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The Influence of Brand Image and *Online Reviews* on the *YouTube Platform* on Interest in Buying *Samsung Smartphones*

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Abstract : Based on the correlation level, this research aims to determine the influence of the independent variable on the dependent variable, namely looking at the influence of Brand Image and *online reviews* on interest in buying *Samsung Smartphones*. Meanwhile, the method used is a quantitative method that uses statistical data to explain/counteract research hypotheses. The unit of analysis refers to the level of unity of data collected during subsequent stages of data analysis. In this study, researchers used an organizational analysis unit, where the object of this research was aimed at *Samsung smartphone enthusiasts*. The following research was carried out using a field study, namely distributing questionnaires via *Google form* to 110 undergraduate students from the Faculty of Economics, Department of Management, Andalas University. The following research also aims to see how Brand Image and *Online Reviews influence* the Interest in Buying *Samsung Smartphones* among Undergraduate Students at the Faculty of Economics, Department of Management, Andalas University. In analyzing the relationship between variables, the following research uses SPSS version 25.0 *software*.

Keywords: Brand Image, Online Reviews, YouTube Platform, Interest in Buying Samsung Smartphones.

INTRODUCTION

The development of information technology, including mass communication tools, in this era has really helped people's lives. Some of these information technologies have become a basic need for society in living their lives. The interests and needs of today's society have begun to rely on information technology. Information technology such as *cellphones* and so on has now become part of people's daily lives. One technology that is developing rapidly is mobile phones and what is currently developing is smart phones or known as *smartphones*. The development of smart phone technology with various features and functions is currently the main attraction of mobile phone products. Marked by the outbreak of *smartphone manufacturers* launching their superior products. There are many different types of smartphones from various different brands offered to consumers. There are many differences between smartphone products on the market, according to the Nielsen survey institute, (2013)

smartphone growth is 23% in Indonesia and will continue to increase. Smartphones are an expensive type of product, so there is a financial risk in purchasing them. For expensive products, consumer involvement will be high, and the brand can be used as an indicator of product quality in reducing purchase risk Monroe (2003).

The differences between smart phones on the market are caused by various things. Differences in price, features, functions, *brand image* and quality mean that there are many *smartphone products* available on the market. The price offered for one *smartphone unit* varies greatly depending on specifications, brand, and so on. These products are offered in different segments according to price, features, function, brand image, quality, and others. Therefore, many manufacturers launch *smartphone products* for different segments and prices. A company's brand image can influence profits in the long term, thereby encouraging consumer desire for premium prices, excellence and marketing success. Donthu (2001).

In this phenomenon, Samsung is the company that contributes the highest sales of smartphone-based *cellphones* (Kasih, 2020). In Indonesia itself, Samsung still controls a market share of 42% of units sold. "This places Samsung smartphone products at the top of smartphone sales in Indonesia, based on GFK (growth from knowledge) Q3 2019," said IT and *Mobile Business Vice President Samsung Electronics Indonesia*, Bernard Ang, in Samsung's official statement to detikcom (www.detikinet.com) Hieronimus Patardo, (2019). Products that have high selling value and competitiveness in the innovation process are by creating quality products and good service so that the Samsung brand image can easily gain positioning in the hearts of the public. Through a good brand image, the Samsung company creates more value for consumers, which will create activeness in consumers when making purchases. A good brand image is the basis for building a positive company image. Apart from that, a positive brand image provides benefits for the company to develop product lines by utilizing the positive image that has been formed on the brand. Every customer has a certain impression of a brand, which can arise after seeing TV, radio or print media (Samuel, 2014)

The interest that arises in making a purchase creates a motivation that continues to be recorded in his mind and becomes a very strong activity and ultimately when a consumer has to fulfill his needs, the consumer will actualize what is in his mind (Ferdinand, 2014). According to Kotler (2013) purchasing interest is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase.

According to Adil (2012), the main function of brand image is to answer questions about how consumers choose between alternative brands after gathering information. Lyonita and Budiastuti (2012) stated that it is an advantage to have a product that has a good brand image and therefore companies must continue to maintain and maintain the brand image continuously. For example, Samsung smartphones are a leading product whose brand is well known throughout the world, and Samsung has variants from *low end* to *high end* so that consumers from all walks of life can reach these Samsung *smartphone products*.

Smartphone products, consumers currently tend to look for as much information about the products offered as possible before having an interest in purchasing the product. Consumers will look for ins and outs regarding *smartphone products* in terms of specifications, price, brand, quality, and so on, for example, the Samsung company provides a variety of products so that consumers can choose according to their budget and needs. Information about *smartphone products* can be obtained by consumers from various media, both from the manufacturers themselves. Technological developments have resulted in changes in customer behavior throughout the world, including Indonesia, one of which is marked by the development of *e-commerce* as a whole which has experienced a significant increase. Through *online reviews*, consumers can also exchange information related to products and consumption of these products with other consumers (Schindler, 2001).

Recently, especially in Indonesia, there have been many *YouTube content creators* who discuss *smartphone products*. They share information about *smartphone products* in the form of videos which are quite informative for users. This information can include specifications, prices, impressions of use, and other important things. *YouTube* video content like this is content that is very popular. *YouTube* video content is in great demand for various reasons. Especially for video content *reviewing* electronic products such as *smartphones*, it is very popular because the information available is considered quite accurate. This is because the information available is truly complete, including the positive and negative sides of the product being explained clearly. Therefore consumers tend to trust the information presented on this *platform*. Wandebori, (2016) Regarding the current *YouTube phenomenon*, since *YouTube* was launched in 2006, there have been many positive things and it has been used by all people in all parts of the world, starting from various circles. *YouTube* is a way to express yourself and influence others to wear what they wear. There are many discussions on *YouTube* on various science channels, and one of them is discussing *online reviews* on smartphones.

Consumer trust in the information disseminated by *reviewers* on their *YouTube channels* is indicated by the level of popularity achieved. This level of popularity is illustrated by the large number of *subscribers* (Customers) they have, usually popular channels have more than 100,000 subscribers. The following are several gadget review *YouTube channels* with the highest number of subscribers in Indonesia.

Whether *Samsung smartphone products* suit consumer tastes is determined by a lot of information obtained. This information can be obtained in various media, especially electronic media which provides accurate information. Information about all *smartphone products* can be found on the *YouTube platform* via the gadget review channel. After getting information about *smartphones*, consumers will adjust to their financial capabilities whether the product will be suitable or not, then this will lead to purchasing interest and purchasing decisions. Based on the explanation that has been presented, researchers are interested in carrying out research with the title "The Influence of Brand Image and Online Reviews on the *YouTube Platform* on Interest in Purchasing *Samsung Smartphone Products*".

METHOD

A quantitative approach is measuring data through scientific calculations derived from samples based on a number of questions and to determine the percentage of their responses (Cresweel, 2010). This quantitative approach will test a hypothetical theory by collecting to refute or accept the hypothesis.

Based on the definition above, it can be explained that quantitative methods are methods that use statistical data to explain / counteract research hypotheses. Using accurate statistical data to measure the influence of Brand Image and online reviews on the *YouTube Platform* on interest in purchasing *Samsung Smartphones*.

The unit of analysis refers to the level of unity of data collected during subsequent stages of data analysis. In this research, researchers used an organizational analysis unit, where the object of this research was aimed at *Samsung smartphone enthusiasts*.

After the research data is collected, the next step is to analyze the data. Data analysis is a formally researched process to find and formulate suggested ideas (hypotheses) and to support research on these hypotheses. Data is grouped based on variables and type of respondent, and systematic calculations are carried out to draw conclusions from the data.

In this research, the quantitative data that has been obtained will show the significance of differences between groups and research variables. Data were analyzed by distributing questionnaires and analyzed using the SPSS version 25 and Microsoft Excel 2016 application programs.

RESULTS AND DISCUSSION

Results

Based on the results of the statistical analysis obtained, the Brand Image and *Online Review variables* as the dependent variable and Purchase Interest as the independent variable show the influence of each variable and outline the results of the research hypothesis as follows:

Table 1. Summary of Hypothesis Testing Results

Hypothesis	Research result	Information
H1: Suspected Brand Image positive influence and significant impact on buying interest Samsung smartphones on Faculty undergraduate students Economy Andalas University management department	Brand Image influential positive and significant towards Interest in Buying a Smartphone Samsung on Faculty undergraduate students Economy Department of Management, Andalas University	Accepted
H2: It is suspected that online reviews are positive and significant towards interest in buying Samsung smartphones on Undergraduate student at the Faculty of Economics major Management Andalas University.	Online Review influential positive and significant on interest in buying Samsung smartphones on Undergraduate student at the Faculty of Economics major Andalas University Management.	Accepted

Determination Coefficient Test (*R Square* or *R2*)

The coefficient of determination test is carried out to find out how much influence the independent variable (X) has on the dependent variable (Y). The magnitude of the influence can be seen in the following table:

Table 2. Coefficient of Determination

Model	Adjusted R Square
	0.382

a. Predictors: (Constant), X1, X2.

b. Dependent Variable: Y.

Based on table 2, the Adjusted R square value is 0.382. This means that the influence of the independent variable (X) on the dependent variable (Y) contributes to each other. The contribution of the independent variable (X) to the dependent variable (Y) is 38.2%, while 61.8% is influenced by other factors such as product quality, product differentiation, product innovation, and others.

Hypothesis Test (T Test)

The T test is a test that proves the influence of one independent factor on the dependent variable. The T-test can also be used to test hypotheses in research. If the significant value is > 0.05, the hypothesis is rejected and assuming a significant value < 0.05, the hypothesis is accepted. This proves that independent factors have a significant influence on the dependent variable (Sekaran, 2011).

The following is an analysis of the T value resulting from data processing using the SPSS 25.0 program on respondents:

Table 3. T Test Analysis

Model	Q	Sig
(Constant)	-1,174	0.243

X1	6,147	0,000
X2	1,990	0,049

Source: SPSS 25.0 output

Based on table 2, it is explained:

1. H1 is accepted, because statistically it shows a positive result, namely 6.147 and is significant because the significance value is $0.000 < 0.05$. This means that *Brand Image* has a positive and significant effect on Purchase Interest.
2. H2 is accepted, because statistically it shows positive results, namely 1.990 and the significance value shows $0.049 < 0.05$, meaning that *Online Reviews* have a positive and significant effect on Purchase Interest.

Discussion

The Influence of Brand Image on Purchase Intention

The results of testing the first hypothesis show that the influence of Brand Image on interest in buying a Samsung Smartphone is positive and significant. Brand Image. Based on table 1, it can be seen that the Brand Image variable has a significance value of 0.00, which is smaller than 0.05 (< 0.05), which means that there is an influence that the Brand Image variable has on the Purchase Interest variable. This is in line with Setiawaty's (2017) research, that Brand Image has a positive and significant influence on Purchase Interest. So this proves that a company that has a good brand image is an advantage in attracting consumer buying interest. Consumers are usually more likely to trust a good Brand Image of a product which will be more likely to make a purchase. This proves that there are changes in respondents' use of smartphones, which may be influenced by the brand image variable .

The Influence of Online Reviews on Purchase Interest

The results of testing the second hypothesis show that the influence of *online reviews* on purchase interest is positive and significant. Based on table 1, it can be seen that the *Online Review variable* has a significance value of 0.00, which is smaller than 0.05 (< 0.05), which means that the *Online Review variable has an influence* on the Buying Interest variable. According to Alman and Mirza (2013), online reviews are user generated content or information created by individuals and can be used as a means for consumers to obtain and search for information on a product which will later influence purchasing decisions.

This is in line with Mulyati's (2020) research, that *online brand reviews* have a positive and significant influence on purchase interest. This proves that *online reviews* have an influence on interest in buying *smartphones*. *Online reviews* that contain education and quality make it easier for consumers to determine which brand of *smartphone* to buy.

CONCLUSION

After carrying out the analysis using SPSS version 25.0, you can get results including:

1. There is a positive and significant influence between Brand Image on Interest in Buying *Samsung Smartphones* among Undergraduate Students at the Faculty of Economics, Department of Management, Andalas University. This shows that when respondents know the Brand Image, respondents prefer a good *Smartphone Brand Image*. Therefore, the better the Brand Image of a product, the more respondents will buy that *Smartphone* .
2. There is a positive and significant influence between *Online Reviews* on the interest in buying *Samsung Smartphones* among undergraduate students at the Faculty of Economics, Department of Management, Andalas University. This shows that educational and quality *online reviews have an influence on respondents who want to buy a smartphone*. Therefore, the more educational and quality a review is, the more consumers will buy.

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