Product Attributes and Price on Purchase Decision of Xiaomi Smartphone

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Abstract
The aim of this study is to determine how the influence of product attributes and price on purchase decisions partially or simultaneously. This study used a sample of 100 respondents who are users of Xiaomi smartphones in Bandung, Jakarta, and Depok. Data analysis technique used in this study is descriptive analysis and multiple linear regression. Product attributes and price partially give positive and significant impact on purchasing decisions. Simultaneously, product attributes and price significantly give influence on purchasing decisions by 42.2%. It can be concluded that either partial or simultaneous attributes of the product and the price have significant impact on product purchasing decisions of Xiaomi smartphone.

Keywords: product attributes, price, purchase decision, Xiaomi.

INTRODUCTION

One of people's needs in experiencing significant development in this globalization era is technology and communication. The needs cause to the increasing demand for various types of technology and telecommunications devices, such as smartphones. These are due to the consumption patterns of consumers today who always want the ease and speed of communication and support their daily activities. Therefore the consumers' choices to use the smartphone are now very diverse, one of which is a branded product of Xiaomi smartphone.

Xiaomi smartphone products can be consumers' choices and Xiaomi is currently experiencing a very high increase in the level of sales in the world smartphone market share. This can be seen more clearly in the Table 1.

Based on this Table 1, about 1.16 billion units of smartphones were sold in 2014, increasing by 25.9 percent from a year earlier. Samsung still holds the number one in smartphone sales. Samsung was managed to sell 326.4 million units of smartphones in 2014.

From Table 1, it can also be seen that Xiaomi which in 2013 did not enter the ranks of the top 10, in 2014 immediately had raced to sixth with a market share of 5.2 percent. Even in 2015 Xiaomi was predicted to be

Table 1. World Smartphone Market Share In 2014

Rankings	2013 Company	Market Share	2014 Company	Market Share	2015 Company	Market Share (F)
1	Samsung	32,5%	Samsung	28,0%	Samsung	26,6%
2	Apple	16,6%	Apple	16,4%	Apple	16,4%
3	Lenovo	4,9%	Lenovo + Motorola	7,9%	Lenovo	7,4%
4	Huawei	4,4%	LG	6,0%	Huawei	6,6%
5	LG	4,3%	Huawei	5,9%	Xiaomi	6,5%
6	Sony	4,1%	Xiaomi	5,2%	LG	6,1%
7	Coolpad	3,6%	Coolpad	4,2%	TCL	4,1%
8	ZTE	3,2%	Sony	3,9%	Coolpad	4,0%
9	Nokia	3.0%	ZTE	3,1%	ZTE	3,4%
10	RIM	2,5%	TCL	2,7%	Sony	3,1%
	Others	20.9%	Others	16,7%	Others	15,8%
Shipment Total (Unit:M)	927,2		1.166,9		1.290,3	

capable to claim to the fifth with a market share of 6.5 percent. The projection could be considered reasonable because total sales of Xiaomi increased significantly from year to year. In 2014, Xiaomi had sold 61.12 million units of smartphones, increased threefold from

the previous year's sales figures (id.techinasia.com).

As a whole, for smartphone market share in Indonesia, Xiaomi is still not able to get into a great position in 5th and it can be seen in the Table 2 & 3.

Table 2. Indonesian Handset Market Share for the Year 2015

Rank	Indonesia Handset Shipments Share (%)	4Q 2013	1Q 2014
1	Samsung	19,0%	21,2%
2	Evercoss	18,2%	18,2%
3	Microsoft	15,6%	10,9%
4	Mito	7,3%	8,5%
5	Smartfren	7,8%	6,7%
	Others	32,1%	34,5%
	Total	100%	100,0%

Source : Noviandari (2015)

Table 3. Indonesian Smartphone Market Share for the Year 2015

Rank	Indonesia Smartphone Shipments Share (%)	4Q 2014	1Q 2015
1	Samsung	25,4%	32,9%
2	Evercoss	13,4%	13,1%
3	Smartfren	15,4%	12,9%
4	Advan	7,7%	7,1%
5	Oppo	8,8%	6,1%
	Others	28,3%	27,9%
	Total	100%	100,0%

Source : Noviandari (2015)

This probably causes Xiaomi which rested with the online sales system and have not been so eager as to sell their production offline. For other offline product sales, Xiaomiinc. cooperated with Erajaya, where consumers can get Xiaomi products either in Oke Shop, Global Teleshop and Erafone outlets. It looks less good for Xiaomi itself because people do not always want to buy goods online.

Therefore the level of Xiaomi smartphone sales in Indonesia is still very low. It is not even able to get into the top 5 position when the product attributes and price offered by Xiaomi has been good. It is interesting matter to study for the authors and in fact it is much different from the conditions happening in global markets where Xiaomi smartphone sales level is high.

The effect of price on purchasing decisions is very important, because the price level set by the company can be measured for the demand of a product. According to Kotler and Armstrong (2012), the price is the amount charged on the products and services.

Consumer purchasing decisions explain how the consumer decides to buy something. The purchasing decision itself here is the selection of an act of two or more option alternatives (Schiffman and Kanuk, 2010; in Sumarwan, 2011). Xiaomi smartphone consumers would consider alternatives before making any purchasing decisions of products they buy.
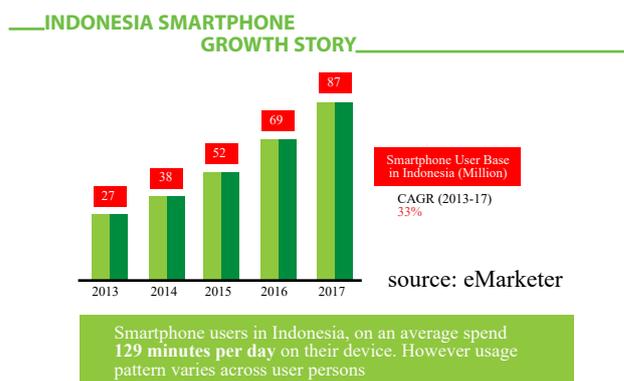

Figure 1. Smartphone Users in Indonesia

In this research, authors examined the attribute variables of Xiaomi smartphone products comprising from the quality, features, style and design, guarantee, complementary services, and resonable variable expected to support the success of this research.

The reasons for choosing research sitesnamely in of Bandung, Jakarta, and Depok, because the development of the number of smartphone users in Indonesia is quite rapid from year to year as shown in the figure above. It can be represented by the cities chosen because the people in big cities have more advanced and enjoyed a rapid development of technology and telecommunications today. People in those cities also now have a modern lifestyle and always updated of technology and telecommunications development.

METHOD

This type of research is causal descriptive. This research is classified into quantitative research that uses numbers and analyzed by using statistical method. Descriptive research is research with regard to the question on independent variable, either only on one or more variables. The causal relationship is a relationship that is both cause and effect, where there are variables that influence and variables that are influenced (Sugiyono, 2012).

Research framework is made to facilitate the making and analyzing the research hypothesis, Figure 2
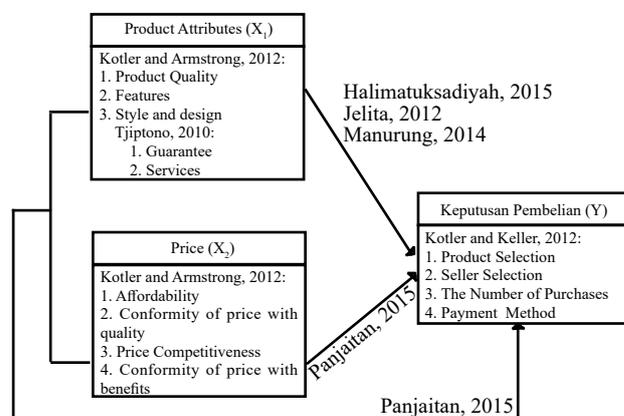

Figure 2. Research Framework

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The hypothesis proposed in this research is product attributes and price influence on purchase decisions of Xiaomi Smartphone products," simultaneously and partially. Samples are 100 respondents with purposive sampling technique, that is the user of Xiaomi Smartphone located in Bandung (32) respondent, Jakarta (45) respondent, and Depok (23) respondent.

The validity and reliability of collected data will be further tested with a significance level of 0.05. Validity test can be done by comparing the value of r count with r table. If $r_{count} > r_{table}$ and has positive value, then the statement is said to be valid (Sugiyono, 2008). Reliability test used Cronbach Alpha statistical test, namely a variable is said to be reliable if > 0.70 (Ghozali, 2011).

Descriptive statistics are used to analyze data without intending to apply to general conclusions or generalizations (Sugiyono, 2012).

Multiple linear regression analysis is used to measure effect between two or more independent variables to predict dependent variable. Multiple regression models are shown as follows.

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Description:
Y : the purchasing decision
a : constant
b_1 : multiple regression co-efficient between x_1 and y
b_2 : multiple regression co-efficient between x_2 and y
e : error
X_1 : product attributes
X_2 : price

1. T test (Partial), T statistical test shows how far the effect of the independent variable on the dependent variable (Ghozali, 2011). In this case applies, t < t table, then H_0 is accepted (H_1 is rejected), and if t > t table, then H_0 is rejected (H_1 is accepted) on = 0.05.
2. F Test (Simultaneous), F statistical test basically indicates whether all the independent variables included in the model have effect together to the dependent variable (Ghozali, 2011). In this case applies, if F count < F table, then H_0 is accepted (H_1 is rejected), and if F count < F table, then H_0 is rejected (H_1 is accepted).
3. Determination coefficient (R^2) essentially measures how far the ability of the model to explain variations in the dependent variable. If R^2 value is small, it means that the ability of the independent variables in explaining the dependent variable is very limited.

RESULT

Based on the validity test results, of such distribution showed that all statements are valid, because r count >

r table (Sugiyono, 2012). Likewise, the reliability test results showed that all statements are reliable because the coefficient is > 0.70 (Ghozali, 2011).

Very Bad	Bad	Enough Good	Good	Very Good
			76.925%	
20%	36%	52%	68%	84%	100%

Figure 5. Respondent Responses to Product Attributes (X_1)

a. Product Attribute Variable (X_1)
Average score for total of 12 items from the product attribute variables (X_1) generates a figure of 76 925%, which means that the score is in good category. This shows Xiaomi product attribute variables (X_1) with sub variables of quality, features, style and design, guarantee/warranty, as well as complementary services can be received by the respondents well.

Very Bad	Bad	Enough Good	Good	Very Good
			87.85%	
20%	36%	52%	68%	84%	100%

Figure 6. Respondent Response on Price (X_2)

b. Price Variable (X_2)
Average score for total of four items from the price variable (X_2) generate a figure of 87.85%, which means that the scores are in very good category. This indicates that the price variable (X_2) with sub variables of affordability, conformity price with quality, price competitiveness, as well as conformity of price with benefits, can be obtained by respondents very well.

Very Bad	Bad	Enough Good	Good	Very Good
			85.05%	
20%	36%	52%	68%	84%	100%

Figure 7. Respondent Response to the Purchase Decision (Y)

c. Purchasing Decision Variable (Y)
Average score for total of 4 items from purchase decision variable (Y) generates a figure of 85.05%, which means that the scores are in very good category. This suggests consumers to make purchasing decisions very well with the existing consideration and alternatives or options.

Based on the result data of regression, a regression equation can be obtained as followed:

$$Y = 0.642 + 0.370 X_1 + 0.501 X_2 + e$$

a. Constant of 0.642 means that if two independent variables (X_1, X_2) are zero and there is no change, then the purchase decision is valued of 0.642.

b. Coefficient of $X_1 = 0.370$ means that if the product attribute variable affect positively on purchase decisions of Xiaomi smartphone product, or in other words if the product attribute variable is increased by one unit then the purchase decisions of Xiaomi smartphone product will increase by 0.370.

c. Coefficient of $X_2 = 0.501$ means that if the price variable has positive effect on purchase decisions of Xiaomi smartphone product, or in other words if the price variable is increased by one unit then the purchase decision of Xiaomi smartphone product will increase by 0.501.

Table 5. Multiple Linear Regression Analysis Coefficients[a]

Model	unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
1 (constant)	.642	.435		1.474	.144
product attributes	.370	.105	.317	3.511	.001
price	.501	.106	.426	4.712	.000

a. Dependent Variable: Purchase Decision

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650[a]	.422	.410	.47256

a. Predictors: (Constant), Price, Product Attributes

1. T count value in the product attribute variable (X_1) is 3.511 and t table value is 1,984. The significant value on the t count table is 0.001 and less than 0.05. Because $3.511 > 1.984$ and $0.001 < 0.05$ and then H0 and H1 are accepted. Product attribute variable (X_1) has calculation results of 0.37, which means the variable has a partial effect by 37%.

2. . T count value at the price variable (X_2) is 4.712 and t table value is 1.984. The significant value on the t count table is 0.000 and less than 0.05. Because $3.511 > 1.984$ and $0.000 < 0.05$, and then H0 is rejected and H1 is received. Price variable (X_2) has a count result of 0.501 which means that this variable has a partial effect of 50.1%.

Table 7. F Test (Simultaneous) ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	15.841	2	7.920	35.467	.000[a]
Residual	21.662	97	.223		
Total	37.503	99			

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

Based on the table it can be seen that F count = 35.467, so that it meets the criteria that H_1 is accepted if F count (35. 467) > F table (3.09) and the Sig. value of $0.000 < 0.05$. This means that the product attributes and price simultaneously have positive and significant effect on purchasing decision of Xiaomi smartphone products.

R= 0.650 means that the relationship between the product attribute variable and price on purchasing decisions of Xiaomi smartphone product is 65% and the remaining is 35% influenced by factors other than not examined in this research. R Square of 0.422 means that 42.2% purchasing decision variable can be explained by the product attribute and the price while the remaining is explained by variables other than not examined in the research.

Average total score of 12 items from the product attribute variables (X_1) is 76,925%, which means that the scores are in good category. This shows product attribute variables of Xiaomi (X_1) with sub variables of quality, features, style and design, warranty, or complementary services can be received by the respondents well.

Average total score of four items from the price variable (X_2) generate a figure of 87.85%, which means that this score is categorized as very good. This indicates that the price variable (X_2) with sub variables of affordability, suitability price with quality, competitive price, as well as conformity of price with benefits, can be obtained by respondents very well.

Average score for total of 4 items from purchasing decision variable (Y) generates a figure of 85.05%, which means that the scores are in very good category. This shows the purchasing decision variable (Y) with sub variable of product selection, seller selection, purchase amount and payment method, can be received by respondents very well.

Partial effect by using t test, can be explained for each variables as follows:
a. Product Attribute Variable (X_1)

Based on the multiple linear regression analysis results, the product attribute variable value (X_1) obtained is 0.37 or 37%. T test results obtained that product attribute variable (X_1) has a significant effect on purchasing decisions (Y) of Xiaomi smartphone product, it can be seen from the smaller significant value than the (alpha) value, namely $0.001 < 0.05$ then H_0 and H_1 are accepted. Therefore, it can be concluded that the product attribute variable (X_1) has significant effect on purchasing decisions (Y) of Xiaomi smartphone products.
b. Price Variable (X_2)

Based on the multiple linear regression analysis, the price variable value (X_2) obtained is 0501, or 50.1%. T test results obtained that the price variable (X_2) has a significant effect on purchasing decisions (Y) of Xiaomi smartphone product, it can be seen from the smaller significant value than the (Alpha) value used namely $0.000 < 0.05$ then H0 and H1 are accepted. So

it can be concluded that the product attribute variable (X_1) has significant effect on purchasing decisions (Y) of Xiaomi smartphone products.

The conclusion from these results is that partially, product attributes (X_1) has a significant efffect on purchasing decisions of Xiaomi smartphone product (Y) and the price (X_2) also has a significant effect on purchasing decisions of Xiaomi smartphone product (Y).

Research that have been carried out also proved that there is a positive relationship between product attributes and price with the purchasing decision. In the study conducted by (Manurung, 2014) who examined the Effect of Product Attribute on Purchasing Decision of Blackberry Smartphone at Faculty of Economics, University of North Sumatera, she indicated that there is a positive and significant relationship between product attributes with purchasing decision. The study made by Jelita (2012) with the title of The Effect of Consumer Perception regarding Product Attributes on Purchasing Decision of Blackberry Smartphone in Hasanuddin University, Makassar, proved that the product attributes has positive relationship with purchasing decisions.

In this research, the independent variable used is product attribute variable (X_1) and the price (X_2) and the dependent variable used is the purchasing decision (Y). Based on the calculation, the determination coefficient (R^2) indicates the value of r = 0.650, which means the relationship between independent variables (product attribute and price) on the dependent variable (purchasing decisions) is 65% positive and closely (Situmorang and Lutfi, in Panjaitan, 2015).

R Square = 0.422 means that 42.2% of purchasing decisions may be influenced by the independent variable (product attributes and prices) while the remaining 57.8% is influenced by other variables which arenot examined in this research. To determine the simultaneous relationship with product attribute variables (X_1) and the price (X_2) on purchasing decisions (Y) it can be shown at the F-test value, namely F significance value (Sig.) of the study results is 0.000 while the (Alpha) value is 0.05, 0.000 < 0.05 and F count value = 35 467, therefore it meets the criteria that H_1 is accepted if F count (35.467) > F table (3.09) and the Sig. 0.000<0.05. Product attributes and price have simultaneously positive and significant effect on purchasing decisions of Xiaomi smartphone products.

This is supported by research conducted by Panjaitan (2015) he concluded that test product attributes, prices, and brand image simultaneously have positive and significantly effects the purchasing decisions of consumers on I-phone Apple Store of Sun Plaza Medan. Hypothesis test result simultaneously proved that if attribute and price offered by a product has been running well, consumers will get the benefit from a product to the maximum and the price imposition invoiced to a product in this case Xiaomi smartphone has

been appropriate to do (Kotler and Armstrong, 2012). Consumers will consider the product attributes and the price offered as an alternative in making a purchasing decision (Kotler and Keller, 2012).

CONCLUSION

Based on the research that has been observed, the authors conclude as follows:

1. Average total score of 12 items from product attribute variable generates a figure of 76.925% is in good category. This indicates that the product attributes of Xiaomi smartphone can be received by the respondents well.
2. Average total score of 4 items from price variables generates a figure of 87.85% is in the very good category. This indicates that the price of Xiaomi smartphones can be received by the respondents very well in keeping with the wishes of consumers.
3. Average total score of 4 items from purchasing decision variable generates a figure of 85.05%, is in the very good category. This shows that consumers are taking purchasing decisions very well and considering various options or alternatives.
4. Product attributes partially has a positive and significant effect on purchasing decisions of Xiaomi smartphone product. The price also partially has positive and significant effect on purchasing decisions of Xiaomi smartphone product.
5. Product attributes and price simultaneously has positive and significant effect on purchasing decisions of Xiaomi smartphone product of 42.2% while the remaining 57.8% is influenced by other variables which are not examined in this research.

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APPENDIX

SCREENING

Circle the answers on the appropriate option
Q1. Do you knowXiaomi Smartphone Product?
    1. Yes. (next question please)
    2. No. (thank you for participation)

Q2. Do you buy/use Xiaomi Smartphone Product?
    1. Yes. (next question please)
    2. No. (thank you for participation)

Q3. Where do you live?
    1. Bandung.   3. Depok.
    2. Jakarta.

I. Respondents identity.
Circle the answers on the appropriate option

1. Gender:
    a). Male.   b). Female.

2. Age
    a). <20 y.o.   c). 30-40 y.o.
    b). 20-30 y.o.   d). >40 y.o.

3. Highest Education.
    a). ES/JHS.   c). Diploma/B. Degree.
    b). SHS.   d). Master Degree/higher.

4. Job.
    a). Student/College.   c). Civil Servants.
    b). Employees.   d). Entrepreneur.

5. Income /mo. (IDR)
    a). 1.000.000-2.000.000
    b). 2.000.000-3.000.000
    c). 3.000.000-4.000.000
    d). > 4.000.000
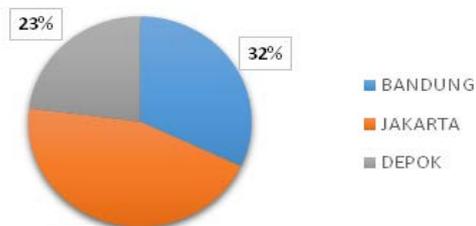
II. Filling instructions.

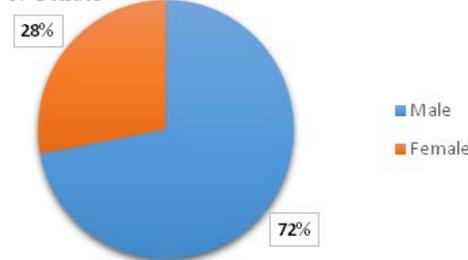Criteria :

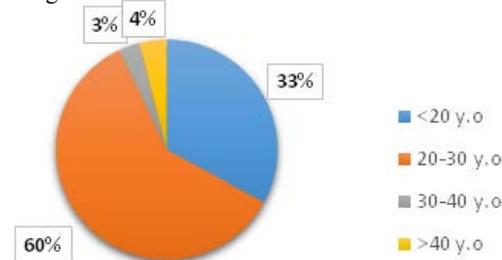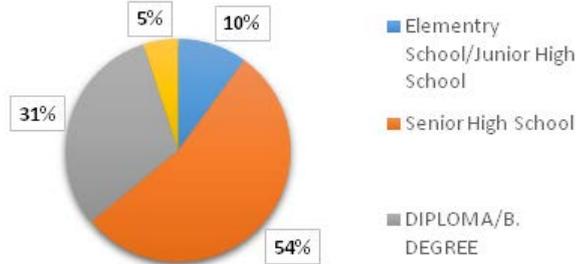|	
Strongly Agree (SA)	: 5
Agree (A)	: 4
Simply Agree (Si.A)	: 3
Disagree (D)	: 2
Strongly Disagree (SD)	: 1

Respondent Characteristics
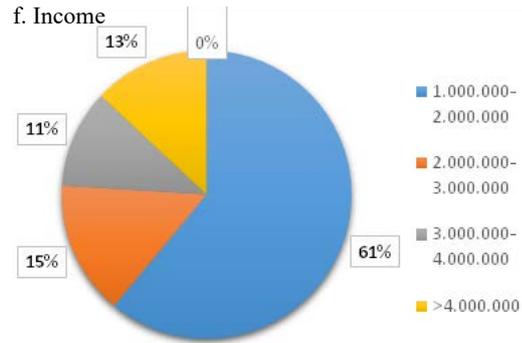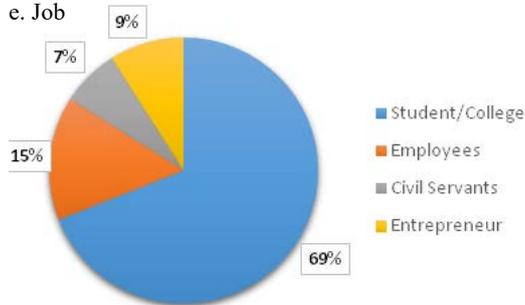a. Location

b. Gender

c. Age

d. Highest Education

e. Job

f. Income

Descriptive Responden Analysist
Respondents Against Product Attributes Variables (X_1)

No	Items	Respondents					Sum	Total Score	Ideal Score
		SA	A	Si.A	D	SD			
1	Xiaomi smartphone product has the durability and good quality	27	53	20	0	0	100	407	500
		27%	53%	20%	0	0	100%	81.4%	
2	Xiaomi smartphone product has excellent product performance (not often hang and fast heat)	33	51	15	1	0	100	416	500
		33%	51%	15%	1%	0	100%	83.2%	
3	Xiaomi smartphone product easy to repair in case of damage(availability of spareparts, etc.)	17	37	31	15	0	100	326	500
		17%	37%	31%	15%	0	100%	62.5%	
4	Xiaomi smartphone product features M1UI system interface (see menu) interesting	48	43	8	1	0	100	438	500
		48%	43%	8%	1%	0	100%	87.6%	
5	Xiaomi smartphone product has a characteristic that is different from competitors	44	34	18	3	1	100	417	500
		44%	34%	18%	3%	1%	100%	83.4%	
6	Xiaomi smartphone product has a slim model	34	46	15	2	3	100	406	500
		34%	46%	15%	2%	3%	100%	81.2%	
7	Xiaomi smartphone product has a shape that fits the hand	29	46	22	2	1	100	400	500
		29%	46%	22%	2%	1%	100%	80%	
8	Xiaomi smartphone product comfortable to grip so easy to use	28	50	19	3	0	100	403	500
		28%	50%	19%	3%	0	100%	80.6%	
9	Xiaomi smartphone products have a warranty/guarantee that reliable	22	36	30	10	2	100	366	500
		22%	36%	30%	10%	2%	100%	73.2%	
10	Easy claims guarantee/warranty products of Xiaomi smartphone	12	39	37	10	2	100	349	500
		12%	39%	37%	10%	2%	100%	69.8%	
11	Xiaomi smartphone products provide complementary services such as call center for customer complaints	16	41	29	10	4	100	355	500
		16%	41%	29%	10%	4%	100%	71%	
12	Ease of access phone numbers for customer complaints	13	43	24	17	3	100	346	500
		13%	43%	24%	17%	3%	100%	69.2%	
Total Score								4629	
Average Total Score (%)								76.925%	

Respondents Againts Price Variables (X₂)

No	Items	Respondents					Sum	Score Total	Ideal Score
		SA	A	Si. A	D	SD			
13	I think that the product price of Xiaomi smartphone is very affordable	62	28	10	0	0	100	452	500
		62%	28%	10%	0	0	100%	90.4%	
14	I think Xiaomi smartphone product prices according to the quality offered	49	42	7	2	0	100	436	500
		49%	42%	7%	2%	0	100%	87.2%	
15	Xiaomi smartphone product prices are competitive with the other	51	42	6	1	0	100	442	500
		51%	42%	6%	1%	0	100%	88.4%	
16	I think Xiaomi smartphone products have more benefits than the price has been paid	38	51	11	0	0	100	427	500
		38%	51%	11%	0	0	100%	85.4%	
	Total Score							1757	
	Average Total Score (%)							87.85%	

Respondents Against Purchase Decision Variables (Y)

No	Items	Respondents					Sum	Score Total	Ideal Score
		SA	A	Si. A	D	SD			
17	I buy a Xiaomi smartphone products in accordance the wants and needs.	51	41	8	0	0	100	443	500
		51%	41%	8%	0	0	100%	88.6%	
18	I purchased Xiaomi smartphone products in stores/online.	44	36	9	7	4	100	402	500
		44%	36%	9%	7%	4%	100%	80.4%	
19	I purchased the product Xiaomi smartphone with the number as needed.	49	41	9	1	0	100	437	500
		49%	41%	9%	1%	0	100%	87.4%	
20	I purchased the product Xiaomi smartphone with the payment method of cash / credit.	43	43	9	3	2	100	419	500
		43%	43%	9%	3%	2%	100%	83.8%	
	Total Score							1701	
	Average Total Score (%)							85.05%	

SA	: Strongly Agree
A	: Agree
SiA	: Simply Agree
D	: Disagree
SD	: Strongly Disagree