THE INFLUENCE OF PRODUCT INNOVATION, PROMOTIONS, AND PRICES ON THE DECISION TO PURCHASE OPPO BRAND SMARTPHONES AT THE ALYA PHONES SHOP, KOTAPINANG

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Abstract

This research aims to analyze the Influence of Product Innovation, Promotion, and Price on Purchase Decisions for Oppo Oppo-brand smartphones at the Alya Mobile Shop, Kotapinang. The research method used in this research is quantitative. In this research, the population is consumers of Oppo Brand Smartphones at the Alya Mobile Shop, Kotapinang as many as 56 people. The data collection techniques used were observation, documentation studies, and questionnaires. The analytical method for this research is multiple linear regression with the SPSS program. The research results prove that Product Innovation positive and significant effect on the decision to purchase an Oppo Brand Smartphone at the Alya Mobile Shop, Kotapinang. Positive promotion and significant effect on the decision to purchase an Oppo Brand Smartphone at the Alya Mobile Shop, Kotapinang. Positive price and significant effect on the decision to purchase an Oppo Brand Smartphone at the Alya Mobile Shop, Kotapinang. Product Innovation, Promotion, and Price simultaneously have a positive and significant effect on the decision to purchase an Oppo Brand Smartphone at the Alya Mobile Shop, Kotapinang. The coefficient of determination is 0.524, meaning that purchasing decisions can be explained by the Product Innovation variable (X1), Promotion (X2), and price (X3) amounting to 52.4%, while the remaining 47.6% can be explained by other variables not examined in this study.

Keywords: Product Innovation, Promotion, Price, Purchase Decisions

INTRODUCTION

Mobile phones are a technology that is developing very quickly from year to year. One form of cellphone development is the emergence of many cell phones with new brands, competition between cellphone brands competing with each other to create their superior products. Manufacturers are required to not only create products but also understand consumers' wants and needs. This is needed by producers to be able to compete with other producers (Sidqi et al, 2021).

The conditions that must be met by a company to be successful in competition are trying to achieve the goal of creating and retaining customers (Sugianto, 2022). Every company must be able to understand consumer behavior in its target market because the survival of the company as an organization that tries to meet the needs and desires of consumers is very dependent on consumer behavior.

By understanding consumer behavior, producers can create products that suit consumer desires. The problem that is often encountered in the field is that cellphone shops do not understand how to understand consumer behavior to attract their interest in buying smartphone products, especially OPPO brand smartphones so there is a surge in purchases amidst the high competition between smartphone brands recently. When choosing to purchase a smartphone, one of the factors that consumers consider when purchasing is price, price is an important factor that influences the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product. Product innovation, with complete features and improved appearance, is also a factor, and store promotions to consumers are also a driver for consumers in making purchasing decisions. Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and, in this case, make a purchase or utilize a particular product or service.

REVIEW OF LITERATURE

Product Innovation

Product is a very vital object that influences the company's success in generating a level of profit or profits that will maintain operational activities and the company's financial

health. Broadly speaking, a product is anything that can be offered to a market to satisfy a need or want. Through products, producers can pamper consumers. Because of the product it will be possible to know how much satisfaction and need for the product itself is in the consumer's life.

Product innovation is creating new products that can meet needs and consumer desires so that interest in purchasing the product arises, which is expected to be realized through purchasing decisions. Product innovation must be able to create sustainable competitive advantages in a rapidly changing environment and towards a global market. Successful product innovation requires a match between the process and a supporting environment. Besides that, the success of the innovation implemented must be continuous and not carried out incidentally.

Company goals to carry out product innovation is to maintain the company's survival because existing products are vulnerable to changes in consumer needs and tastes, technology, shorter product life cycles, and increasing domestic and foreign competition. According to Kotler Armstrong, there are three indicators of product innovation, namely product quality, product variants, and product style and design.

a. Quality product
b. Variant product
c. Product Style and Design

Promotion

Promotion according to Tjiptono in Hose (2013) is a form of marketing communication that is a marketing activity that seeks to disseminate information, influence/persuade, and/or increase the target market for a company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company. concerned. According to Daryanto (2011:94), promotion is a one-way flow of information or persuasion that can direct an organization or person to create transactions between buyers and sellers. Promotion is the last activity in the marketing mix which is very important because currently, most markets are more of a buyer's market where the final decision on a buying and selling transaction is greatly influenced by the consumer.

Therefore, the buyer is king. Manufacturers compete in various ways through promotions to win the hearts of buyers so they are interested and want to buy the products they sell.

The promotion aims to disseminate information about the products sold by the company to consumers so that consumers are interested in the products offered and ultimately make purchasing decisions. With promotional activities, it is hoped that company revenue can increase. According to Terence A. Shimp (2007:7), promotion is a very important functional knowledge for a company or institution. These five functions are described as follows:

1. Providing Information (Informing)
2. Persuading
3. Reminding
4. Adding Value
5. Accompanying other efforts of the Company (Assisting)

According to Boyd, et al (2011: 150), promotional strategy is a controlled and integrated program of communication methods and materials designed to present a company and its products to potential consumers, conveying product characteristics that satisfy needs to encourage sales which ultimately contributes to long-term profit performance.

Price

According to Kotler and Armstrong (2012), in a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all the values given by customers to gain benefits from owning or using a product or service. According to Andi (2015), Price is the main factor that can influence a buyer's choice, price plays quite a role in determining consumer purchases, therefore before setting a price, companies should look at several price references for a product that is considered quite high in sales. In the narrowest sense, price is the amount of money charged for a thing or service.

In various businesses, determining the price of goods and services is a key strategy as a result of various things such as deregulation (regulating rules or systems), increasingly

fierce competition, low and high economic growth, and business opportunities for those who comply with the market. Price matters a lot in position and financial performance and also influences buyer perception and brand positioning.

According to Kotler (2019), companies can pursue one of five main objectives through pricing, namely:

1. Survival. This goal is chosen by the company if the company experiences excess capacity, intense competition, or changing consumer desires.
2. Maximum Current Profit. Companies choosing this objective will estimate demand and costs associated with various price alternatives and choose the price that will produce the maximum current profit, cash flow, or rate of return on investment.
3. Maximum Market Share

   Companies that choose this objective believe that higher sales volumes will result in lower per-unit costs and higher long-term profits.
4. Maximum Market Skimming (Screening the Market to the Maximum) In this aim the company sets the highest price for each new product released, whereupon the company then gradually lowers the price to attract other segments that are sensitive to price.

Price Indicators

According to Kotler (2019), price indicators are as follows:

1. Affordability
2. Price compliance with product quality for certain products
3. Price competitiveness
4. Price match

Purchase Decision

According to Philip Kotler & Kevin Lane Keller (2019) Purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are a problem-solving approach to human activities in purchasing goods or services to fulfill their wants and needs. According

to Philip Kotler & Kevin Lane Keller (2019), the decision-making process is a problem adjustment approach that consists of five stages carried out by consumers, these five stages are problem recognition, information search, alternative evaluation, decision making, and post-purchase behavior.

Factors influencing purchasing decisions. There are internal and external factors that influence consumers in making purchasing decisions. The role of these factors is different for different products. In other words, some factors are dominant in product purchases, while other factors have less influence. According to Philip Kotler & Kevin Lane Keller (2019), the internal factors are as follows:

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors

Purchase Decision Indicators

According to FranAbadi Cysara (2015), There are five purchasing decision indicators, namely:

1. Pay attention Stage
2. Interest Stage
3. Desire/intend Stage
4. Stage to decide to buy action
5. Satisfaction Stage

OPPO is a smartphone that prioritizes quality. It's not surprising that the entry-level class is priced at a price that is higher than other entry-level brands such as Xiaomi or Realme. The main advantage of OPPO smartphones is the good quality of the camera lens. OPPO never messes around with their image quality. Second, the UI interface is simple and pleasing to the eye and is better known to smartphone users. Because OPPO entered Indonesia earlier than China's smartphones, so after-sales service has spread everywhere.

Research Hypothesis

The hypothesis proposed by the researcher is as follows:

H1: There is Influence of Product Innovation on Consumer Purchasing Decisions on OPPO Brand Smartphones.

H2: There is an influence of promotion on consumer purchasing decisions for OPPO brand smartphones.

H3: There is a price effect on Consumer Purchasing Decisions on OPPO Brand Smartphones.

H5: Purchase decisions on OPPO Smartphones at the Alya Mobile Shop Kotapinang have a positive and significant effect on Product Innovation, Promotion and Price.

RESEARCH METHOD

Research Location and Time

Researchers conducted research at the Alya Mobile Shop located on Jalan Sudirman No. 30 Kotapinang, Kotapinang District, South Labuhanbatu Regency. The research period was carried out from February to May 2022.

Population

In this research, the author focused the population on consumers who came to the Alya Mobile Shop during observations from February to July 2021. According to data that the researchers obtained from the sales records of the Alya Mobile Shop, the number of buyers of OPPO brand smartphones during that month was 56 people.

Samples

Based on this research, because the population is not greater than 100 respondents, the author took 100% of the existing population, namely 56 people. Thus, the use of the entire population without having to draw a research sample as a unit of observation is called a census technique.

Data Collection Technique

The techniques used for data collection in this research are as follows:

1. Interviews are a form of data collection by directly questioning the people used as samples.
2. A questionnaire is by distributing a list of questions to the object being studied, in this case the sample. The data measurement scale in this research is the Likert scale as a tool for measuring the attitudes, opinions and perceptions of a person or group of people about social phenomena.
3. Documentation Study is a form of secondary data collection by means of Collecting documents or data relating to the researcher's title.
4. Observation is by conducting direct research in the field.

Research Instrument Test

Validity Test

Validation Test will be carried out at the Alya Mobile Shop. Distribution of special questionnaires in validity and reliability tests was given to 56 respondents. According to (Sumadhinata & Sukandi, 2016), to test construct validity, it is done by correlating the question item scores with the total score.

The formula used to test the validity of this instrument is Product Moment from Karl Pearson, as follows:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\}\{N\sum Y^2 - (\sum Y)^2\}}}$$

Criteria to determine whether a questionnaire is valid or not, is as follows:

1) If $r_{count} > r_{table}$ so the question is valid.
2) If $r_{count} < r_{table}$ so the question is invalid.

In practice, to test the validity of questionnaires, Microsoft Office Excel and Statistical Product and Service Solution (SPSS) software are often used.

Reliability Test

This reliability test is carried out after a validity test and what is tested are valid questions. The criteria for determining the reliability of a questionnaire are that testing is carried out using the SPSS program on 56 respondents at the Alya Mobile Shop.

Reliability is seen from the value of Cronbach's Alpha if Item Deleted, with the criterion that if Cronbach's alpha is > 0.6 then the variable is declared reliable.

Data Analysis Method

Descriptive Analysis

Descriptive analysis data is used to analyze and present quantitative data with the aim of knowing the picture of the company presented in the research sample. By using descriptive statistics, you can find out the average (mean), standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness values (Dwiantono, nd) Data analysis is carried out by compiling data, grouping it, then interpreting it so that a true picture of the company's condition is obtained.

Classical Assumptions Test

Normality Test

The Normality Test aims to test the normal distribution variable/residual regression model. DenBro, look at the normal probability plot which compares the cumulative distribution from the normal distribution. The normal distribution will be able to form a straight diagonal line and plotting the residual data will be compared with the diagonal line. If the residual data distribution is normal, then the line depicting the actual data will follow the diagonal line. However, normality tests with graphs can be misleading because visually they can appear abnormal even though statistically it could be the opposite (Yusmeiliani, 2018).

Multicollinearity Test

This is to find out whether there is a correlation between the independent variables in the regression model. A good regression model should have no correlation between independent variables. To determine whether or not there is a multicollinearity test in the regression model, namely by looking at the tolerance value and its opposite, namely the variance inflation factor (VIF). And these two measures show that each independent variable is explained by other independent variables. Tolerance measures the variability of the selected independent variable which is not explained by other independent variables. So, a low tolerance value is the same as a high VIF value (because VIF=1/tolerance). The

cut off value that is commonly used to indicate the presence of multicollinearity is a tolerance value > 0.0, or the same as a VIF value < 10. If in the regression model no detection assumptions are found as above, then the regression model used in this research is free from multicollinearity and vice versa (Satria, 2018).

Heteroscedasticity Test

This aims to test whether in the regression model there is an inequality of variance between the residuals of one observation and the other observations. If the variance of the residual from one observation to another is constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity. To detect whether there is heteroscedasticity or not by looking at whether there is a certain pattern in the scatter plot graph between SRESID and ZPRED where the Y axis is the predicted Y and the X axis is the residual. If a certain pattern is regular then heteroscedasticity occurs. And if there is no clear pattern and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur (Handayani Barus et al., 2016).

Multiple Linear Regression Analysis

Mensort (Hendrich & Trianto, 2019), multiple regression analysis is a linear relationship between two or more independent variables (X1,X2,….Xn) and the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable, whether each independent variable is positively or negatively related and to predict the value of the dependent variable, whether the value of the independent variable has increased or decreased. To determine the influence of product quality, brand image, lifestyle and price on consumer purchasing decisions, multiple regression analysis techniques were used. Multiple linear regression analysis is used to predict the condition (up and down) of the dependent variable, if two or more independent variables as predictor factors are manipulated (increase and decrease in value). This analysis uses the following equation formula:

$$\mathbf{Y=a+b1X1+b2X2+b3X3+b4X4+e}$$

Information :

Y = Purchase Decision

a = Constant

b1, b2, b3, b4 = Regression Coefficient

X1 = Product Quality

X2 = Brand Image

X3 = Lifestyle

X4 = Price

e = Standard Error

Validity Test

Validity is a measure that shows the levels of validity and authenticity of an instrument. Valid means the data obtained through mequestionnaire can answer the research objectives. If r count > r table, then the statement is declared valid, otherwise r count < r table, then the statement is declared invalid.

Hypothesis Testing

T Test

T test is to test whether the independent variable partially has a significant influence on the value of the dependent variable. With the following hypothesis formula:

HO: b1 = b2 = b3 = b4 = 0, meaning that the independent variables (X1,X2,X3,X4) partially have no significant influence on the dependent variable (Y).

Ha: b1, b2, b3, b4 ≠ 0, meaning that the independent variables (X1,X2,X3,X4) partially have a significant influence on the dependent variable (Y).

Decision Making Criteria:

HO is accepted if Fcount < Ftable at α = 5%

Ha is accepted if Fcount > Ftable at α = 5%

F Test

The F test is used to see whether the independent variables have an effect together or simultaneously on the dependent variable. With the following hypothesis formula:

HO: b1 = b2 = b3 = b4 = 0, meaning that the independent variables (X1,X2,X3,X4) together have no significant influence on the dependent variable (Y).

Ha: b1 ≠ b2 ≠ b3 ≠ b4 ≠ 0, meaning that the independent variables (X1,X2,X3,X4) together have a significant influence on the dependent variable (Y).

Decision Making Criteria:

HO is accepted if Fcount < Ftable at α = 5%

Ha is accepted if Fcount > Ftable at α = 5%.

Coefficient of Determination (R2)

Determination is used to see the contribution of the independent variables (X1, X2, X3, X4) to the dependent variable (Y). Collinearity occurs if the R2 produced by an empirical regression model is very high.

RESULTS AND DISCUSSION

Company Profile

The object of this research is OPPO smartphone users, especially consumers of the Kotapinang Alya Mobile Shop. OPPO is one of the largest electronics companies in the world. Toko Alya Ponsel, which was founded in 2007, is one of the largest cellphone shops in Kotapinang, selling various brands of smartphones, regular cellphones, credit, tokens and all cellphone accessories. Toko Alya Ponsel has 2 (two) branches, one located at Jl. Ahmad Yani Kotapinang and both are located at Jalan Mesjid Raya Kotapinang. The author's research location is the Alya Mobile Shop which is located at Jalan Ahmad Yani Kotapinang. Because the shop is complete selling various brands of smartphones.

Classical Assumption Test Analysis

Normality Test

The following are Histogram Graphs and Normal PP Plot Graphs which are used to see whether the independent regression model and dependent variable have normally distributed data or not.

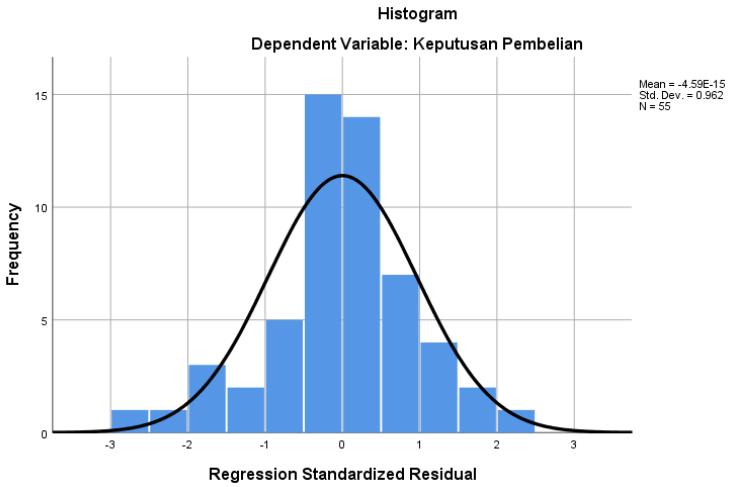

Figure 1.

Histogram Graph

The histogram graphic display above shows a normal distribution pattern because it spreads evenly to the left and right, and a bell forms. This shows that the regression of the independent variable and dependent variable has normally distributed data.

The following are histogram graphs and normal pp plot graphs which are used to see whether the independent regression model and dependent variable have normally distributed data or not.

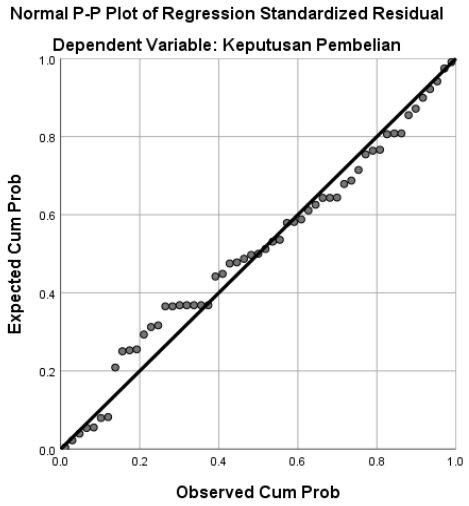

Figure 2.

Normal PP Plot Graph

In the PP Plot image above, it can be seen that the dots are spread around the diagonal line and the distribution follows the direction of the diagonal line. From this graph it can be concluded that the regression line model meets the normality assumption, thus indicating that the data is normally distributed.

Multicollinearity Test

The Multicollinearity Test is used to determine whether or not there are independent variables that are similar to other independent variables in one model which can cause a very strong correlation between the independent variables.

The calculation of independent tests between independent variables can be seen from the results of statistical collinearity analysis. Multicollinearity occurs if (1) Tolerance value (Tolerance < 0.10) and (2) Variance inflation factor (VIF >10). The test results for the multicollinearity test are displayed in the following table:

Table 1
Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Innovation	.132	5,142
	Promotion	,365	2,745

	Price	,215	3,582

a. Dependent Variable: Purchase Decision

Based on the test results in Table 1 above, it is known that the Tolerance value of the Product Innovation variable is 0.132 which is greater than 0.10 and the VIF value is 5.142 which is less than 10, the Tolerance value of the Promotion variable is 0.365 which is greater than 0.10 and the VIF value is 2.745 more. smaller than 10, the Tolerance value of the Price variable is 0.215, greater than 0.10 and the VIF value of 3.582 is smaller than 10, this means that there is no problem of multicollinearity or high correlation between the factors formed.

Heteroscedasticity Test

The heteroscedasticity test aims to see whether there is an inequality of variance from the residuals of one observation to another observation. A good regression model does not experience symptoms of heteroscedasticity, where there is the same variance from the residuals of one observation to another observation, this is called homoscedasticity. The results of heteroscedasticity testing using the image method can be seen in Figure 4.3 as follows:

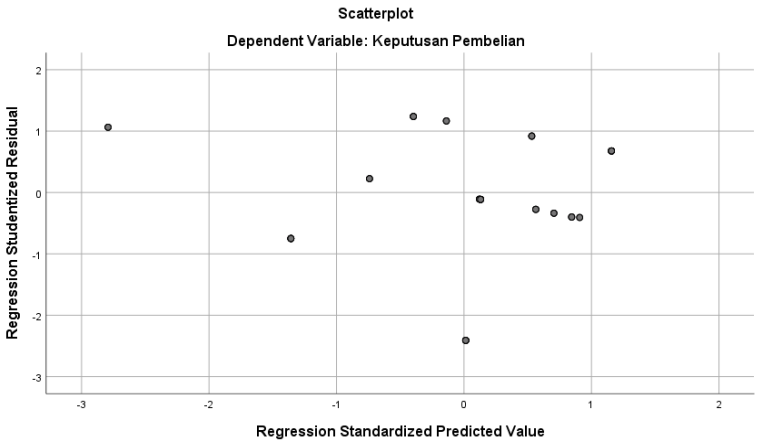

Figure 3
Heteroscedasticity Test

Based on Figure 3, it can be seen that the dots are spread above and below zero, and do not form a pattern. Thus, it can be concluded that the Hypothesis Regression Equation for this research does not contain an element of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple Regression Analysis

Table 2

Results of Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	Q	Sig.
1	(Constant)	22,651	6,613		3,425	.011
	Product Innovation	,212	,163	,165	2,302	.019
	Promotion	,570	,189	,343	2,025	,004
	Price	,240	.113	,235	2,119	,039

a. Dependent Variable: Purchase Decision

Based on Table 2, an equation can be made, namely:

$$Y = 22,651+0.212+0.570+0.240$$

The Product Innovation Regression Coefficient shows a Positive Relationship to Purchasing Decisions with a Coefficient Value of 0.212. This means that every increase in Product Innovation by 0.212 will increase Purchasing Decisions by 0.212.

The Promotion Regression Coefficient shows a positive relationship to Promotion Decisions of 0.570 which will increase Purchasing Decisions by 0.570.

The Price Regression Coefficient shows a Positive Relationship to Purchasing Decisions with a Coefficient Value of 0.240. This means that every price increase of 0.240 will increase purchasing decisions by 0.240.

The Constant Value of 22,651 indicates that the Purchase Decision is 22,651 with the influence of Product Quality, Brand Image, Lifestyle and Price.

Based on Table 4.9, we can also see that among all the variables, the most influential in determining purchasing decisions for consumers is the Promotion variable, this can be seen from its significant value which is higher than the other variables, namely 0.039.

T Test

This test is carried out by comparing the t table with tcount. It is known that the T table for the distribution α: 0.05 with a number of respondents of 56 is 1.672. This T test was carried out to determine the effect of each independent variable on the dependent variable. The results of the T test can be seen in Table 4.10 below:

Table 3
Partial Test (T Test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	Q	Sig.
1	(Constant)	22,651	6,613		3,425	.011
	Product Innovation	,212	,163	,165	2,302	.019
	Promotion	,570	,189	,343	2,025	,004
	Price	,240	.113	,235	2,119	,039

a. Dependent Variable: Purchase Decision

Based on the criteria that if the value of t < t table then the variable has a positive and significant effect, you can see the results of the SPSS T test output as follows:

1. Based on the SPSS output above, it is known that the value of the Product Innovation Variable (X1) is tcount of 2.302 > ttable 1.672, with a significant value of 0.019 < 0.05. So, it can be concluded that the Product Innovation Variable (X1) has a Positive and Significant influence on Purchasing Decisions (Y).
2. Based on the SPSS output above, it is known that the value of the Promotion Variable (X2) is tcount of 2.025 > ttable 1.672, with a significant value of 0.004 < 0.05. So, it can be concluded that the Promotion Variable (X2) has a Positive and Significant influence on Purchasing Decisions (Y).
3. Based on the SPSS output above, it is known that the value of the Price Variable (X3) is tcount of 2.119 < ttable 1.672, with a significant value of 0.039 < 0.05. So, it can be concluded that the Price Variable (X3) has a Positive and Significant influence on Purchasing Decisions (Y).

4. Based on the results above, it is known that the value of tcount > ttable Product Innovation Variable (X1) (2.302 > 1.672), Promotion Variable (X2) (2.025 > 1.672), Price Variable (X3) (2.119 > 1.672). So, it can be concluded that the variables product innovation (X1), promotion (X2), and price (X3) have a positive and significant effect on purchasing decisions (Y).

F Test

The F test was carried out to test simultaneously (together) whether Product Innovation (X1), Promotion (X2), and Price (X3) had a positive and significant effect on purchasing decisions at the Alya Mobile Shop in Kotapinang.

Table 4

Simultaneous F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,378	4	10,845	13,742	.014b
	Residual	39,458	50	,789		
	Total	82,836	54			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Product Quality, Product Image, Lifestyle

α value: 5% = 0.05 Ftable value df1: 4, df2 = (56 – 4 – 1) =51 is 2.76. So based on table 4, it can be seen that the Fcount value is 13.742 > 2.76 and the significant value is 0.014 < 0.05, this shows that a set of Independent Variables has a Positive and Significant influence on the Dependent Variable.

Coefficient of Determination

The Determinant Coefficient (R2) is used to measure how far the Independent Variable's ability to influence the Dependent Variable. The Coefficient of Determination value can be seen in the table below:

Table 5

Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724a	,524	,486	,888

a. Predictors: (Constant), Price, Product Quality, Brand Image, Lifestyle

b. Dependent Variable: Purchase Decision

Based on the SPSS output above, it is known that the R Square value is 0.524, this means that the influence of Variables X1, X2, and X3 simultaneously on Variable Y is 52.4%.

Product Innovation (X1) has a Positive and Significant Influence on Purchasing Decisions (Y) at the Alya Mobile Shop Kotapinang

The Multiple Linear Regression Line shows that the level of change in Variable Y is a Positive change, so it can be concluded that the Independent Variable makes a Positive contribution to Variable Y. Obtained a Multiple Linear Regression Line:

$$Y = 22.651+0.212+0.570+0.240$$

The Product Innovation Regression Coefficient (X1) shows a positive relationship to purchasing decisions with a coefficient value of 0.212. This means that every increase in the Product Quality Variable (X1) by 0.212 will increase the Purchase Decision (Y) by 0.212.

Based on the SPSS output above, it is known that the value of the Product Quality variable (X1) is tcount of 2.302 > ttable 1.672, with a significant value of 0.019 < 0.05. So, it can be concluded that the Product Innovation Variable (X1) has a Positive and Significant influence on Purchasing Decisions (Y).

Promotion (X2) has a positive and significant effect on purchasing decisions (Y) at the Alya Mobile Shop in Kotapinang

The Multiple Linear Regression Line shows that the level of change in Variable Y is a Positive change, so it can be concluded that the Independent Variable makes a Positive contribution to Variable Y. Obtained a Multiple Linear Regression Line:

Y = 22.651+0.212+0.570+0.240

The Promotion Regression Coefficient shows a positive relationship to Purchasing Decisions with a Coefficient Value of 0.570. This means that every promotion increases of 0.570 will increase purchasing decisions by 0.570.

Based on the SPSS output above, it is known that the value of the Promotion variable (X2) is tcount of 2.025 > ttable 1.672, with a significant value of 0.004 < 0.05. So, it can be concluded that the promotion quality variable (X2) has a positive and significant effect on purchasing decisions (Y).

Price (X3) has a positive and significant effect on purchasing decisions (Y) at the Alya Mobile Shop in Kotapinang

The Multiple Linear Regression Line shows that the level of change in Variable Y is a Positive change, so it can be concluded that the Independent Variable makes a Positive contribution to Variable Y. Obtained a Multiple Linear Regression Line:

Y = 22.651+0.212+0.570+0.240

The Price Regression Coefficient shows a Positive Relationship to Purchasing Decisions with a Coefficient Value of 0.240. This means that every Lifestyle Improvement of 0.240 will increase Purchasing Decisions by 0.240.

Based on the SPSS output above, it is known that the value of the Price variable (X3) is tcount of 2.119 > ttable 1.672, with a significant value of 0.039 < 0.05. So, it can be concluded that the Lifestyle Variable (X3) has a Positive and Significant influence on Purchasing Decisions (Y).

Price (X4) has a positive and significant effect on purchasing decisions (Y) at the Alya Mobile Shop in Kotapinang

From the results of the Test Data Analysis above, it is found that the relationship between Product Innovation (X1), Promotion (X2), and Price (X3), on Purchasing Decisions is positively and negatively correlated, meaning that Product Innovation (X1), and Promotion (X2),),, does not really have an influence on purchasing OPPO brand smartphones, while Price (X4) has a positive and significant influence on purchasing decisions, therefore if it is perceived well, then Purchase Decision (Y) will also be high.

The Constant Value of 22.651 indicates that the Purchasing Decision (Y) of the Alya Mobile Shop Kotapinang is 22.651 with the influence of Product Innovation(X1), Promotion (X2), and Price (X3).

F $value_{table}$ in the 4:29 distribution is 2.76, so based on table 4.11 it can be seen that the Fcount value is 13.742>2.76, and the significant value is 0.014<0.05, this shows that simultaneously the independent variable has a positive and significant effect on the dependent variable.

The output results of the SPSS model summary amount of R Square are 0.524. This means that 52.40% of the Independent Variable has an influence on the Dependent Variable and the remaining 11.20% is influenced by other factors that were not studied.

CONCLUSION

Based on the results of the research and discussion carried out, the following conclusions were obtained:

1. Partially, Product Innovation (X1) has a Positive and Significant influence on Purchasing Decisions, this can be seen from the tcount value for Product Quality is tcount 2.302 > ttable 1.697, with a significant value of 0.019 < 0.05. So it can be concluded that Ho is rejected and Ha is accepted.
2. Partially Promotion (X2) has a Positive and Significant influence on Purchasing Decisions, this can be seen from the tcount value for Promotion (X2) is tcount 2.025 > ttable 1.697, with a significant value of 0.004 < 0.05. So, it can be concluded that Ho is rejected and Ha is accepted.
3. Partially, Price (X3) has a Positive and Significant influence on Purchasing Decisions, this can be seen from the tcount value for Price (X3) is tcount 2.119> ttable 1.697, with a significant value of 0.039 < 0.05. So, it can be concluded that Ho is rejected and Ha is accepted.
4. The F table value in the 4: 29 distribution is 2.76, so based on table 4.11 it can be seen that the F value is 13.742 > 2.76, and the significant value is 0.014 < 0.05, this shows that simultaneously the Independent Variable has a Positive and Significant effect on the Dependent Variable.

5. The output results of the SPSS model summary are 0.524. This means that 52.40% of the Independent Variables have an influence on the Dependent Variable and the remaining 11.20% is influenced by other factors that were not studied.

Suggestion

For Alya Cell Phone Shop Kotapinang

The advice that researchers can give is that it is hoped that the Alya Mobile Shop in Kotapinang will pay more attention and understand better what can influence consumers in determining purchasing decisions, improve promotions and services for consumers so that there will be an increase in smartphone sales in their shop.

For Employees

It is hoped that this research will be a driving force to always try to improve the quality of service so that consumers feel comfortable and want to come to the Alya Mobile Shop to buy smartphones or other cellular related needs.

For Future Researchers

It is hoped that we can do better research, such as properly understanding the contents of the questionnaire distributed to respondents, so that the data obtained truly shows the characteristics of the respondents, and as much as possible prevent respondents from answering carelessly.

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