

The Influence of Competitive Advantage and Brand Experience on Iphone Purchase Decisions

Meilly Cristina Br Sembiring, Nindya Yunita, Eka Dewi Setia Tarigan

Abstract

This study aims to determine the influence of competitive advantage and brand experience on iPhone purchase decisions in grade X students of SMA Negeri 2 Medan. This quantitative research uses accidental sampling and data analysis with SPSS version 26. The results of the hypothesis test showed that competitive advantage (calculated $5,174 > t_{table} 1,664$, significance 0.00) and brand experience (calculated $6,344 > t_{table} 1,664$) had a positive and significant effect on purchase decisions. Simultaneous tests showed that the two variables had a significant effect ($F_{cal} 67,421 > F_{table} 2.37$, $F_{sig} 0.00$).

Keywords: *Competitive Advantage; Brand Experience; Purchase Decision*

Meilly Cristina Br Sembiring
Department of Management, Faculty of Economics and Business, University of Medan Area, Medan,
Indonesia
e-mail: meillycristinasembiring@gmail.com

Nindya Yunita, Eka Dewi Setia Tarigan
e-mail: nindyayunita@staff.uma.ac.id, ekadewi@staff.uma.ac.id

Department of Management, Faculty of Economics and Business, University of Medan Area, Medan,
Indonesia
1st International Conference on the Epicentrum of Economic Global Framework (ICEEGLOF)
Theme: Navigating The Future: Business and Social Paradigms in a Transformative Era.
<https://proceeding.pancabudi.ac.id/index.php/ICEEGLOF>

The Influence of Competitive

Introduction

In the last ten years, technology has become a vital element in human life, with the internet being one of the most widely used technologies. In January 2022, DataReportal reported 4.95 billion internet users worldwide, including 204.7 million in Indonesia. This increased use of the internet has changed people's lifestyles, especially in urban areas, including the use of smartphones. Smartphones are not only used for communication, but also for various other functions such as media storage, social media, and other applications. One of the smartphone brands that is popular among the younger generation in Indonesia is Apple with its iPhone. Many young people choose the iPhone because it is considered cool and has good quality. Based on the survey, 74.2% of respondents chose the iPhone because of the quality of the camera, integrated system, good processor, exclusive branding, ease of use, and friendly user interface. iPhone sales have also increased significantly from year to year, reaching 242 million units in 2021.

Purchasing decisions are a key component of consumer behavior, including among students. SMA Negeri 2 Medan, one of the favorite schools in Medan, shows that most of its students are not interested in buying iPhones because of the high price. To improve purchasing decisions, companies need to offer a competitive advantage and a positive brand experience. A competitive advantage is a company's ability to do something better than its competitors, while brand experience is a consumer's internal response to a product that includes emotions and personal impressions. Based on this background, this study aims to determine the influence of competitive advantage and brand experience on iPhone purchase decisions among students in grade X of SMA Negeri 2 Medan.

Research Methods

This study uses an associative quantitative approach to determine the relationship between competitive advantage and brand experience on iPhone purchase decisions in grade X students of SMA Negeri 2 Medan. The population of the study was 432 students with a sample of 81 students determined through accidental sampling techniques. Data were collected through observation, interviews, and questionnaires, and analyzed using multiple linear regression with SPSS version 26. The data collected was in the form of respondents' answers from questionnaires that were processed into numbers for analysis.

Results

Multiple Linear Regression Analysis Test Results

The results are as follows:

Table 4.1 Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.106	1.759	
	X1	0.388	0.075	0.411
	X2	0.344	0.054	0.504

Based on the table above, the multiple linear regression equation can be formulated as follows:

$$Y = 7.106 + 0.388 X1 + 0.344 X2 + e$$

Based on this equation, it can be described as follows:

1. Constant (a) = 7.106. The result of the value of the constant in the above regression is 7.106. This shows that if the value of the independent variables competitive advantage (X1) and brand experience (X2) is 0, then the value of the dependent variable of the purchase decision (Y) is 7,106.
2. Coefficient X1 = 0.388. The result of the competitive advantage regression coefficient is 0.388. This shows that the competitive advantage variable (X1) is positively related to the purchase decision (Y). If the competitive advantage (X1) is increased by one unit, then the purchase decision will increase by 0.388.
3. Coefficient X2 = 0.344. The result of the regression coefficient of brand experience is 0.344. This shows that the brand experience variable (X2) is positively related to the purchase decision (Y). If the brand experience (X2) is increased by one unit, then the purchase decision will increase by 0.344.

Partial Test Results (t-Test)

The results of the t-test can be seen in the following table:

Table 4.2 Test Results t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.106	1.759		4.040	0.000
	X1	0.388	0.075	0.411	5.174	0.000
	X2	0.344	0.054	0.504	6.344	0.000

The table above explains the results of the partial test of the competitive advantage and brand experience variables on the purchase decision variables with the following calculations:

- 1) Competitive advantage has a positive and significant influence on purchasing decisions with a calculation of $5,174 > 1,664$. Thus, the H1 hypothesis is accepted.
- 2) Brand experience has a positive and significant influence on purchase decisions with a calculation of $6,344 > 1,664$. Thus, the H2 hypothesis is accepted.

Simultaneous Test Results (Test F)

The results of the simultaneous test (F test) can be seen in the following table:

Table 4.3 Simultaneous Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	235.314	2	117.657	67.421	.000 ^b
	Residual	136.118	78	1.745		
	Total	371.432	80			

The table above explains the results of simultaneous tests for independent variables to bound variables, where the value of F_{cal} is $67,421 > F_{table} 2.37$ and the significance of F_{sig} is $0.00 < 0.1$. From the definition above, it can be concluded that the variables of competitive advantage and

The Influence of Competitive

brand experience show simultaneously (together) a significant positive influence on the bound variable, namely the purchase decision. Thus, the H3 hypothesis proposed was accepted.

Determination Coefficient Test Results (R^2)

The results can be seen in the following table:

Table 4.4 Determination Test Results

Model Summary ^b				
Modell	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.796 ^a	0.634	0.624	1.321
a. Predictors: (Constant), X.2, X.1				
b. Dependent Variable: Y				

Based on the results of the determination coefficient test above, it is known that the determination coefficient (R-Square) obtained is 0.624. This means that 62.4% of students' purchase decisions in class X of SMA Negeri 2 Medan is influenced by competitive advantage and brand experience, while the remaining 37.6% of purchasing decisions are influenced by other variables that are not examined in this study.

The Influence of Competitive Advantage on Purchase Decisions

Competitive advantage is key to winning the target market and enhancing product appeal. For students in class X at SMA Negeri 2 Medan, increased advantages offered by a company lead to higher purchase decisions. Factors such as product price, quality, and innovation also influence these decisions. The t-test results show a t-count of $5.174 > t_{table} 1.664$ and a significance of $0.00 < 0.1$, indicating that competitive advantage (X1) significantly impacts purchase decisions. This finding is consistent with Astuti's (2021) research, which confirms that competitive advantage positively affects purchasing decisions.

The Influence of Brand Experience on Purchasing Decisions

Brand experience is one of the important factors in smartphone sales competition. The better the smartphone brand experience, the higher the demand for purchase decisions. Students who use smartphones can make purchasing decisions through sensory, affective, and behavioral. Based on the table of t-test results for brand experience (X2) on purchase decisions, a t-count value of $6,344 > t_{table} 1,664$ and a significance of $0.00 < 0.1$ were obtained, then H0 was rejected and H2 was accepted, meaning that brand experience (X2) partially had a positive and significant effect on the purchase decision. The results of this study are supported by Tarigan research (2019) which shows that brand experience has a positive and significant effect on Sriwijaya Air's decision to purchase airline services.

The Influence of Competitive Advantage and Brand Experience on Purchase Decisions

Based on the research, it is known that simultaneously competitive advantage and brand experience have a positive and significant effect on iPhone purchase decisions in grade X students of SMA Negeri 2 Medan, with the results of the F test showing a fcount of $67,421 > F_{table} 2.37$ and a significance of $0.00 < 0.05$. The determination coefficient (R-Square) of 0.634 shows that 63.4% of purchasing decisions are influenced by these two variables, while 36.6% are influenced by other factors that are not studied.

Conclusion

Based on the results of the research that has been carried out, the conclusions that can be drawn are as follows: Hypothesis test (t test) shows that competitive advantage has a positive and significant influence on the decision to buy an iPhone smartphone in students of class X of SMA Negeri 2 Medan, with a calculation value of 5,174 > a table of 1,664 and a significance of $0.00 < 0.1$, so that the H0 hypothesis is rejected and H1 is accepted, This means that the competitive advantage variable (X1) partially has a positive and significant effect on purchase decisions. In addition, brand experience also has a positive and significant influence on purchase decisions, with a calculated value of 6,344 > 1,664, so that the H0 hypothesis is rejected and H2 is accepted, meaning that the brand experience variable (X2) partially has a positive and significant effect on the purchase decision. The simultaneous test (f-test) showed that competitive advantage and brand experience together had a positive and significant influence on the purchase decision, with an Fcal value of 67,421 > $F_{tabel} 2.37$ and a significance of $0.00 < 0.1$, so the H3 hypothesis was accepted.

The Influence of Competitive

Bibliography

- [1] Annur, C. M. (2022). *Alasan Responden Setia Menggunakan Ponsel Pintar iPhone (2022)*. Kata Data. <https://databoks.katadata.co.id/datapublish/2022/09/26/apa-yang-membuat-konsumen-setia-pakai-iphone-ini-surveinya>
- [2] Astuti, K. (2021). *Pengaruh Strategi Competitive Advantage Terhadap Keputusan Pembelian Produk Oppo Smartphone (Peran Kualitas Produk Terhadap Keputusan Konsumen Dalam Membeli Produk Oppo Smartphone)*. 6(2), 136–147.
- [3] Chanaya, N., & Sahetapy, L. (2020). (E-Wom) Terhadap Keputusan Pembelian Pada Jasa Wedding Organizer Perfect Moment. *Agora - Online Graduate Humanities Journal*, 8(1).
- [4] Dewi, E. L., & Trianasari, N. (2020). Pengaruh Citra Merek Dan Harga Produk Terhadap Keputusan Pembelian Pada Produk Innisfree Di Indonesia. *EProceedings of Management*, 7(2).
- [5] Dharmayanti, T. W. dan D. (2015). Pengaruh Customer Value, Service Quality Dan Brand Experience Terhadap Competitive Advantage Pada Bank Danamon Di Surabaya Melalui Brand Image dan Brand Trust Sebagai Media Intervening. *Manajemen Petra*, 3(3), 1–13.
- [6] Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program Ibm Spss 26*. Universitas Diponegoro.
- [7] Gultom, D. K., & Hasibuan, L. P. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Sebagai Variabel Intervening Pada Pengguna Handphone. *SiNTESa CERED Seminar Nasional Teknologi Edukasi Dan Humaniora, 2021*, 1.
- [8] Hidayati, K. F. (2020). *Bukan Asal Gimmick Saja, Apa Itu Brand Experience?* Glints. <https://glints.com/id/lowongan/brand-experience/>
- [9] Indonesiabaik.id. (2018). *Jumlah Pengguna Smartphone di Indonesia #18*. Indonesiabaik. <https://indonesiabaik.id/infografis/jumlah-pengguna-smartphone-di-indonesia-18>
- [10] Juliandi, A., Irfan, I., & Manurung, S. (2015). *Metodelogi Penelitian Bisnis Konsep dan Aplikasi*. UMSU PRESS.
- [11] Nainggolan, A. (2018). Competitive Advantage dan Upaya Meningkatkan Laba Perusahaan. *Jurnal Manajemen*, 4(1), 1–14.
- [12] Natalia. (2020). *Competitive Advantage Adalah Hal Penting dalam Bisnis, Berikut Penjelasan Lengkapnya*. Accurate.Id. <https://accurate.id/bisnis-ukm/competitive-advantage-adalah/>
- [13] Nyohardi, P. (2016). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Dan Brand Attitude. *Bisnis Dan Manajemen*, 52, 159–184.
- [14] Pahlevi, R. (2022). *Pengguna Internet di Dunia Capai 4,95 Miliar Orang Per Januari 2022*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/02/07/pengguna-internet-di-dunia-capai-495-miliar-orang-per-januari-2022>
- [15] Pedia, I. (2019). *Inilah Beberapa Alasan Kenapa iPhone Lebih Populer di Kalangan Anak Zaman Now Dibanding Android*. IlmuPedia.
- [16] Priansa, D. J. (2016). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta.
- [17] Ristanti, A., & Iriani, S. S. (2020). Pengaruh Kualitas Produk dan Citra Merek terhadap

- Keputusan Pembelian Konsumen Nature Republic di Surabaya. *Jurnal Ilmu Manajemen*, 8(3), 1026. <https://doi.org/10.26740/jim.v8n3.p1026-1037>
- [18] Rizaty, M. A. (2022). *Penjualan iPhone Capai 242 Juta Unit pada 2021*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/02/21/penjualan-iphone-capai-242-juta-unit-pada-2021>
- [19] S.Hendi Eka, F.Hendra Galuh, M. S. (2021). Factor Affecting Consumer Purchase Decisions Of Coffee At Djadjan Koffie. *ECOBISMA (Jurnal Ekonomi Bisnis Dan Manajemen)*, 8(1), 85.
- [20] Safira, R. E., & Rahmanto, D. N. A. (2022). Islamic Branding Experience dan Customer Citizenship Behaviour terhadap Keputusan Menggunakan Layanan LinkAja Syariah. *Etihad: Journal of Islamic Banking and Finance*, 2(1), 1–19. <https://doi.org/10.21154/etihad.v2i1.3953>
- [21] Sembiring, E. F., & Sunargo, S. (2022). Pengaruh harga, promosi dan lokasi terhadap keputusan pembelian rumah KPR subsidi di PT Sinar Jaya Putra Kampar Batam. *Jurnal Paradigma Ekonomika*, 17(1), 117–126. <https://doi.org/10.22437/jpe.v17i1.16769>
- [22] Sibarani, H. J., Br Pangaribuan, N. L., Ginting, A. P. P., & Simanjorang, E. A. (2020). Pengaruh Kualitas Produk, Kepuasan Konsumen, dan Competitive Advantage terhadap Keputusan Pembelian Pada PT. Sejahtera Motor Gemilang Medan. *Ekonomis: Journal of Economics and Business*, 4(2), 326. <https://doi.org/10.33087/ekonomis.v4i2.163>
- [23] Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- [24] Sumiyati, D. N. I. &. (2017). Pengaruh Harga, Lokasi, Dan Fasilitas Terhadap Keputusan Pembelian Pada Perumahan Grand Mutiara Village. *IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP) 2017*, 41(2), 84–93.
- [25] Tarigan, Yoel Kesatria Kuasa, dan A. E. P. (2019). “Pengaruh Brand Experience Dan Harga Terhadap Keputusan Pembelian Layanan Maskapai Penerbangan Sriwijaya Air (Dengan Rute Semarang-Jakarta).” *Jurnal Ilmu Administrasi Bisnis*, 8(3), 164–172.
- [26] Trifena, R., & Hidayat, W. (2018). Pengaruh brand experience dan brand image terhadap brand loyalty melalui brand trust sebagai variabel intervening (studi pada pengguna maskapai lion air di kota semarang). *Journal of Social and Politic*, 1–12.
- [27] Wiranto, T., & Diah, D. (2015). Pengaruh Customer Value, Service Quality Dan Brand Experience Terhadap Competitive Advantage Pada Bank Danamon Di Surabaya Melalui Brand Image Dan Brand Trust Sebagai Media Intervening. *Jurnal Manajemen Pemasaran Petra*, 3(1), 1–13.
- [28] Wulandari, T. (2016). *Analisis Proses Keputusan Pembelian Mahasiswa Melalui Ekuitas Merek Politeknik Perdana Dan Sekolah Tinggi Ilmu Ekonomi dan Bisnis (STIEB) Perdana Mandiri Purwakarta*.
- [29] Yansens, C. (2023). *Faktor-faktor Yang Mempengaruhi Brand Experience*. Tanya Digital. https://tanyadigital.com/brand-experience-adalah/#google_vignette
- [30] Zuraidah, Pristiwa, N., & Hasibuan, D. N. (2020). *Pengaruh Celebrity Endorsement Dan Viral Marketing Terhadap Keputusan Pembelian Smartphone Oppo Di Kalangan Pelajar SMA Negeri 2 Banda Aceh*. 10(2), 67–83.