar technology, making this technology no longer exclusive to Samsung. Based on Figure 2, a comparison between the Xiaomi Redmi Note 12 and the Samsung Galaxy A15 shows that both have the same technology. However, the Xiaomi Redmi Note 12 is superior in other specifications, such as having a larger dimension size, being lighter, and being more popular with consumers. GFK 2022 – 2023 survey data, which shows that the Samsung A15 and other Samsung models are not among the top 10 best-selling smartphones in the 1 – 2 million Rupiah category in Sukabumi City. It can be concluded that the once-vaunted quality of Samsung products is facing issues, as competitors now possess the same technology.

Price competition is a decisive factor in the smartphone market. Consumers will refine their choices based on the perceived value benefits. They will then make their decision by comparing the price to the value of the product. Samsung is reported to aim to compete with Apple in 2024 (source: inet.detik.com), noting that Apple consistently dominates the high-end market. The Korean Daily claims that more than 75% of Samsung smartphones sold worldwide are low-cost variants. To reduce this percentage, Samsung plans to sell more high-end products to be included in the list of the top 10 best-selling phones globally. Currently, Samsung has several well-known flagship models, such as the Samsung Galaxy S21 to S24. Consumers prefer the OPPO Reno 10 Android smartphone. Data indicates that the price of the Reno 10 decreased to Rp. 7,999,000 by the end of October 2023, while the Samsung S21, which remains more popular than its successor the S22, ranked 4th with a price of Rp. 7,902,000 at the end of October 2023. It can be concluded that Apple, which has long dominated the high-end market, is more favored by consumers. This is because the price offered to consumers aligns with their perceived value, allowing them to obtain the best high-end product in its class. Samsung still struggles to capture the market.

Social media marketing is crucial for providing information to potential consumers and attracting them to the products offered. According to a plan reported (source: inet.detik.com), Samsung will focus more on high-end sales so they can compete with Apple in this segment. Samsung has made several efforts to attract potential consumers to their latest product, the Samsung Galaxy S24 Ultra. Consumers prefer the OPPO Reno 10 Android smartphone. Data indicates that the price of the Reno 10 decreased to Rp. 7,999,000 by the end of October 2023, while the Samsung S21, which remains more popular than its successor the S22, ranked 4th with a price of Rp. 7,902,000 at the end of October 2023. It can be concluded that Apple, which has long dominated the high-end market, is more favored by consumers. This is because the price offered to consumers aligns with their perceived value, allowing them to obtain the best high-end product in its class. Samsung still struggles to capture the market.

Social media marketing is crucial for providing information to potential consumers and attracting them to the products offered. According to a plan reported by inet.detik.com, Samsung will focus more on high-end sales so they can compete with Apple in this segment. Samsung has made several efforts to attract potential consumers to their latest product, the Samsung Galaxy S24 Ultra. Samsung is only attempting to compete in the price class above 7 million Rupiah, where the market share is not large. In contrast, Xiaomi targets the price class below 5 million Rupiah, which has a larger and more abundant market share. Therefore, it can be concluded that the social media marketing strategy to capture the market share above 7 million Rupiah is not yielding significant benefits for Samsung.

Based on this, further research is needed to examine the factors that can influence millennials' purchase decisions regarding the Samsung brand. Hence, this study is titled "The Influence of Product Quality, Price Perception, and Social Media Marketing on Millennials'

Purchase Decisions with the Mediation of Purchase Intention for Samsung Smartphones in Sukabumi City.” The purpose of this research is to determine the influence of product quality, price perception, and social media marketing on millennials' purchase decisions with the mediation of purchase intention for Samsung smartphones in Sukabumi City.

**METHOD**

This study uses the convenience sampling method, which involves collecting information from members of the population who agree and are willing to provide information. The sample size determined by the researcher is 398.2, rounded up to 400 respondents, consisting of Samsung smartphone users aged 27 to 42 years old, who fall within the millennial generation. This study employs a quantitative research approach. Primary data is obtained from questionnaires distributed to the respondents, where they select answers for each question asked. These questionnaires are distributed via Google Forms to millennials in Sukabumi City who use Samsung smartphones. The secondary data used is sourced from the GFK survey on smartphone sales statistics in Sukabumi City for the years 2022–2023. This study uses Partial Least Squares – Structural Equation Modelling (PLS-SEM) with SmartPLS version 3 software. This method is used for path analysis, which is widely utilized in behavioral studies, making PLS a statistical technique used in models that measure more than one variable.

**RESULTS AND DISCUSSION**

**Results**

Hypothesis testing in this research aims to find out whether the hypothesis that has been created can be accepted or rejected. This test can be seen from the t-statistics and p-values contained in the path analysis between variables (path analysis) using the bootstrapping method. The details of the hypothesis test results are as follows:

**Table 1. Hypothesis Test Results**

	T Statistics ( O/STDEV )	P Values	Information
Product Quality -> Purchase Decision	3.045	0.002	Accepted
Price Perception -> Purchase Decision	4.558	0.000	Accepted
Social Media Marketing -> Purchase Decisions	0.901	0.368	Rejected
Product Quality -> Purchase Intention	3.249	0.001	Accepted
Price Perception -> Purchase Intention	5.317	0.000	Accepted
Social Media Marketing -> Purchase Intention	5.500	0.000	Accepted
Product Quality -> Purchase Intention -> Purchase Decision	2.916	0.004	Accepted
Price Perception -> Purchase Intention -> Purchase Decision	3.461	0.001	Accepted
Social Media Marketing -> Purchase Intention -> Purchase Decision	3.768	0.000	Accepted
Purchase Intention -> Purchase Decision	5.382	0.000	Accepted

Source: Questionnaire data processed, 2024

Based on table 1, it can be seen that:

1. The first hypothesis is accepted, because the t-statistical test result is > 1.96, namely 3.045 and the p-value is 0.002, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of product quality on the decision to purchase a Samsung smartphone. in the millennial generation in Sukabumi City.

2. The second hypothesis is accepted, because the t-statistical test result is  $> 1.96$ , namely 4,558 and the p-value is 0.000, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of price perception on the decision to purchase a Samsung smartphone. in the millennial generation in Sukabumi City.
3. The third hypothesis is rejected, because the t-statistical test results are  $< 1.96$ , namely 0.901 and the p-values are 0.368, which means the value is above 0.05 so the results are not significant, so it can be interpreted that there is no influence of social media marketing on smartphone purchasing decisions. Samsung in the millennial generation in Sukabumi City.
4. The fourth hypothesis is accepted, because the t-statistical test result is  $> 1.96$ , namely 3,249 and the p-value is 0.001, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of product quality on the intention to buy a Samsung smartphone. in the millennial generation in Sukabumi City.
5. The fifth hypothesis is accepted, because the t-statistical test results are  $> 1.96$ , namely 5,317 and the p-values are 0.000, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of price perception on the intention to buy a Samsung smartphone. in the millennial generation in Sukabumi City.
6. The sixth hypothesis is accepted, because the t-statistical test results are  $> 1.96$ , namely 5,500 and the p-values are 0.000, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of social media marketing on smartphone purchase intentions. Samsung in the millennial generation in Sukabumi City.
7. The seventh hypothesis is accepted, because the t-statistical test result is  $> 1.96$ , namely 2,916 and the p-value is 0.004, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence on product quality which is mediated by purchase intention. on the decision to purchase a Samsung smartphone among the millennial generation in Sukabumi City.
8. The eighth hypothesis is accepted, because the t-statistical test results are  $> 1.96$ , namely 3,461 and the p-values are 0.001, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence on price perception which is mediated by purchase intention. on the decision to purchase a Samsung smartphone among the millennial generation in Sukabumi City.
9. The ninth hypothesis is accepted, because the t-statistical test result is  $> 1.96$ , namely 3,768 and the p-value is 0.000, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of social media marketing which is mediated by intention. purchase decision on Samsung smartphones among the millennial generation in Sukabumi City.
10. The tenth hypothesis is accepted, because the t-statistical test result is  $> 1.96$ , namely 5,382 and the p-value is 0.000, which means the value is less than 0.05 so it has significant results, so it can be interpreted that there is a positive influence of purchase intention on the decision to purchase a Samsung smartphone. in the millennial generation in Sukabumi City.

## Discussion

### 1. The Influence of Product Quality on Purchasing Decisions

The first hypothesis was accepted, with a t-statistical test result of 3.045 (greater than 1.96) and a p-value of 0.002 (less than 0.05). These results are significant, indicating that product quality has a positive influence on the decision to purchase Samsung smartphones

among the millennial generation in Sukabumi City. Product quality is closely related to purchasing decisions because product quality is one of the main factors that influences consumer preferences and decisions to purchase an item or service. According to Kotler and Keller (2020: 143), "Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs." Therefore, product quality is very important to attract this millennial generation, for example camera quality, large storage space, processor performance for playing games, and also an internet network that supports 4G and 5G. Samsung has features and technology that are always at the forefront and has always been a benchmark for other smartphone brands as model designs (Mayasari, et al., 2021). By providing good quality products to compete with other competitors, Samsung will open up a wider segment among the millennial generation.

This indicates that positive perceptions of product quality directly increase purchasing decisions. The results of this research are in line with research by Suryani & Batu (2021) showing that "there is an influence between product quality variables on purchasing decision variables. This shows that product quality has a significant influence on purchasing decisions." And supported by research results from Ashari et al (2020) showing that "product quality variables have a positive influence on purchasing decisions."

#### 2. The Influence of Price Perceptions on Purchasing Decisions

The second hypothesis was accepted, with a t-statistical test result of 4.558 (greater than 1.96) and a p-value of 0.000 (less than 0.05). These results are significant, indicating that price perception has a positive influence on the decision to purchase Samsung smartphones among the millennial generation in Sukabumi City. In other words, the perception of affordable prices and in accordance with product quality drives purchasing decisions. Price perception is an important factor influencing consumer purchasing decisions. According to Lee and Lawson-Body (2011: 532) stated that "price perception is a consumer's assessment and associated emotional form regarding whether the price offered by the seller and the price compared with other parties is reasonable, acceptable or can be justified". In practice, effective pricing strategies and good communication regarding price can have a major impact on consumer purchasing decisions. The research results are in line with the research results of Ashari et al (2020), Banjarnahor et al (2023), Ena, et al (2019), Ashari & Darmastuti (2022), and Tarigan et al (2023) showing that "price perception has a significant influence on purchasing decisions".

#### 3. The Influence of Social Media Marketing on Purchasing Decisions

The third hypothesis was rejected, with a t-statistical test result of 0.901 (less than 1.96) and a p-value of 0.368 (greater than 0.05). This result is not significant, indicating that there is no influence of social media marketing on the decision to purchase Samsung smartphones among the millennial generation in Sukabumi City. This shows that although social media marketing is important, it is not enough to directly influence purchasing decisions. According to Santoso, et al (2017) "social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action towards a brand, product, business, individual or group either directly or indirectly using tools from the web social media such as blogging, microblogging and social networking". The research results are not in line with research by Dewi et al (2021) showing that "social media marketing has a positive and significant effect on purchasing decisions". And it is not supported by research results from Samad et al (2023) showing that "social media marketing has a positive and significant effect on purchasing decisions".

#### 4. The Influence of Product Quality on Purchase Intentions

The fourth hypothesis was accepted, with a t-statistical test result of 3.249 (greater than 1.96) and a p-value of 0.001 (less than 0.05). These results are significant, showing that there is a positive influence of product quality on the intention to purchase Samsung

smartphones among the millennial generation in Sukabumi City. This means that good product quality increases consumer purchasing intentions. In line with research results from Sari, et al., (2023) show that "Product quality has a positive and significant effect on intention to purchase Smartphone iPhone products in Marga District, Tabanan Regency".

5. The Influence of Price Perceptions on Purchase Intentions

The fifth hypothesis was accepted, with a t-statistical test result of 5.317 (greater than 1.96) and a p-value of 0.000 (less than 0.05). These results are significant, indicating that price perception has a positive effect on the intention to purchase Samsung smartphones among the millennial generation in Sukabumi City. Good price perceptions encourage increased purchasing intentions. In line with research results from Sari, et al., (2023) showing that "price perception has a positive and significant effect on intention to purchase Smartphone iPhone products in Marga District, Tabanan Regency".

6. The Influence of Social Media Marketing on Purchase Intentions

The sixth hypothesis was accepted, with a t-statistical test result of 5,500 (greater than 1.96) and a p-value of 0.000 (less than 0.05). These results are significant, showing that there is a positive influence of social media marketing on the intention to purchase Samsung smartphones among the millennial generation in Sukabumi City. This means that marketing activities on social media increase consumer purchasing intentions. In line with research results from Sari, et al., (2023) show that "Social media marketing has a positive and significant effect on intention to purchase Smartphone iPhone products in Marga District, Tabanan Regency". Research results from Priatni, et al (2019) also show that "social media marketing has a significant positive effect on purchase intention". And supported by research results from Siahaan, et al (2022) which show that "social media marketing has a significant effect on purchase intention".

7. The Influence of Product Quality Mediated by Purchase Intentions on Purchase Decisions

The seventh hypothesis was accepted, with a t-statistical test result of 2.916 (greater than 1.96) and a p-value of 0.004 (less than 0.05). These results are significant, indicating that there is a positive influence of product quality mediated by purchase intention on the decision to purchase a Samsung smartphone among the millennial generation in Sukabumi City. This means that product quality influences purchasing decisions indirectly through purchase intentions. Research results from Sakinah & Firmansyah (2021) show that "Product quality has a significant effect on purchasing decisions. Purchase intention has a significant effect on Purchase Decisions. "This research also shows that purchase intention can be a mediating variable between product quality on purchasing decisions and price on purchase intention." And supported by research results from Sakinah (2021) which show that "Product Quality (X1) has a significant effect on Purchasing Decisions (Y). Price (X2) has a significant effect on Purchasing Decisions (Y). Purchase intention (Z) has a significant effect on Purchase Decisions (Y). This research also shows that Purchase Intention (Z) cannot be a mediating variable between Product Quality (X1) and Purchase Decisions (Y). However, the variable Purchase Intention (Z) can mediate Price (X2) on Purchase Decisions (Y).

8. The Influence of Price Perceptions Mediated by Purchase Intentions on Purchase Decisions

The eighth hypothesis was accepted, with a t-statistical test result of 3.461 (greater than 1.96) and a p-value of 0.001 (less than 0.05). These results are significant, indicating that there is a positive influence of price perception mediated by purchase intention on the decision to purchase a Samsung smartphone among the millennial generation in Sukabumi City. Price perceptions influence purchasing decisions indirectly through purchase intentions. Research results from Sakinah & Firmansyah (2021) show that "Price has a significant influence on purchasing decisions. Purchase intention has a significant effect on Purchase Decisions. "This research also shows that purchase

intention can be a mediating variable between product quality on purchasing decisions and price on purchase intention." And supported by research results from Putra, et al (2022) which show that "product quality has no effect on purchasing decisions through purchase intentions. If product quality increases, purchasing intentions and purchasing decisions for Bolu Dinawa Roti will also increase."

9. The Influence of Social Media Marketing Mediated by Purchase Intentions on Purchase Decisions

The ninth hypothesis was accepted, with a t-statistical test result of 3.768 (greater than 1.96) and a p-value of 0.000 (less than 0.05). These results are significant, indicating that there is a positive influence of social media marketing which is mediated by purchase intention on the decision to purchase Samsung smartphones among the millennial generation in Sukabumi City. This means that marketing via social media influences purchasing decisions indirectly through purchase intentions. Research results from Dewi, et al (2021) show that "social media marketing has a positive effect on purchasing decisions at Givanda Store Denpasar, social media marketing has a positive effect on e-word of mouth at Givanda Store Denpasar, e-word of mouth has a positive effect on purchasing decisions at Givanda Store Denpasar, and e-word of mouth is able to mediate the relationship between social media marketing and purchasing decisions at Givanda Store Denpasar." And supported by research results from Zuhad (2023) which show that "social media marketing has a positive and significant effect on purchase intentions, brand image has a positive and significant effect on purchase intentions, social media marketing has no significant effect on purchasing decisions, brand image has no significant effect on purchasing decisions, purchase intention has a positive and significant influence on purchase decisions and social media marketing and brand image have a significant influence on purchases, indicating that purchase intention acts as an intervening variable."

10. Influence of Purchase Intentions on Purchase Decisions

The tenth hypothesis was accepted, with a t-statistical test result of 5.382 (greater than 1.96) and a p-value of 0.000 (less than 0.05). These results are significant, indicating that there is a positive influence of purchase intention on the decision to purchase a Samsung smartphone among the millennial generation in Sukabumi City. Strong purchase intention directly improves purchasing decisions. Intention or desire to buy a product or service is one form of consumer behavior. The form of consumer purchase intention is potential consumers, namely consumers who have not taken purchasing action in the present and are likely to take purchasing action in the future or are usually called potential buyers. In the context of this research, purchase intention functions as a mediator or intermediary between factors such as product quality, price perception, and social media marketing and purchasing decisions. Understanding how purchase intention mediates the influence of these factors can provide deeper insight into the dynamics of millennial generation purchasing decisions regarding Samsung smartphone products. Research results from Sakinah & Firmansyah (2021) show that "Purchase intentions have a significant effect on purchasing decisions". And supported by research results from Hasyati & Khasanah (2019) showing that "purchasing intention has a positive and significant effect on purchasing decisions".

## CONCLUSION

The study confirms that product quality and price perception significantly influence the purchasing decisions and purchase intentions of millennial consumers in Sukabumi regarding Samsung smartphones. The hypotheses related to these factors (Hypotheses 1, 2, 4, 5, 7, 8, and 10) were accepted based on t-statistic values greater than 1.96 and p-values less than 0.05, indicating significant positive effects. However, the hypothesis concerning the direct



impact of social media marketing on purchasing decisions (Hypothesis 3) was rejected, as its t-statistic was below 1.96 and its p-value exceeded 0.05, showing no significant effect. Conversely, social media marketing significantly influences purchase intention and, when mediated by purchase intention, affects purchasing decisions (Hypotheses 6 and 9).

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