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The Influence of Price, Promotion, and Product Quality on the Purchase Decision of Samsung Mobile Phones Among Students of Labuhanbatu University

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Abstract

The purpose of this research is to examine how students at Universitas Labuhanbatu make judgements about which Samsung smartphones to buy based on factors such as price, promotion, and product quality. One hundred people filled out the survey, and the results were analysed quantitatively using multiple linear regression. According to the t-test, there is a positive and statistically significant effect of price (8.819; 0.000). There is a beneficial effect of promotion (9.066; 0.000). The most important factor is the quality of the product (12.171; 0.000). The concurrently substantial influence is confirmed by the F-test result (66.076; 0.000). The independent factors account for 67.4% of the variance in purchase decisions, according to the R^2 value of 0.674.

Keywords: *Price, Promotion, Product Quality, Purchasing Decision, Samsung.*

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INTRODUCTION

The Influence of Price, Promotion, and Product Quality on the Purchase Decision of Samsung Mobile Phones Among Students of Labuhanbatu University. The advancement of technology is accelerating along with the evolution of time and knowledge. Individuals use mobile phones not only for communication but also for interactions that are very different from face-to-face interactions (Rahmad, 2022). A handphone is a portable device with advanced functions, including resolution, features, and computing power, as well as equipped with a mobile operating system (Daeng dkk., 2017). The availability of handphones provides many advantages and conveniences for users, especially students. Beside for communication, mobile phones serve as tools for searching for information, entertainment, education, and various digital activities.

Samsung is a mobile phone brand that holds a significant market share in Indonesia. These smartphones are a collection of Android-based smart phones developed, produced, and promoted by Samsung Electronics. With a market share of 19% and moderate shipment growth of 5%, Samsung occupies the second position in 2025. This phenomenon can be observed in the behavior of young consumers, especially students, who often constitute the main market segment for electronic

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products due to the need for multifunctional devices for education, entertainment, and communication.

Labuhanbatu University is a campus located in a region, specifically in Labuhanbatu Regency, precisely in Rantauprapat. Labuhanbatu University has many branches located in Damuli, Kota Pinang, Bagan Sari, and Tanjung Sarang Elang. Until now, the number of students has reached thousands, where each student certainly has a different lifestyle ranging from clothing to the choice of technology used, one of which is a mobile phone.

Consumers tend to be selective due to the abundance of competition for similar and different products. This is also relevant for students at Labuhanbatu University, who will logically consider the factors that influence their purchases. According to Pohan, (2022), product quality, price, and promotion are three of the many elements that can influence consumers' purchasing decisions.

Previous studies conducted by Ainah (2025) established that price plays a substantial role in determining consumer choices. Additionally, promotion is another element that undoubtedly influences purchasing decisions (Kumrotin & Susanti, 2021; Melia, 2023; Ramadani et al., 2025). All those factors found that consumers are greatly influenced by promotions when making purchases. Product quality is one of the many factors that consumers consider when making purchasing decisions, along with price and promotion. The findings of this study reinforce the findings of Rukmayanti dan Fitriana (2022), which found that product quality has a favorable effect on consumers' tendency to purchase.

Price, promotion, and product quality have all been subjects of several studies that have examined how these factors influence consumers' final choices (Aditi et al., 2025). However, all these studies only cover the general public or students from major cities; none have looked at this issue from a regional perspective, including students from the University of Labuhanbatu. Therefore, it is very important to conduct this research to determine how much students at the University of Labuhanbatu consider factors such as price, promotion, and product quality when purchasing Samsung phones.

METHODOLOGY

To verify existing research claims and theories, this study methodically collects quantitative data. For this research, the researchers relied on primary data collected thru an online survey tool called Google Forms.

All students at Labuhanbatu University who purchased Samsung phones (exact number unknown) constitute the research population. Because it is impossible to include everyone in the sample, a non-probability sampling strategy is used in this research. A purposive sampling strategy based on specific criteria is employed as the methodology. People who have purchased a Samsung phone in the last 12 months are the individuals considered for this survey.

According to Roscoe, J.T. (1975), the ideal sample size for a study ranges from 30 to 500. Based on this statement, the sample size for this research is 100, which meets the requirements. A Likert scale with a range of 1–5 was used to collect data for this research. Here is the format of this scale: SA for Strongly Agree, A for Agree, N for Neutral, DA for Disagree, and SDA for Strongly Disagree.

The evaluation of the validity and reliability of the instrument is used in this research. To determine whether a statement is valid, the researcher examines how

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well each item correlates with the dependent and independent variables. After comparing the calculated r value with the obtained r table, validity testing is conducted on a complete respondent sample. Statement items are considered valid if the calculated r value is higher than the r value in the table.

The consistency and reliability of the measuring instrument can be assessed thru reliability testing. One way to measure reliability is by looking at the Cronbach's Alpha coefficient. According to Ghazali, (2016), a variable is considered satisfactory if its Cronbach's Alpha value is higher than 0.6.

Traditional hypothesis testing such as heteroscedasticity, multicollinearity, and normality tests are part of this research. According to Ghozali (2013), the purpose of the normality test is to ensure that all variables are normally distributed. Subsequent variable analysis relies on the normality test to ensure that the residual values are normally distributed. The P-P plot approach, which analyzes the distribution of residual points, is used in the normality test. Variables are considered reliable if the residual points are distributed along the diagonal line.

To determine how correlated the independent variables are, a multicollinearity test is conducted. A tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) less than 10 are required for the multicollinearity test. We can conclude that multicollinearity is absent if these values are met.

Checking whether the residual variance of the regression model varies or remains consistent across observations is the purpose of the heteroscedasticity test. In this evaluation, the scatterplot method is used. There is no evidence of heteroscedasticity if the residual points are randomly distributed above and below 0 on the Y-axis and do not follow a specific pattern.

Multiple linear regression analysis is used in this study. According to Rachman dkk (2022), researchers can predict changes in the status (criteria) of the dependent variable in response to changes in the values of two or more independent variables using multiple linear regression analysis. If you have two or more independent variables, you can use multiple linear regression analysis. Here is the formula used for multiple linear regression:

$$\mathbf{Y= a+B_1X_1+B_2X_2+B_3X_3+e}$$

To determine the extent to which independent factors contribute to and explain the dependent variable, researchers use the coefficient of determination test. The additional hypothesis testing methods used in this study include the T-test (Partial) and the F-test (Simultaneous). One way to see how different factors affect the dependent variable is with the help of the T-test. The significance value is compared to the t-table value determined in the T-test. The t-table value is 1.661 and the significance threshold for the T-test (Partial) in this study is 0.05. If the t-table value and the calculated t value are higher than the significance level, then with a value less than 0.05, it can be concluded that each dependent variable significantly and positively affects the independent variable.

If the researcher wants to know whether all independent factors have an influence on the dependent variable simultaneously, or whether their combined influence is statistically significant, then you need to conduct an F-test (Simultaneous). By comparing the significance value and the table f value with the predetermined calculated f value, the F test (Simultaneous) can be conducted. The table f-value is 2.70, and the significance threshold is set at 0.05 in this study.

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Assuming sig. <0.05 and the calculated f-value is higher than the table f-value, it can be concluded that all dependent factors simultaneously have a positive and statistically significant effect on the independent variable.

RESULT AND DISCUSSION

Age and gender are determining factors in the characteristics of the respondents in this study. There are 66.7% women and 33.3% men in the sample. It seems that the majority of Samsung phone buyers are women. Among the customers, 44.1% are aged between 17 and 20 years, 54.9% are aged between 21 and 35 years, and only 0.5% are aged 35 and above. Based on these figures, the majority of Samsung phone users fall within the 21–35 age group. Students of Labuhanbatu University who purchased Samsung phones in the past year were the subjects of this survey, which also included questions about their age and gender. For this research, that quality is one of the selection criteria.

Validity Test

Table.1 Results of the Validity Test

Variable	Item	Pearson Correlation	table r	Description
Price (X1)	X1.1	0,515	0,195	Valid
	X1.2	0,567	0,195	Valid
	X1.3	0,440	0,195	Valid
	X1.5	0,402	0,195	Valid
	X1.6	0,613	0,195	Valid
	X1.7	0,540	0,195	Valid
	X1.8	0,536	0,195	Valid
	X1.9	0,327	0,195	Valid
	X1.10	0,341	0,195	Valid
Promotion (X2)	X2.1	0,719	0,195	Valid
	X2.2	0,636	0,195	Valid
	X2.3	0,715	0,195	Valid
	X2.4	0,671	0,195	Valid
	X2.5	0,663	0,195	Valid
	X2.6	0,616	0,195	Valid
	X2.7	0,765	0,195	Valid
	X2.8	0,618	0,195	Valid
	X2.9	0,777	0,195	Valid
	X2.10	0,588	0,195	Valid
Product Quality (X3)	X3.1	0,670	0,195	Valid
	X3.2	0,678	0,195	Valid
	X3.3	0,670	0,195	Valid
	X3.4	0,736	0,195	Valid
	X3.5	0,686	0,195	Valid
	X3.6	0,787	0,195	Valid
	X3.7	0,763	0,195	Valid
	X3.8	0,759	0,195	Valid
	X3.9	0,738	0,195	Valid
	X3.10	0,776	0,195	Valid
Purchase Decision (Y)	Y.1	0,713	0,195	Valid
	Y.2	0,819	0,195	Valid

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Y.3	0,771	0,195	Valid
Y.4	0,783	0,195	Valid
Y.5	0,749	0,195	Valid
Y.6	0,704	0,195	Valid
Y.7	0,722	0,195	Valid
Y.8	0,721	0,195	Valid
Y.9	0,771	0,195	Valid
Y.10	0,653	0,195	Valid

All claims for each variable are valid according to the validity test shown in Table 1. Each of the four statements—price, promotion, product quality, and purchase decision—has a calculated Pearson correlation r value higher than the r value in the table, which proves this.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbanch's Alpha	Standart Cronbanch's Alpha	**Description**
X1	0,870	0,6	Reliable
X2	0,867	0,6	Reliable
X3	0,900	0,6	Reliable
Y	0,908	0,6	Reliable

According to Table 2, all statements for the variables of price, promotion, product quality, and purchase choice have consistent responses because their Cronbach's alpha values are greater than 0.6.

Classic Assumption Test

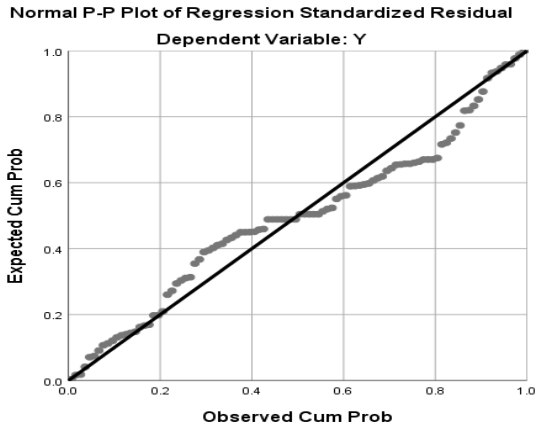

Figure 1 shows the results of the normality test using a P-P Plot where the residual points are scattered around the diagonal line and follow the direction of the diagonal line, meaning the data is normally distributed.

Table 3. Results of the Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.585	1.708
	Promotion	.469	2.131

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Product Quality	.429	2.331

The absence of multicollinearity is shown in Table 3, which displays tolerance values >0.10 for the variables of price, promotion, and product quality, as well as VIF values <10 for each of these variables.

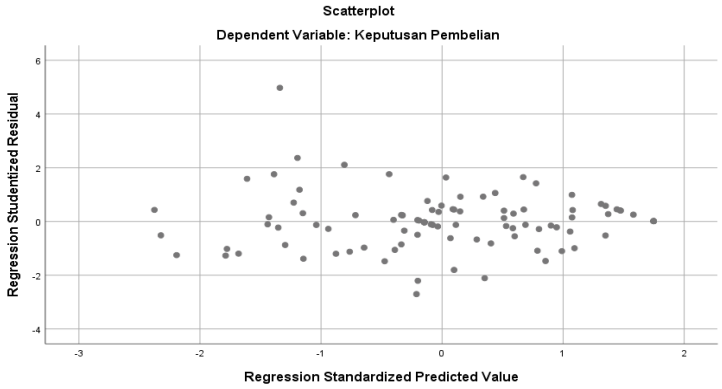

Figure 2. Heteroskedasticity Test Results

Figure 2 displays the scatterplot results from the heteroskedasticity test; the residual points do not form a clear pattern and are well distributed both above and below the Y-axis value of 0, so it can be concluded that heteroskedasticity is not an issue.

Multiple Linear Regression

Table 4. Results of multiple linear regression

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.681	3.206		.212	.832
	Product	.290	.084	.263	3.449	.001
	Promotion	.226	.105	.183	2.146	.034
	Product Quality	.470	.086	.484	5.438	.000
a. Dependent Variable: Purchase Decision						

From Table 4 above, the following equation is obtained:

$$\mathbf{Y= 0{,}681 + 0{,}290 + 0{,}226 + 0{,}470 + e}$$

Based on the equation above, the explanation is as follows:

1. At the number 0.681, the calculated constant is positive. With all other factors remaining constant (price, promotion, and product quality), this figure indicates that 0.681 is the purchase decision.
2. The price variable has a positive regression coefficient of 0.290. Assuming all other independent factors remain constant, this figure indicates that a 1-point increase in price will lead to a 0.290-point increase in purchase decisions.

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3. The promotion variable has a positive regression coefficient of 0.226. Assuming all other independent factors remain constant, this figure indicates that a 1-point increase in promotion will lead to a 0.226-point increase in purchase decisions.
4. The positive regression value of 0.470 indicates that product quality is a significant variable. This figure indicates that, assuming all other factors remain constant, an increase in product quality by one point will result in an increase in purchase decisions by 0.470 points.

Coefficient of Determination Test

Table 5. Results of the Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821[a]	.674	.664	3.67574

a. Predictors: (Constant), Product Quality, Price, Promotion

According to Table 5, the independent variables used for modeling explain 67.4% of the variation in the dependent variable, as indicated by the R-squared value of 0.674. At the same time, the model's contribution to explaining the variation in the dependent variable remains moderate after controlling for the number of variables and sample size, as indicated by the adjusted R-squared value of 0.664. The fact that external variables contribute 32.6% of the total variation indicates that there may be more factors at play than those included in the research model.

T Test (Parsial)

Table 6. Partial T-Test Results

Hypothesis	**Calculated T**	**Table T**	**Sig.**	**Description**
Price → Purchase Decision	8,819	1,661	0,000	Significant
Promotion → Purchase Decision	9,066	1,661	0,000	Significant
Product Quality → Purchase Decision	12,171	1,661	0,000	Significant

Table 6 presents the partial T-test findings for the variables of product quality, price, and promotion. The T-test findings of the study indicate that all variables have a significance level of less than 0.05, and the calculated t-values for all variables exceed the t-table values. As a result, we can say that each element significantly and positively influences the purchase choice variable.

F Test

Table 7. F-Test Results (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2678.250	3	892.750	66.076	.000[b]
	Residual	1297.060	96	13.511		
	Total	3975.310	99			

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a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Quality, Price, Promotion

The results of the F test are displayed in Table 7. With a significance level of 0.000, the calculated F value is 66.076. The regression model used meets the feasibility criteria because this figure is greater than the F-value threshold of 2.70 but less than the 0.05 significance level. There is substantial evidence that pricing, promotion, and product quality are the main factors influencing consumer choices. This indicates that the interaction of these three variables helps explain the observed variation in the dependent variable.

The lifestyle variable has a calculated t-value of 8.819 and a significance value of 0.000 according to the findings of the partial t-test. Given that the calculated t-value exceeds the t-value and the significance value is less than 0.05, it can be concluded that price significantly and positively affects purchasing decisions. Therefore, we accept H1. There is a direct correlation between the fairness of a product's price and the conversion rate. Consistent with previous research, this study concludes that pricing significantly and positively affects purchasing decisions (Astuti & Saragih, 2023).

Statistically significant at the 0.000 level, the promotion variable yields a t-value of 9.066. Given that the significance value is less than 0.05 and the t-value is greater than the p-value, it can be concluded that promotion significantly and positively affects purchasing decisions. Therefore, H2 is accepted. This proves that effective promotions can increase consumer confidence when making purchases. These results are consistent with previous research which indicates that the promotion variable significantly and positively influences consumers' purchasing tendencies (Apriliansyah & Putriwarganegara, 2024).

The t-value for the product quality variable is 12.171, and the sig. value is 0.000, indicating statistical significance. It can be concluded that product quality significantly affects purchasing decisions, as the significance value is less than 0.05 and the t-value is greater than the t-table value. Therefore, we accept H3. This proves that product quality is the main factor to consider when making a purchase. Customers are more likely to purchase a product if they consider it to be of high quality. These results are consistent with previous research that shows product quality has a positive and substantial impact on consumer purchasing decisions (Sadewa dkk., 2023).

The F-test produced an F value of 66.076 at a significance level of 0.000. Given that the calculated F value is greater than the F table value and the significance value is less than 0.05, it can be concluded that purchasing decisions are significantly influenced by price, promotion, and product quality simultaneously.

CONCLUSION

According to research, price is a favorable and important influence in purchasing decisions. This shows that when deciding to buy a Samsung phone, customers highly consider the monetary value. On the other hand, promotions have a beneficial and substantial impact on consumers' purchasing decisions. Every Samsung advertising campaign influences people's decisions to buy Samsung phones. The quality of the product is also an important consideration. Customers are

more likely to buy Samsung phones because they are considered to be of good quality and easy to use. Price, promotions, and product quality all play a role in determining whether consumers buy Samsung phones or not, according to this survey.

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