

The Influence Of Pricing, Product Quality, And Trust On Purchase Decisions Of Nokia Smartphones (Case Study On Students Of The Faculty Of Economics, Prima Indonesia University, Medan)

Pengaruh Penetapan Harga, Kualitas Produk, Kepercayaan, Terhadap Keputusan Pembelian Produk Smartphone Nokia (Studi Kasus Pada Mahasiswa Universitas Prima Indonesia Fakultas Ekonomi Medan)

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ABSTRACT

Nokia is one of the mobile phone brands available in Indonesia and is part of Nokia Corporation, the world's largest telecommunications company and the largest company in Finland. Intense competition in the mobile phone industry has led to a decline in Nokia's sales, as consumers tend to prefer other brands such as Apple or Samsung. This decline in purchase decisions is influenced by several factors, including pricing strategy, product quality, and consumer trust. This study focuses on students from the Faculty of Economics at Prima Indonesia University, although the exact population size is unknown. Therefore, the sampling technique employs the Lemeshow formula, which is used to determine sample size when the total population is uncertain, resulting in 96 research samples. The findings indicate that pricing has a positive and significant influence on consumers' purchase decisions regarding Nokia mobile phones. Additionally, product quality and trust also have a positive and significant impact on purchase decisions. Overall, pricing, product quality, and trust simultaneously have a significant effect on consumers' purchase decisions for Nokia mobile phones.

Keywords: Pricing, Product Quality, Trust, Purchase Decision

ABSTRAK

Nokia merupakan salah satu merek telepon genggam yang ada di Indonesia dan merupakan bagian dari Nokia Corporation, sebuah perusahaan telekomunikasi terbesar di dunia dan perusahaan terbesar di Finlandia. Persaingan yang ketat dalam industri telepon genggam menyebabkan penurunan penjualan Nokia, karena konsumen cenderung lebih memilih merek lain seperti Apple atau Samsung. Penurunan keputusan pembelian ini dipengaruhi oleh beberapa faktor, antara lain strategi penetapan harga, kualitas produk, dan kepercayaan konsumen. Penelitian ini berfokus pada mahasiswa Fakultas Ekonomi Universitas Prima Indonesia, meskipun jumlah populasi secara pasti tidak diketahui. Oleh karena itu, teknik pengambilan sampel menggunakan rumus Lemeshow, yang digunakan untuk menentukan ukuran sampel ketika jumlah populasi tidak diketahui secara pasti, sehingga menghasilkan 96 sampel penelitian. Hasil penelitian menunjukkan bahwa harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen terhadap ponsel Nokia. Selain itu, kualitas produk dan kepercayaan juga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Secara keseluruhan, harga, kualitas produk, dan kepercayaan secara simultan memiliki pengaruh yang signifikan terhadap keputusan pembelian konsumen terhadap ponsel Nokia.

Kata kunci: Harga, Kualitas Produk, Kepercayaan, Keputusan Pembelian

1. Introduction

With the rapid advancement of communication technology, consumers are now faced with a wide range of product choices. Technological progress has enabled marketers to aggressively promote their products through various advertisements highlighting key features. Additionally, manufacturers strive to tailor their products to specific market segments and

targets, driving the growth of international and multinational trade in the smartphone industry. Many communication device manufacturers compete to introduce new innovations that not only facilitate consumer communication but also attract market interest in choosing and using their products.

Nokia is one of the mobile phone brands available in Indonesia and is part of Nokia Corporation, the world's largest telecommunications company and the largest company in Finland. However, intense competition in the mobile phone industry has led to a continuous decline in Nokia's sales. Once known as one of the most dominant brands, Nokia products are now becoming increasingly rare among users. The decline in consumer purchase decisions is evident as consumers tend to prefer other brands such as Apple or Samsung, which are perceived as more innovative and better suited to current market demands.

The decline in consumer purchase decisions for Nokia products is influenced by several factors, including pricing, product quality, and consumer trust. Nokia's pricing tends to be higher compared to brands like Xiaomi, OPPO, and VIVO. As a result, when consumers seek a product, they often choose brands that are more well-known and offer more affordable prices. Furthermore, Nokia's product quality has not significantly attracted consumer interest, making it insufficient to encourage potential buyers. Another influencing factor is the low level of consumer trust in Nokia. The decreasing number of Nokia users makes potential customers hesitant to try the brand and instead opt for other brands with a larger user base.

2. Literature Review

Pricing

According to Tjiptono and Diana (2019), price is a crucial element in marketing strategy as it is the only factor in the marketing mix that generates revenue for the company. Meanwhile, Ramdhani et al. (2020) stated that price has a direct impact on a company's profitability and serves as the value of a good or service that influences purchasing decisions. Kurniawan (2019) also added that price represents the exchange value consumers pay to acquire a product or service, playing a key role in determining a company's profit level.

Product Quality

According to Sutiah (2019), product quality reflects the overall characteristics of a good or service that can meet customer needs, both explicitly and implicitly. Firmansyah (2019) argues that product quality is the excellence that differentiates a product from its competitors, making it essential for companies to focus on quality improvement to maintain competitiveness. Riyadi (2019) explains that product quality is related to its ability to perform functions, including durability, reliability, precision, ease of use, and other factors that add value.

Trust

According to Chaerudin et al. (2020:359), consumer trust is a key factor in the business world, as consumers who feel deceived tend to spread negative experiences and switch to other products. Astuti and Amanda (2020:9) define trust as consumers' understanding of a product, its attributes, and the benefits it offers. Dewi et al. (2020:52) emphasize that building consumer trust is crucial, requiring companies to provide accurate and transparent information to customers.

Purchase Decision

Firmansyah (2019) explains that a purchase decision is a process in which an individual selects the most appropriate alternative among several available options. Rossanty et al. (2020) add that during the purchasing process, consumers consider various factors such as

brand, supplier, product quantity, purchase timing, and payment method. For complex products, consumers require more consideration before making a purchase, whereas daily necessities tend to be decided more quickly.

3. Research Method

This research will be conducted at Universitas Prima Indonesia, located in Medan, from February 2024 to April 2024. The research approach employs a quantitative method due to its systematic and well-structured process. The type of research applied is quantitative with a causal or explanatory nature, aiming to analyze the cause-and-effect relationship between different variables. In this study, changes in one independent variable will influence or cause changes in the dependent variable. The population in this study includes all students of the Faculty of Economics at Universitas Prima Indonesia, with an unknown or biased total number. Therefore, the sampling technique used is the Lemeshow formula, which allows for the calculation of the sample size when the exact population is unknown, resulting in 96 research samples. The sampling method applied is accidental sampling, in which respondents are randomly selected based on their availability and willingness to participate in the study.

4. Result and Discussion

Normality test

The normality test is for screening the normality of the data, which aims if there is normality, then the residuals will be distributed normally and independently. For testing the normality of the data, in this study the normality test will be detected through graphical analysis and statistics generated through regression calculations. A good regression model is to have a normal or close to normal data distribution. For the measurement of data normality, if the histogram graph follows a normal curve that forms mountains or bells, the data will be normally distributed. The normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression. If the data spreads around the diagonal line and follows the direction of the diagonal line, the histogram graph and the normal probability plot of regression show a normal distribution pattern, then the regression model fulfills the assumption of normality. If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, the histogram graph of normal probability plot of regression does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

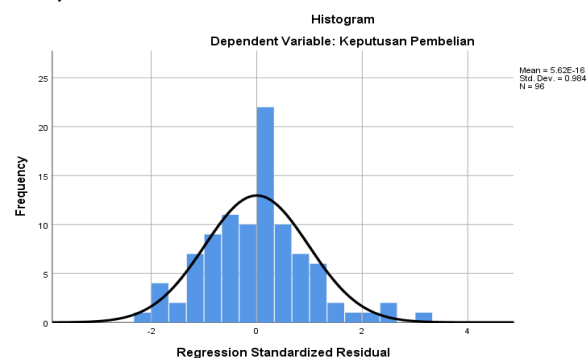


Figure 1. Histogram Graphic

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.

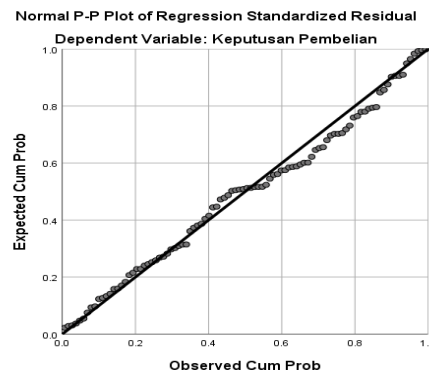


Figure 2. Normal Probability Plot Of Regression Graphic

Based on the picture above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed.

One of the normality tests is to use Kolmogorov Smirnov with the following criteria:

- If the value of Asymp. Sig. > 0.05, the data is normally distributed.
- If the value of Asymp. Sig. < 0.05, the data is not normally distributed.

Table 1. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.24539334
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.045
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Result, 2025

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

The multicollinearity test is used to see the relationship between the independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The basis for decision making in the multicollinearity test are:

- There is no multicollinearity if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is less than 10.
- Multicollinearity occurs if the tolerance value is less than 0.1 and the VIF (Variance Inflation Factor) value is greater than or equal to 10.

Table 2. Multicollinearity Test

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	13.422	2.327			5.769	.000		
Penetapan Harga	-.174	.074	-.177	-2.340	.021		.949	1.053
Kualitas Produk	.130	.046	.236	2.817	.006		.769	1.300
Kepercayaan	.379	.064	.508	5.919	.000		.735	1.360

a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The measurement method uses a scatterplot where if there is a certain pattern, such as points that form a certain regular pattern, it identifies heteroscedasticity and vice versa if there is no clear pattern, and the points spread above and below the number 0 on the Y axis. , then there is no heteroscedasticity. If the t test for the independent variable has a sig value > 0.05 (5%), then it can be ascertained that there is no heteroscedasticity.

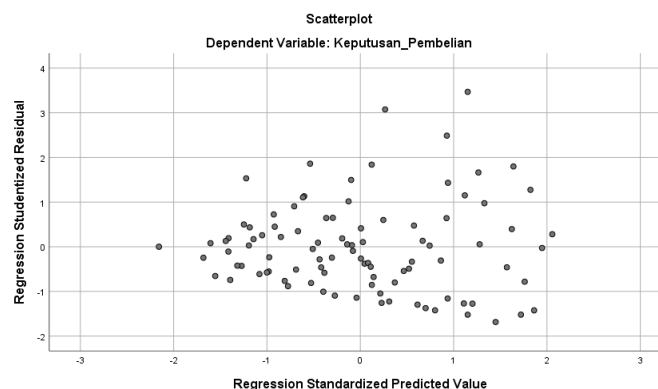


Figure 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input of the independent variable.

Multiple Linear Regression Analysis

Based on the number of independent variables, the regression is divided into 2, namely simple linear regression and multiple linear regression. For simple linear regression it only consists of one independent variable and one dependent variable, while for multiple linear regression it consists of 2 or more independent variables and one dependent variable.

Table 3. Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	13.422	2.327			5.769	.000		

Penetapan Harga	-.174	.074	-.177	-2.340	.021	.949	1.053
Kualitas Produk	.130	.046	.236	2.817	.006	.769	1.300
Kepercayaan	.379	.064	.508	5.919	.000	.735	1.360

a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Purchase Decision = 13.422 - 0.174 Pricing + 0.130 Product Quality + 0.379 Trust + e

Based on the equation above:

- Constant (a) = 13.422. This means that if the independent variables—Pricing (X1), Product Quality (X2), and Trust (X3)—are valued at 0, the Purchase Decision (Y) will be 13.422.
- If there is an increase in Pricing, the Purchase Decision will decrease by 17.4%.
- If there is an increase in Product Quality, the Purchase Decision will increase by 13%.
- If there is an increase in Trust, the Purchase Decision will increase by 37.9%.

Coefficient of Determination

R Square (R²) is often referred to as the coefficient of determination is to measure the goodness of fit of the regression equation, which is to provide the proportion or percentage of total variation in the dependent variable described by the independent variable. The value of R² lies between 0 – 1 and the fit of the model is said to be better if R² is getting closer to 1. Therefore, to compare two R² from two models, one must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term adjustment means that the value of R² has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R² will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended, if there are more than two independent variables, it is better to use Adjusted R Square.

Table 4.
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.502	.485	2.282

a. Predictors: (Constant), Kepercayaan, Penetapan Harga, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Based on the table above, the Adjusted R Square value is 0.485, indicating that the independent variables Pricing (X1), Product Quality (X2), and Trust (X3) explain 48.5% of the influence on Purchase Decision (Y). Meanwhile, the remaining 51.5% is influenced by other independent variables that were not examined in this study.

Simultaneous Hypothesis Testing (F Test)

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. The following are the steps in the F statistical test at the 95% confidence level with degrees of freedom df 1 = (k-1) and df 2 = (n-k).

Criteria:

If Fcount > Ftable, Ho is rejected and Ha is accepted.

If Fcount < Ftable Ho is accepted and Ha is rejected.

If p < 0.05, Ho is rejected and Ha is accepted.

If p > 0.05 Ho is accepted and Ha is rejected.

Table 5. Anova Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482.019	3	160.673	30.862	.000 ^b
	Residual	478.970	92	5.206		
	Total	960.990	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepercayaan, Penetapan Harga, Kualitas Produk

Source: Research Result, 2025

The F-table value is 2.68, and the significance level $\alpha = 5\%$ (0.05) with an F-calculated value (Fhitung) of 30.862 and sig. (0.000a). This indicates that the study accepts H_a and rejects H_0 . The comparison between F-calculated and F-table proves that Pricing, Product Quality, and Trust simultaneously have a positive and significant influence on Purchase Decision.

Partial Hypothesis Test (t Test)

The t test is a test carried out to determine the relationship of the independent variable to the dependent variable partially. The level of significance is 5%.

Criteria:

If $t_{count} > t_{table}$, H_0 is rejected and H_a is accepted.

If $t_{count} < t_{table}$ H_0 is accepted and H_a is rejected.

If $p < 0.05$, H_0 is rejected and H_a is accepted.

If $p > 0.05$ H_0 is accepted and H_a is rejected.

Table 6.

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics
	B	Std. Error	Beta				Tolerance VIF
1 (Constant)	13.422	2.327			5.769	.000	
Penetapan Harga	-.174	.074	-.177	-2.340	.021	.949	1.053
Kualitas Produk	.130	.046	.236	2.817	.006	.769	1.300
Kepercayaan	.379	.064	.508	5.919	.000	.735	1.360

a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Based on the table above, the findings indicate:

- The t-value for the Pricing (X1) variable is 2.340, which is greater than the t-table value of 1.978, with a significance level of $0.021 < 0.05$. This indicates that Pricing has a significant negative partial effect on Purchase Decision.
- The t-value for the Product Quality (X2) variable is 2.817, which is greater than the t-table value of 1.978, with a significance level of $0.006 < 0.05$. This indicates that Product Quality has a significant positive partial effect on Purchase Decision.
- The t-value for the Trust (X3) variable is 5.919, which is greater than the t-table value of 1.978, with a significance level of $0.000 < 0.05$. This indicates that Trust has a significant positive partial effect on Purchase Decision.

5. Conclusion

Based on the findings of this study, the following conclusions can be drawn:

- Pricing has a positive and significant impact on consumers' Purchase Decision for Nokia smartphones.
- Product Quality has a positive and significant impact on consumers' Purchase Decision for Nokia smartphones.

- c. Trust has a positive and significant impact on consumers' Purchase Decision for Nokia smartphones.
- d. Collectively, Pricing, Product Quality, and Trust have a significant impact on consumers' Purchase Decision for Nokia smartphones.

Recommendation

Based on the research findings, the following recommendations are provided:

- a. For Researchers
Future studies are encouraged to explore additional factors that influence purchase decisions, providing broader insights into this field.
- b. For Companies
Nokia should enhance its pricing strategy, product quality, and consumer trust to remain competitive in the smartphone market and improve purchase decisions.
- c. For the Faculty of Economics, Universitas Prima Indonesia
This study can serve as a reference for undergraduate management students in conducting further research related to the studied variables.
- d. For Future Researchers
It is recommended that future studies include additional variables beyond pricing, product quality, and trust to obtain a more comprehensive understanding of factors influencing purchase decisions.

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