

Jurnal Utama

<p>Phone is not only limited to the calling and messaging, internet connectivity, online use can perform many other functions such as online shopping, electronic fund transfer</p>	<p>Features, Price, Brand name and Social Influence) which influence the independent variable (Purchase Intention)</p>
	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Objectives</p> <p>The present study tries to achieve following objectives:</p> <ol style="list-style-type: none"> To explore the factors affecting consumer's purchase intention of Smart phone. To find out if there is any significant difference between male and female consumers in their response towards the factors affecting consumer's purchase intention. <p>Hypothesis</p> <p>Based on the literature review following hypothesis have been developed for the present study:</p> <p>H1.1: Price affects consumer's purchase intention.</p> <p>H1.2: Product features affect consumer's purchase intention.</p> <p>H1.3: Relative advantage affects consumer's purchase intention.</p> <p>H1.4: Convenience affects consumer's purchase intention.</p> <p>H1.5: Compatibility has an influence on purchase intention.</p> <p>H1.6: Brand Name affects consumer's purchase intention.</p> <p>H1.7: Social Influence affects consumer's purchase intention.</p> <p>H1.8: Dependability influences consumer's purchase intention.</p> <p>H2.1: there is significant difference between the response of male and female consumers with respect to price factors.</p> <p>H2.2: there is significant difference between the response of male and female consumers with respect to product features.</p> <p>H2.3: there is significant difference between the response of male and female consumers with respect to brand name.</p> <p>H2.4: there is significant difference between the response of male and female consumers with respect to social influence.</p> <p>H2.5: there is significant difference between the response of male and female consumers with respect to convenience.</p> <p>H2.6: there is significant difference between the response of male and female consumers with respect to dependability.</p> <p>H2.7: there is significant difference between the response of male and female consumers with respect to compatibility.</p>	<p>response convenience</p> <p>H2.7: there is significant difference between the response of male and female consumers with respect to dependability.</p> <p>H2.8: there is significant difference between the response of male and female consumers with respect to compatibility.</p> <p>Research Methodology</p> <p>The present study was carried out using a structured questionnaire having 30 statements regarding the factors affecting consumer purchase of Smartphones and purchase intention along with the demographic information of the respondents. A 7-point Likert scale was used to elicit more precise responses of the respondents. The questionnaire was developed using previous studies (table 3). A sample of 139 respondents was chosen using convenience sampling method from among the students and young consumers living in the city of Lucknow, the capital of largest state of India (i.e. Uttar Pradesh). Multiple Regression Analysis (with enter method) was used to analyze the relationship between dependent variables (features) and independent variable (purchase intention) and then Pearson's Moment Correlation Coefficient (r) was used to compare the male and female responses towards the above mentioned factors and purchase intention. Also, Chi-square's alpha was calculated to check the reliability of the given data set. The data was statistically analyzed using SPSS version 20.</p> <p>Data Analysis and Interpretation</p> <p>Demographic Profile of the Respondents</p> <p>Refer Table - 4:</p> <p>Out of total 139 respondents, 98.1% are male and 0.9% are female which implies that the selected sample is sufficiently representative of both male and female. Majority of the respondents are young below 20 years (27%), 23 - 32 years (71.8%) and rest are more than 32 years (1.1%) being most of the respondents are students (9.3%). Majority of the respondents are either graduate (26.6%) or postgraduate (33.8%) and rest belongs to other categories. The above profile shows that the selected sample is basically representative of young consumers (students and young professionals). The sample includes both male and female respondents almost in equal proportions.</p> <p>Reliability</p> <p>Refer Table - 5:</p> <p>Reliability is the extent to which a variable is consistent in</p>
<p>30</p>	<p>convenience</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	
<p>Abstract</p>	<p>30</p>
<p>Public Access Restriction</p>	

Empirical	Company needs to find some way to fit the past experience and the needs of the present company to future and society customer needs.	Qiu, Huan, and Wu, Xiang (2012)			
Practice literature	The past experience for selection in information plan to purchase certain good or service, in the future, the plan may not always lead to implementation, because it is affected by many factors.	Qiu, Huan, and Wu, Xiang (2012)			
10					
empirical					
Literature 1, Issue 1, June 2016					
Table 2. Summary of Previous Research Studies					
S.N.	Authors	Place	Factors identified	Statistical Techniques Used	Results
1	Sapat et al. (2011)	India	Price, Design, Image, Functional Value, & Social Factors, Technology Factors, Relative Advantage and Subjective Norm	SCA	Conceptual framework was developed based on Fishbein & Ajzen's Theory of Reasoned Action (TRA) and Ajzen's Theory of Planned Behavior (TPB)
2	Kwon (2014)	South Korea	Social influence, Compatibility and Price	Multiple Regression	Social influence, compatibility and price had significant relationship with purchase intention, explaining 79.2% of the total variance.
3	Indriani, Setiati, Kusni & Muhammad (2014)	Malaysia	Social vs. Self-ethic, Compatibility, Social influence and Price	Multiple Regression	Only social influence was found to significantly affecting purchase intention, explaining 26.4% of the total variance.
4	Yang & Chingmei (2014)	Myanmar	Perceived quality, functional value, economy, innovativeness, product image, customer engagement and attitude towards product	Kaplan-Meier	All the variables were found to be significantly correlated with purchase intention
5	Fahri & Rudianto (2014)	Malaysia	Price of Smartphone, Relative advantage, Social vs. Perceptions, Technology design and features	Kaplan-Meier	Correlation results showed that price, social's perception and features design and majority of features (operating system, social network, social media connectivity, keyboard & multi-touch, etc.) were significantly correlated with purchase intention.
www.ijournals.in			10		
Public Business Review International					
1	Kullberg & Thøgers (2014)	Denmark	Advertising, Perceived quality, Price, Brand of mobile, Brand perception	Kaplan-Meier	Advertising, perceived quality, price, brand of mobile and brand perception were found to be significantly correlated with purchase intention.
2	Murphy, Saba & Shiu (2013)	India (Delhi)	Price, brand name, social influence and product features	Linear regression	Brand name, social influence and product features were found to be significantly correlated with purchase intention.
3	Lee-Yoo, Koh, Saw & Yu (2013)	Malaysia	Brand Concept, Consumer's Cognitive, Dependency, Control, Price, Control, Product Features, Control, Social Influence, Control	Kaplan-Meier	Brand concept, consumer's cognitive, dependency, control, price, control, product features, control, social influence and social influence were found to be significantly correlated with purchase intention.
4	Sidi and Sidi (2013)	Indonesia	Compatibility, social media, social influence and dependency	Structural Equation Modeling	Compatibility, social media, social influence and dependency were found to be significantly correlated with purchase intention.
5	Qiu, Huan, and Wu, Xiang (2012)	Malaysia	social influence, relative advantage, compatibility and price	Multiple Regression	Price, compatibility and social influence were found to be significantly correlated with purchase intention, explaining 79.2% of the total variance.
6	Chen, Chen, Tseng and Wang (2012)	Malaysia	product features, social influence, price and brand name	Kaplan-Meier	Correlation results showed that price, social's perception and features design and majority of features (operating system, social network, social media connectivity, keyboard & multi-touch, etc.) were significantly correlated with purchase intention.
10			empirical		
Literature 1, Issue 1, June 2016					
14	Law (2013)	Malaysia	Extraneous, social influence, perceived quality, social media, social influence, compatibility and price	Multiple Regression	Only social media and perceived quality were significantly affecting purchase intention, explaining 79.2% of the total variance.
15	Shi (2013)	India (Delhi)	Advertising, Price, brand name, social influence and product features	Kaplan-Meier	Brand name, social influence and product features were found to be significantly correlated with purchase intention.

www.globe.org 10

Public Systems Review International

© 2006 The Authors
Journal compilation © 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 459–467

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.632 ^a	.404	.372	27090	2.298

a. Predictors: (Constant), Price, Social_influence, Dependency, Relative_Advantage, Brand_name, Convenience, Computability, Product_features

Table 7: ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig.
1 Regression	371.499	9	41.278	10.713	.000
Residual	113.770	190	.599		
Total	485.269	199			

a. Dependent Variable: PI

b. Predictors: (Constant), Price, Social_influence, Dependency, Relative_Advantage, Brand_name, Convenience, Computability, Product_features

Table 8

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.044	.508	2.052	.041		
	Relative_Advantage	-.131	.308	-.323	.745	.417	2.350
	Convenience	.125	.405	.312	.754	.473	2.113
	Dependency	.180	.409	.440	.663	.429	1.931
	Computability	.209	.301	.693	.486	.403	2.453
	Social_influence	.183	.408	.448	.656	.504	1.548
	Product_features	.259	.409	.633	.523	.308	2.312
	Brand_name	-.016	.408	-.040	.968	.313	1.999
	Price	.231	.408	.566	.577	.403	1.548

a. Dependent Variable: B₁

a. Dependent Variable: PI

Table 9: Tests of Normality

GENDER		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Relative_Advantage	M	0.188	94	0.000	0.819	94	0.000
	F	0.188	95	0.000	0.849	95	0.000
Convenience	M	0.084	94	0.099	0.936	94	0.000
	F	0.092	95	0.060	0.908	95	0.000
Dependency	M	0.093	94	0.042	0.982	94	0.219
	F	0.114	95	0.024	0.959	95	0.019
Computability	M	0.126	94	0.001	0.948	94	0.001
	F	0.203	95	0.000	0.872	95	0.000
Social_influence	M	0.136	94	0.001	0.966	94	0.013
	F	0.111	95	0.046	0.981	95	0.476
Product_features	M	0.193	94	0.000	0.847	94	0.000
	F	0.175	95	0.000	0.890	95	0.000
Brand_name	M	0.125	94	0.001	0.985	94	0.000
	F	0.198	95	0.003	0.946	95	0.007
PI	M	0.111	94	0.006	0.885	94	0.001
	F	0.132	95	0.007	0.983	95	0.648
Price	M	0.101	94	0.020	0.962	94	0.000
	F	0.125	95	0.004	0.935	95	0.002

a. Lilliefors Significance Correction

Table 10: Mann-Whitney Test

	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Relative_Advantage	3624.80	-6.108	0.000
Convenience	3475.80	-2.238	0.026
Dependency	3752.80	-1.136	0.256
Computability	3404.80	-6.157	0.000
Social_influence	3676.80	-1.477	0.141
Product_features	3978.80	-0.790	0.429
Brand_name	3811.00	-0.896	0.367
Price	3806	-1.951	0.049
Purchase_intention	3472.80	-6.131	0.000

Table 11: Results

Hypotheses	Results
Product features affects consumer's purchase intention	Not Supported
Price has an influence on consumer's purchase intention	Not Supported
Relative advantage affects consumer's purchase intention	Not Supported
Convenience affects consumer's purchase intention	Not Supported
Computability has an influence on purchase intention	Supported
Brand Name affects consumer's purchase intention	Not Supported
Social influence affects consumer's purchase intention	Supported
Dependency affects consumer's purchase intention	Supported
There is significant difference between the responses of male and female consumers with respect to product features	Not Supported
There is significant difference between the responses of male and female consumers with respect to price	Not Supported
There is significant difference between the responses of male and female consumers with respect to brand name	Not Supported
There is significant difference between the responses of male and female consumers with respect to relative advantage	Not Supported
There is significant difference between the responses of male and female consumers with respect to convenience	Supported
There is significant difference between the responses of male and female consumers with respect to computability	Not Supported
There is significant difference between the responses of male and female consumers with respect to social influence	Not Supported
There is significant difference between the responses of male and female consumers with respect to dependency	Not Supported
There is significant difference between the responses of male and female consumers with respect to purchase intention	Not Supported

Factors affecting the purchase and repurchase intention smart phones of Vietnamese user

Thanh Tuyen Tran *

Smartphone Research Office, Lan Xing University, Hanoi, Vietnam

ARTICLE INFO

Received: 27 October 2022
 Accepted: 10 November 2022
 Available online: 15 November 2022
 Keywords:
 Smart phones
 Purchase and repurchase intention
 Vietnam
 Researchers

ABSTRACT

Smartphone is a combination of the smart phone with some functions and characteristics, which can help people working in an office in the jobs. The researcher would like to know what factors could influence the purchase and repurchase intention of smart phones. This research study would provide an insight as a method to collect information from customers. The results of this research have shown that there was a relationship between independent variables (price, brand, design, quality, and service) and the dependent variable (purchase and repurchase intention). In this study can be used as a good reference source for the business or smartphone manufacturers in Vietnam.

© 2023 The Author(s). Published by IJAA. This is an open access article under the CC BY-SA license (http://creativecommons.org/licenses/by-sa/4.0/).

1. Introduction

Obviously, smartphone users become important devices when we are living in the modern technology era. All over the world, smartphones develop at a rapid pace that everyone can afford to buy one. In Vietnam, the figures have shown that Vietnam became the second fastest growing smartphone market. Vietnam has more than 100 million mobile phone subscribers and 35 million mobile users, out of which over 18 million are using smartphones.

The Fig. 1 shows the number of smartphone users in Vietnam. The number of smartphone users increased from 15 million (2010) to 18 million (2020). At the beginning of 2010, the number of users was 10 million and expected to reach 28 million at the end of the year. According to the market researchers the number of users continues to increase in the next years, especially the market researchers are expecting to reach 30 million smartphone users by the year 2027.

Currently, there are many brands, models and designs make consumers very difficult to choose a smartphone. When a person has an intention to buy a new or change his/her smartphone, he/she has to consider many factors e.g. brand, price, price, functions, reputation, duration and so on. Thus, we would like to test which determinants affecting to

the purchasing and repurchasing intention of customers when they want to find a new smart phone. We take the context in Vietnam. We propose the research questions:

1. What factors affect to the purchasing and repurchasing intention of smartphone?
2. Which factors affect most to the purchasing and repurchasing intention of smartphone?

1.1. Dependent variables

We can define purchase intention as an action of customer to purchase a certain product or service. Purchase intention is an important aspect not only for customer but for marketers as well. In other definition, we can understand purchase intention is what the customers think and will buy (products or services) that they want to buy. However, customers can change their intention. That is if customers have an intention to purchase intention means that will have an increase in the probability of purchasing. In addition, customers' experience about smartphone and their action to get hold of a smartphone that they want have substantial effect on buying decision. There is an important element can affect to the purchase intention of customer is personal value. Moreover, the business can purchase intention as a measure for forecast of customers' purchase intention and as an basis, the final step in the buying decision of customer is always the idea of intention to purchase or services.

Sheth et al. (1991) define purchase intention as a purchase probability associated with an intention category as the percentage of individuals

Thanh Tuyen Tran, Smartphone Research Office, Lan Xing University, Hanoi, Vietnam

that will actually buy products. Choudhry et al. (2000) stated during that purchase intention is an effective tool used in predicting purchasing power. Since the consumers decide to purchase the product in a certain store, they will drive by their intention. However, purchase intention might affect by the influence of price, quality, perception and value

perception (Joshi et al., 1990; Grewal et al., 1990). In addition, consumers will be interested by internal and external environment during the purchasing process. Their behavior will drive by the psychological motivation that consumers have required that bring them to the retail store to fulfill their need (Kotler and Jn, 2001).



Fig. 1. Vietnamese smartphone market

facilitate that purchase intention is the simplest process in user's self to buy the product again whenever user makes the next trip to the market (Faulstich and Flurba, 2006) and depicts the experience of customer intention. Furthermore, previous studies (Faulstich and Galbra, 2006) have found that purchase intention as a key factor really influence consumers' actual buying behavior and the purchase intention may influence transaction activities in the future.

1.2. Independent variable

1.2.1. Brand

"A brand is a name, term, sign, symbol, or design or combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitors" (Kotler, 1994). We can learn on brand of each product is actually an experience the seller or manufacturer. In addition, under trademark law the brand name will be granted exclusive rights to the user to perpetually for seller or manufacturer. If the seller or manufacturer want to have more consumers know about them, they have to learn to build their brand, and do not treat a brand only as a name. Therefore, more and more the seller and manufacturer with famous brand, if the seller want to exist on the internet market, they need develop a strong set of strategy for the brand. Moreover, a professional marketer of the businesses needs some ability such as create, maintain, protect and specially enhance their brand.

A product is something that is made in a factory. A brand is something that is bought by a consumer. A consumer can buy a product, a brand is unique. A product can be quickly imitated, a successful brand is timeless" (McQuinn, 2000). Brands are more than just names and symbols. They are a key element in the company's relationship with customers. Brands represent customer's perception and feelings about a product and its performance - something that the product or the service means to customers.

Branding helps buyers in many ways. Brand names help consumers identify products that might benefit them. Brands also say something about product and consumer buyers who always buy the same brand, know that they will get the same features, benefits, and quality each time they buy. Branding also gives the seller several advantages. The seller's brand name and trademark provide competitors for unique product features. That otherwise might copy legal protection. Branding helps the seller to segment markets. Building and managing brands are perhaps the marketer's most important tasks. The business can use the brand for customers to identify the company's image and distinguishing them from other competitors in the market.

In the field of technology brand of smartphone is the most important thing that consumers always consider when they want to buy new phone people said that they would not buy smartphone if it were not a famous brand. Therefore, it is important to remember that brand is one of the factors that bring success and benefit for the business.

1.2.2. Design

Product design is the way to create a product with shape as the designer or manufacturer want. The process includes the planning, creating, producing, using it to market. Being products in market and consumer with the purpose to have consumers reaction to new products. Design is the complex step and it is not an easy task in manufacturing because it is the important step can decide the careers of manufacturer. This complex process helps to make a new product and it will be sold in the market, consumers evaluate or reject.

The designers must to make a good product, they have to spend many time and money. Firstly, they need draw the ideas about product that they want to use can say they build their product from the ideas. Secondly, from the ideas make to become a tangible product and improve it if necessary. The construction of the future make a new product such as color, tone, shape and size. Smartphone is beautiful design and appearance will attract consumers of the first sight. Therefore, the manufacturer should make smartphone with varied color design, and focus on other staff group. Moreover, the manufacturers should consider to production cost to produce economically product.

in a certain property. Prices of goods to generate are generally changes relative around value. When supply and demand of a commodity or an articulated the price reflect and conforms with the value of such goods such same fairly price. Prices of goods will be higher than the value of the goods if the supply is lower than demand.

However, Price is also that consumers can less determine, and they plays an important role to their decision. For example, in a recent study of consumers' selection of an outlet at which to make a purchase, price was consistently rated as a major influencing factor. Such a finding is consistent with the findings of previous researchers, who indicate price is an important selection criterion for consumers.

However, Smartphone's demand is increasing quickly in worldwide and this demand is affect by many factors. Price is one of these factors, which affects the purchase intention of consumers directly. From market consumers think should they get this specific product as a similar product for a cheaper price. It has a positive impact on influential consumers. Price is one insight can from which consumers from experience, if we look at the Smartphone's market, we find the price of the different Smartphone varies differently. There are

reaction to new products. Design is the complex step and is not an easy task in manufacturing because it is the important step in the process of the creation of a new product. This complex process helps to make a new product and it will sell in the market, consumers' reaction is very important.

The designers want to make a good product, they have to spend many time and money. Finally, they need from the idea about product that they want to produce, then the idea made it become a tangible product and improve it if necessary. The combination of the factors makes a new product such as color, form, shape and size. Smartphone as beautiful design and representing will attract consumers at the first sight. Therefore, the manufacturers should make smartphone with careful design, and focus on offer staff groups. However, the manufacturers should consider to produce cost to produce economically product.

1.2.3. Price

In the marketing sense, price is the amount of money charged for a product or service. More broadly, price is the sum of all the value that consumers give up to gain the benefits of having or using a product or service. Thus, price has been the major element affecting purchase intention. However, price remains one of the most important elements that determine a firm's market share and profitability. Price is the only element to be marketing mix that producers cannot alter other elements, represent costs. Price is also one of the most flexible marketing mix elements. Unlike product features and other nonmonetary prices, price can be changed quickly by business; most managers treat price as a key strategic tool for creating and capturing customer value. Price has a direct impact on a firm's bottom line. More importantly, as part of a company's overall value proposition, price plays a key role in creating customer value and driving customer purchase intention.

Price is one of the first factor that many consumers consider when want to buy a smartphone, then exchange value which consumers are willing to pay in exchange for the benefits of using a commodity. The price from the marginal cost plus direct costs for expenses such as transportation costs, costs of market research and direct financial stability of customers, the cost of international communication, product improvement costs. Prices are expressed in the form of monetary value, meaning that the amount payable for the goods. On the broad sense that is, the amount paid for a commodity, a service,

However, Price is the cost that consumers can bear, determine, and then plays an important role in the decision. For example, in a recent study of consumers' reactions of an outlet at which to make a purchase, price was consistently ranked as a major influencing factor. Such a finding is consistent with the findings of retailers themselves, who indicate price is an important selection criterion for consumers.

However, Smartphone's demand is increasing rapidly in worldwide and this demand is affect by many factors. Price is one of these factors, which affects the purchase intention of consumers directly. Price makes consumers think should they get this specific product or a similar product for a cheaper price. It has a positive impact on behavioral intention. Price is not single one from which consumers form expectations, if we look at the Smartphone's market, we find the price of the different Smartphone varies differently, hence are expensive and some are cheap. There is an action relation between price and consumers' satisfaction. Consumers tend to pay a higher price for a product if they are satisfied with that. Furthermore, consumers they buy high priced Smartphone to demonstrate their social status. The level of price is found to positively affect behavioral intention mainly because price establishes image of the brand in the eyes of the consumers.

Price is an important concern of many consumers when they want to buy a Smartphone. In addition, this is a core issue of consumers' purchase intention. Two products have equal feature, the customer will choose the product with lower price. Even the same product, consumers will think and compare between price policy and promotion of each store. Therefore, low price is a good way to attract consumer very effectively.

1.2.4. Product feature

Product features are specific design characteristics that allow a product to perform certain tasks. Each product has unique features and it make product become different with other product. The customer based on product features to distinguish this product with other product. For example, you can distinguish a Smartphone with a round notch based on some below features:

- The Smartphone has camera
- The Smartphone similar connect with the internet
- You can use the Smartphone to relax such as play game, listen to music, and watch film.

Source: Adapted from International Journal of Information and Systems Science, 1(2), 2005, pages 197-205

The success of manufacturers are to make a product with features that consumers always require and it is the product will stand out from competitors' product. In general Smartphone field, the manufacturers will make if they can make a difference Smartphone with competitors such as long battery, high quality camera, screen internet with fast speed.

With Smartphone, product features include many characteristics such as software applications, operating system, camera feature, internet access. It's important to consider the customers buy products that include the feature they want. In the customer should focus on the product features that consumers are requiring and give good product to satisfy customer needs, they will be successful in the market with highly competition. The features of product are always important because they provide the customers with some suggestion about how well the product will deliver its benefits. The most important thing that business can understand about the features of product is giving good product and price to customers.

1.2.5. Product quality

Quality refers to the overall characteristics of a product that allow it to perform as expected in satisfying customer needs. The words as expected are very important in this definition because quality usually means different things in different customer and business markets.

The concept of quality also varies between consumer and business markets. Consumers consider high-quality products to be reliable, durable, and easy to maintain. In business markets, technical suitability, ease of repair, and company reputation are important characteristics. Unlike consumers, most organizations place less emphasis on price than on product quality. One important dimension to consistency. Consistency of quality refers to the degree to which a product has the same level of quality over time. Consistency means giving consumers the quality they expect every time they purchase the product.

Quality is the satisfaction of market demand with the lowest cost. Therefore, the product or service that does not meet the needs of customers, it is considered poor quality. Along a similar perspective, product satisfies customer demand for higher quality implies. Product quality is issue during the whole implementation and production perspective, is guaranteed in the process of production and is consistent during use. Generally, it is believed that quality products are those products or services recognized to achieve the level of the region or the world and meet the expectations of customers with cost may be acceptable. If the production cost is inconsistent with the price of the market, the customer will not accept its value, which means that the sale price higher than the price that customers will accept to exchange for the characteristics of the product.

However, when competition is intense and price competition is a market environment, product quality is also an important element that consumers want to consider when buying a Smartphone. Consumers are always looking for reliable products that they are looking forward and want to give it. However, different customers have different expectations, so it is difficult to meet the customer's expectation on quality.

For a better perspective of a product quality, it is necessary to study on the product quality perception and to understand on product design gaps between how things might be and how things are from a customer's point of view. This is because of the nature of product quality perception itself which is a complex phenomenon involving social, cultural, economic and technical aspects (Wahneema and Edwards, 2004).

1.3. Study model

The conceptual framework tested in this paper contains constructs that have demonstrated theoretical support. The framework examines the factors that would positively affect the purchase intention. The subsequent diagram of the theoretical framework in figure 1 to show the relationship between the dependent and independent variables. Purchase intention is the dependent variable in this research. The dependent variable is analyzed in this research to define it and set the answer. What are the factors that affect its purchase intention of other staff. This study will be tested five independent variables: price brand, design quality and feature as possible variable that are believed to have influenced towards the dependent variable (purchase intention).

1.4. Hypotheses development

Based on some literature review and theoretical framework above (also shown in Fig. 1), some hypothesis will establish:

- H1: There is a positive impact of brand on Smartphone purchase intention of other staff in the South of Vietnam.
- H2: There is a positive impact of price on Smartphone purchase intention of other staff in the South of Vietnam.
- H3: There is a positive impact of product design on Smartphone purchase intention of other staff in the South of Vietnam.
- H4: There is a positive impact of quality on Smartphone purchase intention of other staff in the South of Vietnam.
- H5: There is a positive impact of feature on Smartphone purchase intention of other staff in the South of Vietnam.

Source: Adapted from International Journal of Information and Systems Science, 1(2), 2005, pages 197-205

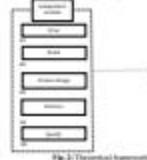


Fig. 1. Theoretical framework

2. Data collection methods

Data collection is a term used to describe a process of preparing and collecting data. Data collection is playing an important role in this study. In addition, the purpose of data collection is to obtain information, keep it record, make decision about important issues, and pass information on to others. In the research, if researcher wants to have data for their study, they will use some methods to gather information. Therefore, if they want their research result exactly, they must select the method carefully. In this study, we must information more exactly, we used the primary data and the secondary data. We used the primary questionnaire about customer demand and the research about Smartphone market. In addition, the information collected to collect the primary data. Besides that, we also use some old information that the previous researchers studied and used. The information is called the secondary data.

In this study our first-point focus was to collect responses from respondents [1].After completing,

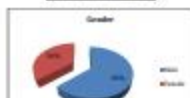
analysis about some of demographic characteristics of office staff who took part in the survey that got from the survey. It includes gender, age, marital status, and income.

Independent demographic profile: To understand the elements affecting Smartphone purchase intention of office staff in the South of Vietnam, had 253 copies of survey questionnaires were designed and sent to respondents. After collected, some questionnaires are rejected because it not enough information or the respondents did not fill the data and had 107/questionnaires are returned (42%) so had 146 (57%)questionnaires can be used in analysis.

Look at Table 1 and Fig. 2, you can see the location of respondents in 146, it includes 123 male and 23 female, percentage of male is 84%, female is 16%. The number male participated questionnaire more than female. The number can explain that the amount of male have trend and highly about Smartphone more than female so they participated in questionnaire more than female. Based on this information the business can focus on the potential gender is male.

Table 1. Demographic Statistics

Gender	Frequency	Percent
Male	123	84.3
Female	23	15.7
Total	146	100.0



decision-making, status/face, price, brand, design, quality and feature

2.3. Primary data

In this research, we used survey questionnaire to collect data from respondents and a help in know about habit, style, and demand of customer on smartphone purchase intention. There were 250 copies of survey had distributed in the North of Vietnam. There were 22 questions distributed for office staff and their answers help us to know to supply good product for them.

2. Descriptive analysis

The purpose of descriptive analysis is to summarize the result that collected from the survey questionnaire. In the descriptive analysis, we will

Table 2 and Fig. 3 shows the result respondents age and the number participated from 22 to 50 year old is the greatest which take up 56.0% of the number of respondent. The age from 30 to 40 year old take 34.0% of the number of respondent. The age from 40 to 50 year old take 12.0% of the number of respondent and the last, the age after 50 take 8.0% of the number of respondent. The number is the number among the group of the age.

Age	Frequency	Percent
22-30	12	4.8
30-40	156	62.4
40-50	30	12.0
After 50	22	8.8
Total	220	100.0

Marital status	Frequency	Percent
Single	12	5.5
Married	158	72.3
Widow	10	4.7



Table 4 and Fig. 4 we can see the respondent's income. The number of office staff with income from 2,000,000 to 3,000,000 VND is 7.0%, after that, income from 3,000,000 to 4,000,000 VND is 14.5%, the income from 4,000,000 to 5,000,000 VND is 12.7%, and the last income from 5,000,000 VND to 6,000,000 VND is 15.7%. The number of people in group from 3,000,000 to 4,000,000 VND is higher. The number is the number of people in group from 4,000,000 to 5,000,000 VND is Vietnam, that money can buy a smartphone, it means that the smartphone market will develop in Vietnam, the number of people buy smartphone will be very much.

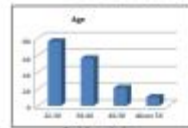
2.3. Reliability test

Data has conducted a number of statistical tests to make sure the reliability and validity before conducting any analysis on the results. Cronbach's Alpha is the most common measure of internal consistency. In this part, we have divided twenty two questions questionnaire to measure how important of smartphone with office staff. Each question was a 5-point Likert scale from "very unimportant" to "very important". The scale was chosen as Cronbach's alpha coefficient of 0.6 or higher.

Item	Frequency	Mean
2,000,000-3,000,000 VND	15	3.4
3,000,000-4,000,000 VND	30	3.6
4,000,000-5,000,000 VND	28	3.4
5,000,000-6,000,000 VND	37	3.6
Total	110	3.5

In this section, Cronbach's alpha, which is a measure of internal consistency, based on the average inter-item correlation, was calculated. In this part, we confirm that all items were measuring the same construct. In this study, we separately calculated the reliability tests. The low reliability tests are second price, brand, design, quality and feature. The

Table 5: Respondent's marital status



The number of age from 22 to 30 years old is the biggest, the age from 30 to 40 are the young people group who want to follow their hobby. The young people always follow the modern technology and the smartphone is the one of it. Young people said that they use their phone all the time. They use smartphone every time, smartphone, it is checking email, playing game, and their phone is all they need to go about. That is a reason why the smartphone's sales increase more than normal phone. This age group is the people who use have many things to think, they can not money to buy something that they want, it's also a reason why the number buying smartphone more and more. Not enough smartphone are becoming more affordable and available to young people.

At the age of 30 to 40 are mature age almost of them are married. They have to spend time and money for their family. However, they hold with modern technology are still higher than other age group for example the age group from 40 to 50 years old or after 50 years old. Therefore, the number using smartphone is also high.

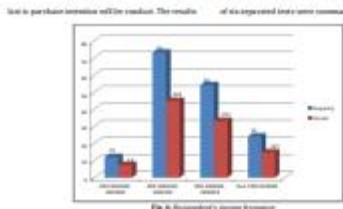
The age from 50 to 60 years old who are busy with the work, family and the relationship. They do not have time to follow the modern technology. However, this age group thinks that it is a waste of money if they spend money to buy a smartphone because they have many important things have to buy than it.

The number of age after 50 years old is very small because some have retirement.

- They just want a simple phone
- They think that smartphone is very difficult to use
- They think that it is very expensive and being waste of money
- They think that smartphone is not suitable with their age

Table 6 and Fig. 5 shows that the respondent's marital status participated the questionnaire meeting with 56.0% is single and 43.0% is married. According to the result of the study, the single people always have much free time to find and follow their hobby. Therefore, it can explain that why the number single people participated to answer the questionnaire more than married people did.

Table 6: Respondent's income frequency



Item	Frequency	Mean
Price	12	3.4
Brand	156	3.6
Design	30	3.4
Quality	22	3.6
Feature	110	3.5
Performance	110	3.5

Table 7 shows that the respondent's marital status participated the questionnaire meeting with 56.0% is single and 43.0% is married. According to the result of the study, the single people always have much free time to find and follow their hobby. Therefore, it can explain that why the number single people participated to answer the questionnaire more than married people did.

2.3. Exploratory factor analysis (EFA)

In this part, we used appropriate the items of the questionnaire (25 items) are suitable or not for factor analysis. [1] used Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity.

For the KMO statistic, Kaiser [1974] recommends a have minimum of 0.5 and that values between 0.5

and 0.7 are mediocre values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb. For three data, the value is 0.713, which falls in the range of being good, so we should confident that the sample size is adequate for factor analysis.

Based on SPSS method, KMO have high values (close to 1.0) indicate that a factor analysis may be useful with the data. If the value is less than 0.5, the results of the factor analysis probably will not be useful. The results of KMO and Bartlett's Test are shown in the Table 7 which indicated KMO is 0.713 > 0.5 and significant is lower than 0.01 and therefore factor analysis is appropriate.

Item	Frequency	Mean
Price	12	3.4
Brand	156	3.6
Design	30	3.4
Quality	22	3.6
Feature	110	3.5
Performance	110	3.5

Item	Frequency	Mean
Price	12	3.4
Brand	156	3.6
Design	30	3.4
Quality	22	3.6
Feature	110	3.5
Performance	110	3.5

As Table 8 shows, factor analysis was used to study other underlying factors in the data of 22 items to understand about the elements affecting smartphone purchase intention of office in the North of Vietnam. The use of 10 items related to the independent variables (price, brand, design, quality, and feature). You can use the Cronbach's coefficient that variance is 0.6300, and the price factor explained 14.100% of the variance, the second factor is 12.670% of the variance, the third factor is 11.670% of the variance, the fourth factor is 11.670% of the variance, the fifth factor is 11.670% of the variance, the sixth factor is 11.670% of the variance, the seventh factor is 11.670% of the variance, the eighth factor is 11.670% of the variance, the ninth factor is 11.670% of the variance, the tenth factor is 11.670% of the variance.

of the customer and the last factor is 0.117 of the variance.

Since factor 10 is the number of variables, we explain each factor. Factor matrix after rotation has five factors as following:

- Price factor has four items and each item has affected to Smartphone purchase intention of office staff and it represented the importance of price when customer wants to buy a Smartphone.
- Brand factor has four items that each affect something related the brand of Smartphone and what do they affect to purchase intention? The

factor can be seen on that to give appropriate brand to customer.

- Design factor has four items and all of those items about the demand of customer with Smartphone that they want to buy and the factor affects to Smartphone purchase intention.
- Quality factor has three items that represent quality of Smartphone that customer wants. Moreover, the factor help the customer know how to make customer satisfy about their product.
- Feature factor has three items and they indicate the important of feature, which feature make customer think about when they want to buy a Smartphone.

Table 8. Smartphone factor analysis

Factor	Item	Factor loading	Item % of Variance	Cumulative %
Price	How important do you think price when you purchase a Smartphone?	0.758		
	The price of Smartphone is very important to me	0.617		
	The price of Smartphone affect to me higher than the price of mobile	0.602		
	How important do you think brand when you purchase a Smartphone?	0.634	2.143	
Brand	Brand is very important to me when buying a Smartphone	0.736		
	I will not buy a Smartphone with other brand	0.732		
	The brand name pay more for the feature in a Smartphone	0.674	5.106	11.474
	My Smartphone is more convenient than other brand	0.654		
Design	Product design of Smartphone is very important to me	0.662		
	Product design of Smartphone make me have interest to buy it	0.738	2.143	14.425
	Product design is the first feature I notice when I select buying a Smartphone	0.724		
	How important do you think quality when you purchase a Smartphone?	0.640		
Quality	Quality is the first feature I think about when buying a Smartphone	0.734	2.143	12.468
	I think quality of the Smartphone is better than mobile	0.674		
	I will not buy a Smartphone with intelligent and interesting features	0.660		
	Feature is very important to me	0.694	5.134	19.417
Feature	Feature of Smartphone make it different with other mobile	0.700		

3.3. Correlation analysis

In this part, before conducting linear regression analysis, I would like to look at the correlation coefficient to check the relationship between the dependent variable with the independent variables and the relationship between the independent variables. If the correlation coefficient between the dependent variable and the independent variables is highest, we can conclude that it has a strong relationship. Similarly, if the system due to the correlation between the independent variable, is highest, mobile on Internet may occur.

To know and understand the strongest affecting Smartphone purchase intention, we conduct correlation analysis to analyzing. The correlation is used into the relationship between the independent

variables, it includes price, brand, design, quality and feature and the dependent variable is purchase intention. In the Table 9 shows the results of the correlation analysis.

Table 9 shows a result of correlation matrix and it shows Pearson's correlation coefficient between the measured variables including the relationship and significance levels of variables (price, brand, design, quality, and feature) and purchase intention.

The price variable has the greatest correlation with dependent variable (purchase intention) with Pearson's Correlation value = 0.774, sig = 0.000, followed by quality variable with Pearson's Correlation value = 0.651, sig = 0.000; design variable with Pearson's Correlation value = 0.674, sig = 0.000; feature variable value = 0.628, sig = 0.000; brand variable with Pearson's Correlation value = 0.602, sig = 0.000.

114

Based on the result, we can understand that price has the greatest correlation with purchase intention, followed by quality, design, and feature. The lowest correlation with purchase intention is brand variable.

3.4. Regression analysis

The study use simple regression analysis to find the relationship among price, brand, design, quality and feature and purchase intention. The F value used to test the significance of the regression model and maximum limit. When the p value of F test is not significant at the level 0.05 (p<0.05), the model is considered insignificant and the null hypothesis that there is no linear relationship between dependent variable and independent variable was accepted. The aim of this section is to present the changes in the

dependent variables (purchase intention) in response to change in the independent variables (price, brand, design, quality, and feature).

Table 9. Pearson's correlation between variables

	Price	Brand	Design	Quality	Feature
Price	1				
Brand	0.602	1			
Design	0.674	0.628	1		
Quality	0.651	0.602	0.674	1	
Feature	0.628	0.602	0.674	0.651	1

Table 10 is the results generated from the multiple linear regression analysis of the relation between five factors, it includes price, brand, design, quality and feature on purchase intention.

Table 10. General multiple linear regression analysis

Independent variable	Standardized coefficient B	Standardized coefficient Beta	t-value	p-value
(Constant)	0.1132		0.99	0.99
Price	0.774	0.774	14.42	0.000
Brand	0.602	0.602	14.42	0.000
Design	0.674	0.674	14.42	0.000
Quality	0.651	0.651	14.42	0.000
Feature	0.628	0.628	14.42	0.000
R ²	0.60			
Adjusted R ²	0.574			

Based on result from Table 10, it shows that:

1. The square of the percentage of the regression variable variation that is explained by a factor model. In this case, it square value was 0.600 which means 60% percent can be explain.

2. The significance of the regression model was 0.000 (p < 0.05) (p value < 0.05), which indicated that applied model is good enough in predicting customer variable. Based on Table 11, the above results show that the positive relationship between quality and purchase intention is not significant (sig = 0.227>0.05), which do not have any impact on the Smartphone purchase intention of office staff in terms of regression analysis. That means this dimension do not support to purchase intention and it should eliminate it.

3. There are four factors as follows: price, brand, design, and feature significantly affected dependent variable purchase intention.

Then, we will explain the factor affect dependent variable.

1. The result of regression analysis shows that price factor has the greatest impact to purchase intention of Smartphone among office staff in the North of Vietnam. It has Standardized Coefficients Beta is 0.774 with a very low significant level (sig) is high reliability. It shows that the price factor has directly affected to purchase intention of Smartphone or we can say

the price factor has affected to purchase intention. Price factor affected dependent variable (purchase intention) and it has Standardized Coefficients Beta is 0.774 with sig value is 0.000 (p < 0.05) which means that purchase intention variable will increase 0.600 if Price variable increase 1 unit.

2. The second factor affecting Smartphone purchase intention of office staff in the North of Vietnam is brand factor. The result shows Standardized Coefficients Beta is 0.602 with low significant level (sig) is high reliability. It means that the brand factor has directly affected purchase intention of Smartphone. Brand factor affected dependent variable (purchase intention) and it has Coefficients Beta is 0.602 with sig value is 0.000 (p < 0.05) which means that purchase intention variable will increase 0.122 if Brand variable increase one unit.

3. The third factor affecting Smartphone purchase intention of office staff in the North of Vietnam is design factor. General multiple linear regression analysis shows that Coefficients Beta is 0.674 with low significant level (sig) is high reliability. It shows that the design factor has directly affected to purchase intention of Smartphone. Design factor affected dependent variable (purchase intention) and it has Standardized Coefficients Beta is 0.674 with sig value is 0.000 (p < 0.05) which means that purchase intention variable will increase 0.120 if Design variable increase 1 unit.

115

3. The fourth factor affecting Smartphone purchase intention of office staff in the North of Vietnam is feature factor. Look at the regression analysis result, we can see the factor has Coefficients Beta is 0.628 with low significant level (sig) is high reliability. It means that the feature factor has directly affected to purchase intention of Smartphone. Feature factor affected to dependent variable (purchase intention) and it has Standardized Coefficients Beta is 0.628 with sig value is 0.000 (p < 0.05) which means that purchase intention variable will increase 0.123 if Feature variable increase one unit.

4. Based on the result of the study, we can know that price, brand, design and feature are very important. They affect to purchase intention of office staff when want to buy a Smartphone.

4. Hypothesis testing

By using the linear multiple regression, we can measure the effect level of each independent variable (price, brand, design, and feature) with dependent variable (purchase intention). We will explain here on the results of the regression analysis, and use the hypothesis proposed. Linear regression equation helps us to form conclusions from the study that the elements affecting Smartphone purchase intention of office staff in the North of Vietnam include price, brand, design, and feature. Since all the independent variables are measured by 5 Likert scale, it is clear that the level of importance of each element for purchase intention.

Table 11. Structure of Hypotheses

Hypotheses	Accepted	Rejected
H1: Smartphone among office staff in the North of Vietnam	✓	
H2: Smartphone among office staff in the North of Vietnam	✓	
H3: Smartphone among office staff in the North of Vietnam	✓	
H4: Smartphone among office staff in the North of Vietnam	✓	
H5: Smartphone among office staff in the North of Vietnam	✓	
H6: Smartphone among office staff in the North of Vietnam	✓	
H7: Smartphone among office staff in the North of Vietnam	✓	
H8: Smartphone among office staff in the North of Vietnam	✓	
H9: Smartphone among office staff in the North of Vietnam	✓	
H10: Smartphone among office staff in the North of Vietnam	✓	

H1	There is a significant effect of gender on the level of Vietnam.	✓
H2	There is a significant effect of gender on the level of Vietnam.	✓
H3	There is a significant effect of gender on the level of Vietnam.	✓
H4	There is a significant effect of gender on the level of Vietnam.	✓

6.2. Respondents' demographic and purchase intention

We are going to consider the relation between respondents' demographic characteristics and the purchase intention. In this section, we use our way to compare the mean value of multiple groups: gender, age, marital status, income.

Hypothesis

- H1: There is an impact from gender towards purchase intention of Smartphone among office staff in the South of Vietnam.

Table 12: Descriptive statistics of purchase intention by gender (2020/21)

Gender	Frequency	Percentage	Mean	Std. Dev.
Male	127 (81)	81%	3.44	0.88
Female	127 (81)	81%	3.44	0.88
Total	254	100%	3.44	0.88

Hypothesis

- H2: There is an impact from age towards purchase intention of Smartphone among office staff in the South of Vietnam.
- H3: There is an impact from age towards purchase intention of Smartphone among office staff in the South of Vietnam.

- H4: There is an impact from gender towards purchase intention of Smartphone among office staff in the South of Vietnam.

Table 12 shows the output of the ANOVA analysis. We can see that the significance level is 0.001 which is lower than 0.05, therefore, there is a statistically significant difference in the number of gender with purchase intention or we can say the result shows that different gender has effect on purchase intention. This means that the gender has an impact towards purchase intention of Smartphone among office staff in the South of Vietnam.

Table 13 one-way ANOVA shows that the sig value is 0.001. This value is less than 0.05. Therefore, we can conclude that there is a statistically significant difference between the age variable and purchase intention variable. There is an influence between the age of customer with purchase intention of customer. Different age has affected on purchase intention. It means that the young people have used Smartphone more than old people. There are some reasons can explain the fact.

111

Source: Author's survey (2020/21) and data of office staff and digital business, (2020) pages 480-481

- The young people want to improve themselves.
- They want to become a modern people.
- They want to follow their hobby and the modern technology.

Table 13: Descriptive statistics of purchase intention by age (2020/21)

Age	Frequency	Percentage	Mean	Std. Dev.
18-24	75 (29)	29%	3.44	0.88
25-34	75 (29)	29%	3.44	0.88
35-44	75 (29)	29%	3.44	0.88
45-54	75 (29)	29%	3.44	0.88
55-64	75 (29)	29%	3.44	0.88
Total	254	100%	3.44	0.88

Hypothesis

- H4: There is an impact from marital status towards purchase intention of Smartphone among office staff in the South of Vietnam.
- H5: There is an impact from marital status towards purchase intention of Smartphone among office staff in the South of Vietnam.

Look at the sig value of Table 14, we have the significance value is 0.001, it is less than 0.05. We can conclude that there is a significant difference between marital status and purchase intention and it means that different marital status has affected on purchase intention. The table shows that the

number of single persons took part in responded the questionnaire survey is more than the number of married persons. Marital status affects on purchase intention because of some factors reasons:

- The single persons have much free time to find research and follow their hobby.
- The single persons don't have worry about their financial income.
- The married persons have to spend time for their family don't have much free time to find research about the Smartphone.
- They have to spend money reasonably.

Table 14: Descriptive statistics of purchase intention by marital status (2020/21)

Marital Status	Frequency	Percentage	Mean	Std. Dev.
Single	75 (29)	29%	3.44	0.88
Married	75 (29)	29%	3.44	0.88
Total	254	100%	3.44	0.88

Hypothesis

- H6: There is an impact from income towards purchase intention of Smartphone among office staff in the South of Vietnam.
- H7: There is an impact from income towards purchase intention of Smartphone among office staff in the South of Vietnam.

Table 15 shows that among different group of income, significant level is 0.001 which is lower than 0.05, we accept H6. It means that there is an impact from income towards purchase intention of Smartphone among office staff in the South of Vietnam.

5. Summary

Through the survey conducted, there are four main factors affecting Smartphone purchase intention of office staff in the South of Vietnam. They are:

- Price factor
- Brand factor
- Design factor
- Feature factor

The above factors are very important for the businesses or Smartphone manufacturers to have proper strategies and actions to produce and give Smartphone that suitable with office staff and consumers in many aspects. Therefore, it helps the businesses can meet customer requirements in order to gain market share in Vietnam over its competitors.

In this research, we test the reliability through Cronbach's Alpha system and factor analysis EFA. The result shows that all of factors have Cronbach's Alpha > 0.5 as they were requirement and have high reliability. Therefore, these scales will be used to analysis.

ANOVA test by the author has showed that different groups of gender, significant level is 0.001, among different groups of age, significant level is

117

Source: Author's survey (2020/21) and data of office staff and digital business, (2020) pages 480-481

0.001 among different group of marital status, significant level is 0.001, among different group of income, significant level is 0.001 which are all less than alpha 0.05 which means that there is different in group of gender, age, marital status, income which has affected purchase intention.

Table 15: Descriptive statistics of purchase intention by income (2020/21)

Income	Frequency	Percentage	Mean	Std. Dev.
18-24	75 (29)	29%	3.44	0.88
25-34	75 (29)	29%	3.44	0.88
35-44	75 (29)	29%	3.44	0.88
45-54	75 (29)	29%	3.44	0.88
55-64	75 (29)	29%	3.44	0.88
Total	254	100%	3.44	0.88

6. Conclusion

When social division, technology also develops, it is development of Smartphone, and it becomes a part very useful and indispensable in our life. It can replace computer or laptop and it is very important. Nowadays, many people own Smartphone to find in working or relax. The demand of Smartphone increase very fast and it becomes a common need of every people in the Smartphone market is a potential market and the business need to expand.

The aim of this study is to find out the elements affecting Smartphone purchase intention of office staff in the South of Vietnam. Some influencing elements that affect office staff purchase intention are price, brand, design and feature. The business or Smartphone manufacturers can base on this research to emphasize these elements to attract more office staff, more sales consumers and develop the Smartphone industry in Vietnam. The business should give more strategies and some relations such as:

- Low price
- Feature brand
- Design with representing
- Unique feature

7. Research implication

Based on the information gathered from the research on elements affecting Smartphone purchase intention of office staff in the South of Vietnam, this study provides some implications may be useful for the businesses and manufacturers want to increase the demand of Smartphone among office staff target market. Therefore, the office staff and other consumers want a Smartphone with feature brand, lower price, and good design and so on. It helps the businesses, manufacturers to make better improvements, and used marketing strategies to increase the sales of Smartphone. According to the result of the research, Price has the highest significant affecting Smartphone purchase intention of office staff in the South of Vietnam, to the businesses and manufacturers are suggested to increase the office staff's purchase intention by the

- Low price
- Feature brand
- Design with representing
- Unique feature

[illegible]

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	5
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	---

Lampiran Turnitin

Rivaldo_00000028199 (4).pdf			
ORIGINALITY REPORT			
30%	28%	9%	12%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	kc.umn.ac.id Internet Source		6%
2	eprints.iain-surakarta.ac.id Internet Source		3%
3	Sinta Habibah, Lili Syalitri, Vhika Meiriasari. "Pengaruh Pemeriksaan Pajak, Penagihan Pajak, dan Jumlah Pengusaha Kena Pajak Terhadap Penerimaan Pajak Pertambahan Nilai (PPN)", JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi), 2025 Publication		2%
4	Submitted to Universitas Diponegoro Student Paper		2%
5	konsultasikripsi.com Internet Source		1%
6	repository.ar-raniry.ac.id Internet Source		1%
7	repository.ibs.ac.id Internet Source		1%
8	adoc.tips Internet Source		1%
9	core.ac.uk Internet Source		1%
10	repository.kalbis.ac.id Internet Source		1%
11	id.123dok.com Internet Source		1%
12	Submitted to Fakultas Ekonomi Universitas Indonesia Student Paper		1%
13	www.scribd.com Internet Source		1%
14	ikm.kemenperin.go.id Internet Source		1%
15	asisiverry.blogspot.com Internet Source		1%
16	dspace.uil.ac.id Internet Source		<1%
17	edoc.pub Internet Source		<1%
18	text-id.123dok.com Internet Source		<1%
	digilib.uin-suka.ac.id		
19	Internet Source		<1%
20	repository.unisma.ac.id Internet Source		<1%
21	edoc.site Internet Source		<1%
22	Submitted to President University Student Paper		<1%
23	Submitted to Universitas International Batam Student Paper		<1%
24	etheses.uin-malang.ac.id Internet Source		<1%
25	repository.unair.ac.id Internet Source		<1%
26	Anis Astiyah, Martinus Budiantara. "FAKTOR-		<1%

24	etheses.uin-malang.ac.id	<1 %
25	repository.unair.ac.id	<1 %
26	Anis Astiyah, Martinus Budiantara. "FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT PELAKU UMKM UNTUK MENGGUNAKAN APLIKASI AKUNTANSI BERBASIS SELULER DI DUSUN BUGEL SAMPANG KABUPATEN CILACAP", Jurnal Akuntansi dan Keuangan, 2023	<1 %
27	repository.unj.ac.id	<1 %
28	wps.pearsoned.co.uk	
Internet Source		<1 %
29	herapujiastuti.wordpress.com	<1 %
30	kuyahitam.blogspot.com	<1 %
31	sharingconten.com	<1 %
32	Submitted to Universitas Islam Syekh-Yusuf Tangerang	<1 %
33	etd.iain-padangsidempuan.ac.id	<1 %
34	repository.uma.ac.id	<1 %
35	www.coursehero.com	<1 %
36	www.early.com	<1 %
37	www.stiepertiba.ac.id	<1 %
38	Selfia Ratna Kasih, Asep M Ramdan, Acep Samsudin. "Milennial Intention on Social Media", Journal of Management and Bussines (JOMB), 2020	<1 %

Form Bimbingan

Form Bimbingan Skripsi Program Studi Management Semester Genap 2024/2025



Nama : RIVALDO CRISTALIANTO
NIM : 00000028199
Angkatan : 2018
Dosen Pembimbing : Prof. Dr. Florentina Kurniasari T, S.Sos., MBA (Pembimbing)

No	Tanggal	Jam	Keterangan	Tanggal Approval
1	13 Mei 2025	19:00	bimbingan pertama	21 Juli 2025 22:15
2	16 Mei 2025	19:00	bimbingan kedua	21 Juli 2025 22:15
3	03 Juni 2025	19:00	bimbingan ketiga	21 Juli 2025 22:15
4	09 Juni 2025	19:00	bimbingan keempat	21 Juli 2025 22:15
5	17 Juni 2025	19:00	bimbingan kelima	21 Juli 2025 22:15
6	08 Juli 2025	19:00	bimbingan keenam	21 Juli 2025 22:15
7	11 Juli 2025	19:00	bimbingan ketujuh	21 Juli 2025 22:15
8	17 Juli 2025	19:00	bimbingan kedelapan	21 Juli 2025 22:15

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

Kuesioner

Section 1 of 6

ANALISIS PENGARUH HARGA, FITUR PRODUK, LINGKUNGAN SOSIAL, DAN NAMA MEREK DARI MEDIA SOSIAL TERHADAP MINAT BELI KONSUMEN MARTABAK BANDUNG JHON MERUYA

B *I* U  

Perkenalkan nama saya Rivaldo Cristaliano dari Prodi Manajemen 2018 Universitas Multimedia Nusantara sedang membuat penelitian tentang "ANALISIS PENGARUH HARGA, FITUR PRODUK, LINGKUNGAN SOSIAL, DAN NAMA MEREK DARI MEDIA SOSIAL TERHADAP MINAT BELI KONSUMEN MARTABAK BANDUNG JHON MERUYA" untuk tugas akhir saya. Mohon kesediaanya untuk meluangkan waktu 5 menit untuk mengisi form berikut. Terimakasih.

Nama

Short answer text



Jenis Kelamin

- ☐ Lak-Laki
- ☐ Perempuan

...

Umur

- ☐ 17-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55

Domisili

- ☐ Jakarta
- ☐ Bogor



- ☐ Depok
- ☐ Tangerang
- ☐ Bekasi

Apakah pernah membeli Martabak Bandung Jhon Meruya?

- ☐ Ya
- ☐ Tidak

Pengaruh Harga Terhadap Minat Untuk Membeli



Description (optional)

Harga dari Martabak Bandung Jhon Meruya sangat penting

- | | 1 | 2 | 3 | 4 | 5 | |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat kurang Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Harga dari Martbak Bandung Jhon Meruya tidak mahal bagi saya jadi saya membelinya

- | | 1 | 2 | 3 | 4 | 5 | |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat kurang setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat setuju |

MULTIMEDIA
NUSANTARA

Harga Martabak Bandung Jhon Meruya tidak terlalu mahal dibandingkan martabak merek lain

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

After section 2 Continue to next section

Section 3 of 6

Pengaruh Fitur Produk Terhadap Minat Untuk Membeli



Description (optional)



Varian rasa martabak di Martabak Bandung Jhon Meruya beragam

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Saya menyukai rasa dari martabak di Martabak Bandung Jhon Meruya

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

...

Rasa martabak manis di Martabak Bandung Jhon Meruya lebih enak dibandingkan kompetitor

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Rasa martabak telur di Martabak Bandung Jhon Meruya lebih enak dibandingkan kompetitor

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



Pengaruh Lingkungan Sosial Terhadap Minat Untuk Membeli



Description (optional)

Saya membeli Martabak Bandung Jhon Meruya karena bantuan saran dari teman dan keluarga

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Saya mempercayai selera dari teman dan keluarga saya terhadap Martabak Bandung Jhon Meruya

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Teman dan keluarga saya adalah yang merekomendasikan Martabak Bandung Jhon Meruya

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

After section 4 Continue to next section

Section 5 of 6

Pengaruh Nama Merek terhadap Minat Untuk Membeli



Description (optional)

Saya lebih memilih Martabak Bandung Jhon Meruya daripada merek lain

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Saya lebih mengenal merek Martabak Bandung Jhon Meruya daripada merek lain

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya hanya akan membeli Martabak Bandung Jhon Meruya sebagai martabak favorit saya

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

NUSANTARA

Minat Untuk Membeli

✕ ⋮

Description (optional)

Saya akan membeli Martabak Bandung Jhon Meruya daripada merek yang lain

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya bersedia untuk merekomendasikan kepada orang lain untuk membeli martabak di Martabak Bandung Jhon Meruya

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

⋮

Saya bersedia untuk membeli martabak di Martabak Bandung Jhon Meruya di masa yang akan datang

	1	2	3	4	5	
Sangat kurang setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

UNIVERSITAS
MULTIMEDIA
NUSANTARA

Hasil Uji Validitas *Pre-Test*

Hasil Uji Validitas Variabel Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	167.516
	df	3
	Sig.	<.,001

Anti-image Matrices

		H1	H2	H3
Anti-image Covariance	H1	.052	-.008	-.044
	H2	-.008	.209	-.034
	H3	-.044	-.034	.046
Anti-image Correlation	H1	.685 ^a	-.080	-.882
	H2	-.080	.925 ^a	-.346
	H3	-.882	-.346	.659 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component 1	
H1	.979
H2	.948
H3	.984

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Fitur

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	151.144
	df	6
	Sig.	<.,001

Produk

Anti-image Matrices

		FP1	FP2	FP3	FP4
Anti-image Covariance	FP1	.293	-.066	-.013	-.049
	FP2	-.066	.363	.073	-.088
	FP3	-.013	.073	.132	-.085
	FP4	-.049	-.088	-.085	.082
Anti-image Correlation	FP1	.923 ^a	-.203	-.068	-.319
	FP2	-.203	.778 ^a	.332	-.512
	FP3	-.068	.332	.700 ^a	-.816
	FP4	-.319	-.512	-.816	.673 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

FP1	.910
FP2	.840
FP3	.915
FP4	.970

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Pengaruh Sosial

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.632
Bartlett's Test of Sphericity	Approx. Chi-Square	81.077
	df	3
	Sig.	<.001

Anti-image Matrices

		PS1	PS2	PS3
Anti-image Covariance	PS1	.373	.052	-.165
	PS2	.052	.295	-.168
	PS3	-.165	-.168	.177
Anti-image Correlation	PS1	.691 ^a	.158	-.643
	PS2	.158	.653 ^a	-.733
	PS3	-.643	-.733	.580 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
PS1	.871
PS2	.894
PS3	.963

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Nama Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.748
Bartlett's Test of Sphericity	Approx. Chi-Square	105.620
	df	3
	Sig.	<.001

Anti-image Matrices

		NM1	NM2	NM3
Anti-image Covariance	NM1	.161	-.120	-.102
	NM2	-.120	.200	-.047
	NM3	-.102	-.047	.280
Anti-image Correlation	NM1	.689 ^a	-.670	-.479
	NM2	-.670	.745 ^a	-.199
	NM3	-.479	-.199	.833 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
NM1	.963
NM2	.947
NM3	.929

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Minat Beli

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	104.629
	df	3
	Sig.	<.,001

Anti-image Matrices

		MB1	MB2	MB3
Anti-image Covariance	MB1	.232	-.110	-.074
	MB2	-.110	.187	-.110
	MB3	-.074	-.110	.232
Anti-image Correlation	MB1	.790 ^a	-.526	-.319
	MB2	-.526	.728 ^a	-.526
	MB3	-.319	-.526	.790 ^a

a. Measures of Sampling Adequacy(MSA)

**Component
Matrix^a**

Component
1

MB1	.944
MB2	.957
MB3	.944

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Reliabilitas *Pre-Test*

Hasil Uji Reliabilitas Variabel Harga

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.968	3

Hasil Uji Reliabilitas Variabel Fitur Produk

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	4

Hasil Uji Reliabilitas Variabel Pengaruh Sosial

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	3

Hasil Uji Reliabilitas Variabel Nama Merek

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	3

Hasil Uji Reliabilitas Variabel Minat Beli

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.943	3

Hasil Uji Validitas *Main Test*

Hasil Uji Validitas Variabel Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	60.363
	df	3
	Sig.	<.,001

Anti-image Matrices

		H1	H2	H3
Anti-image Covariance	H1	.797	-.151	-.261
	H2	-.151	.821	-.233
	H3	-.261	-.233	.754
Anti-image Correlation	H1	.650 ^a	-.186	-.336
	H2	-.186	.673 ^a	-.296
	H3	-.336	-.296	.618 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
H1	.756
H2	.734
H3	.800

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Fitur Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	92.105
	df	6
	Sig.	<.,001

Anti-image Matrices

		FP1	FP2	FP3	FP4
Anti-image Covariance	FP1	.776	-.235	-.101	-.147
	FP2	-.235	.785	-.147	-.081
	FP3	-.101	-.147	.761	-.249
	FP4	-.147	-.081	-.249	.770
Anti-image Correlation	FP1	.718 ^a	-.301	-.131	-.190
	FP2	-.301	.718 ^a	-.191	-.104
	FP3	-.131	-.191	.707 ^a	-.325
	FP4	-.190	-.104	-.325	.708 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

FP1	.714
FP2	.702
FP3	.726
FP4	.715

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Pengaruh Sosial

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.660
Bartlett's Test of Sphericity	Approx. Chi-Square	94.509
	df	3
	Sig.	<.,001

Anti-image Matrices

		PS1	PS2	PS3
Anti-image Covariance	PS1	.716	-.121	-.274
	PS2	-.121	.738	-.256
	PS3	-.274	-.256	.634
Anti-image Correlation	PS1	.677 ^a	-.167	-.407
	PS2	-.167	.695 ^a	-.374
	PS3	-.407	-.374	.623 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

PS1	.785
PS2	.770
PS3	.845

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Nama Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	87.038
	df	3
	Sig.	<,.001

Anti-image Matrices

		NM1	NM2	NM3
Anti-image Covariance	NM1	.724	-.215	-.224
	NM2	-.215	.718	-.232
	NM3	-.224	-.232	.711
Anti-image Correlation	NM1	.683 ^a	-.298	-.312
	NM2	-.298	.678 ^a	-.324
	NM3	-.312	-.324	.673 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
NM1	.792
NM2	.797
NM3	.802

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Validitas Variabel Minat Beli

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.631
Bartlett's Test of Sphericity	Approx. Chi-Square	74.395
	df	3
	Sig.	<.,001

Anti-image Matrices

		MB1	MB2	MB3
Anti-image Covariance	MB1	.846	-.131	-.181
	MB2	-.131	.710	-.319
	MB3	-.181	-.319	.690
Anti-image Correlation	MB1	.732 ^a	-.169	-.237
	MB2	-.169	.611 ^a	-.456
	MB3	-.237	-.456	.600 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

MB1	.689
MB2	.806
MB3	.825

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Hasil Uji Reliabilitas *Main Test*

Hasil Uji Reliabilitas Variabel Harga

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	158	61.2
	Excluded ^a	100	38.8
	Total	258	100.0

a. Listwise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.642	3

Hasil Uji Reliabilitas Variabel Fitur Produk

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	158	61.2
	Excluded ^a	100	38.8
	Total	258	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.679	4

Hasil Uji Reliabilitas Variabel Pengaruh Sosial

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	158	61.2
	Excluded ^a	100	38.8
	Total	258	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.716	3

Hasil Uji Reliabilitas Variabel Nama Merek

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	158	61.2
	Excluded ^a	100	38.8
	Total	258	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.713	3

Hasil Uji Reliabilitas Variabel Minat Beli

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	158	61.2
	Excluded ^a	100	38.8
	Total	258	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

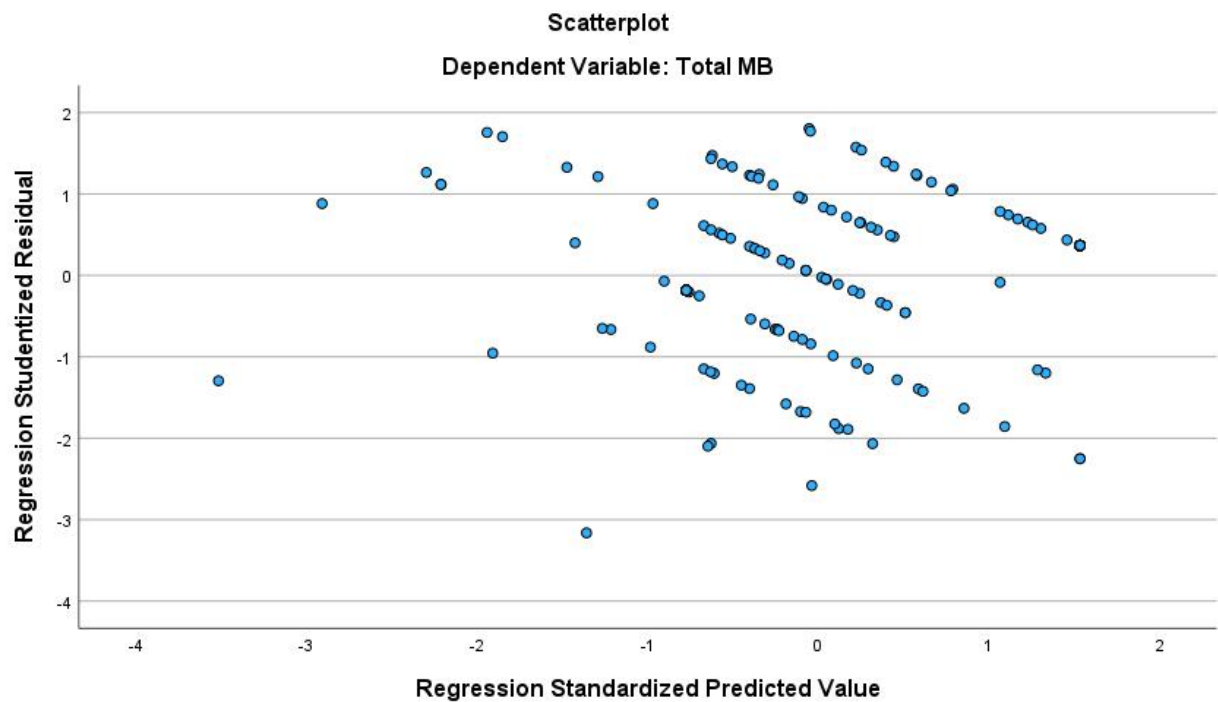
Cronbach's Alpha	N of Items
.658	3

Hasil Uji Multikolinearitas

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.740	.962		2.849	.005		
	Total H	.079	.071	.081	1.107	.270	.682	1.465
	Total FP	.274	.067	.338	4.068	<.001	.526	1.901
	Total PS	.049	.069	.056	.710	.479	.579	1.729
	Total NM	.296	.069	.325	4.283	<.001	.628	1.593

a. Dependent Variable: Total MB

Hasil Uji Heteroskedastisitas



UNIVERSITAS
MULTIMEDIA
NUSANTARA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.782	.579		3.076	.002
	Total H	-.039	.043	-.089	-.915	.362
	Total FP	-.008	.041	-.022	-.197	.844
	Total PS	-.020	.042	-.052	-.491	.624
	Total NM	.002	.042	.006	.055	.956

a. Dependent Variable: Abs_RES

Uji Model

Uji Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.446	.431	1.159

a. Predictors: (Constant), Total NM, Total H, Total PS, Total FP

b. Dependent Variable: Total MB

Uji Hipotesis

Uji Signifikansi Simultan (Uji F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.319	4	41.330	30.745	<.001 ^b
	Residual	205.675	153	1.344		
	Total	370.994	157			

a. Dependent Variable: Total MB

b. Predictors: (Constant), Total NM, Total H, Total PS, Total FP

Uji Signifikansi Parameter Individual (Uji Stastistik t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.740	.962		2.849	.005
	Total H	.079	.071	.081	1.107	.270
	Total FP	.274	.067	.338	4.068	<.001
	Total PS	.049	.069	.056	.710	.479
	Total NM	.296	.069	.325	4.283	<.001

a. Dependent Variable: Total MB

Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.740	.962		2.849	.005
	Total H	.079	.071	.081	1.107	.270
	Total FP	.274	.067	.338	4.068	<.001
	Total PS	.049	.069	.056	.710	.479
	Total NM	.296	.069	.325	4.283	<.001

a. Dependent Variable: Total MB

Daftar Pustaka

- Anggita, R., & Ali, H. (2017, June). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District)*, 3. https://saudijournals.com/media/articles/SB_36261-272.pdf
- BFI. (2022, December 14). *Laris Manis, Ini Dia Peluang Usaha Martabak dan Estimasi Keuntungannya*. BFI Finance. Retrieved August 3, 2025, from <https://www.bfi.co.id/id/blog/peluang-usaha-martabak-dan-estimasi-keuntungannya>
- Chakraborty, D., & Paul, J. (2022, February 10). *Healthcare apps' purchase intention: A consumption values perspective*, 120. <https://doi.org/10.1016/j.technovation.2022.102481>
- Direktorat Jendral Industri Kecil, Menengah, dan Aneka Kementrian Perindustrian. (2024, June 7). *Kemenperin Jaring dan Kembangkan IKM Pangan Inovatif melalui Program Indonesia Food Innovation 2024*. Direktorat Jenderal Industri Kecil, Menengah dan Aneka. Retrieved August 3, 2025, from <https://ikm.kemenperin.go.id/kemenperin-jaring-dan-kembangkan-ikm-pangan-inovatif-melalui-program-indonesia-food-innovation-2024>
- Djafar, Y. (2024, Mei 18). *Ternyata Begini Asal Usul Martabak*. Ternyata Begini Asal Usul Martabak. <https://rri.co.id/kuliner/697466/ternyata-begini-asal-usul-martabak>
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21: Update PLS Regresi* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro (BPUD), Semarang.

- Ishibashi, K., & Yada, K. (2019, Januari). Analysis of social influence on in-store purchase behavior by using ecological system of ants. *Procedia Computer Science*, 159. <https://doi.org/10.1016/j.procs.2019.09.390>
- Ismail, S. (2021, August 29). Investigating the structural relationship of mass media on attitude, social influence, product safety and its impact on purchase behavior of herbal product in Malaysia. *International Journal of Data and Network Science*. <https://doi.org/10.5267/j.ijdns.2021.8.014>
- Kang, Y., & Zhou, L. (2017, March). RubE: Rule-based methods for extracting product features from online consumer reviews. *Information & Management (Elsevier)*, Vol. 54, 54. [10.1016/j.im.2016.05.007](https://doi.org/10.1016/j.im.2016.05.007)
- Kauhsal, D. S. ..., & Rakesh, K. (2016, June 12). Factors Affecting the Purchase Intension of Smartphone: A Study of Young Consumers In The City of Lucknow. *Pacific Business Review International*, 8. https://www.scribd.com/document/461933554/12-Factors-Affecting-the-Purchase-Intension-of-Smartphone-pdf?utm_source=chatgpt.com
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical Techniques in Business & Economics* (15th ed.). McGraw-Hill/Irwin.
- Malhrota, N. K. (2012). *Basic Marketing Research: Integration of Social Media (4th International/Tenth US edition)* (4th ed.). Pearson.
- Margono, D. S. (2004). *Metodologi Penelitian Pendidikan: Komponen MKDK (Cetakan IV)* (4th ed.). PT Rineka Cipta, Jakarta.
- Martins, J., Costa, C., Oliveria, T., Goncalves, R., & Branco, F. (2019, January). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94. <https://doi.org/10.1016/j.jbusres.2017.12.047>

Mohammed, A. B. (2018, April). Selling Smartphones to Generation Z: Understanding Factors Influencing the Purchasing Intention of Smartphone. *International Journal for Research in Applied Science & Engineering Technology*, 13. DOI:

10.22214/ijraset.2018.4537

pinterpolitik.com. (2023, Agustus 22). *Ternyata Ini Asal Usul Martabak*. Ternyata Ini Asal Usul Martabak. <https://www.pinterpolitik.com/pinter-ekbis/ternyata-ini-asal-usul-martabak/>

PT Republika Media Mandiri. (2024, January 19). *Media Sosial Sebagai Pemasaran Digital UMKM*. Republika.id. Retrieved August 3, 2025, from

<https://www.republika.id/posts/49782/media-sosial-sebagai-pemasaran-digital-umkm>

Thanh, T. T. (2018, January 13). Factors affecting the purchase and repurchase intention smart-phones of Vietnamese staff. *Factors affecting the purchase and repurchase intention smart-phones of Vietnamese staff*. [https://www.science-](https://www.science-gate.com/IJAAS/Articles/2018/2018-5-3/15%202018-5-3-pp.107-119.pdf)

[gate.com/IJAAS/Articles/2018/2018-5-3/15%202018-5-3-pp.107-119.pdf](https://www.science-gate.com/IJAAS/Articles/2018/2018-5-3/15%202018-5-3-pp.107-119.pdf)

Tjokrosaputro, M., & Cokki, C. (2020, June 29). The Role of Social Influence Towards Purchase Intention With Value Perception as Mediator: A Study on Starbucks Coffee as an Environmentally Friendly Product. *Proceedings of the 8th International Conference on Entrepreneurship and Business Management (ICEBM 2019) UNTAR*.

<https://doi.org/10.2991/aebmr.k.200626.034>

Waffa, I. (2025, April 14). *10 Jajanan yang Sering Dipesan Online, Martabak Terfavorit*.

GoodStats Data. Retrieved August 3, 2025, from <https://data.goodstats.id/statistic/10-jajanan-yang-sering-dipesan-online-martabak-terfavorit-0rZzp>

Wasserstein, R. L., & Lazar, N. A. (2016, June 9). *The ASA Statement on p-Values: Context, Process, and Purpose*, 70. <https://doi.org/10.1080/00031305.2016.1154108>

Widarjono, A. (n.d.). *Analisis Statistika Multivariat Terapan* (Vol. 1st).

Wong, A. T.-T. (2019, May 31). A Study of Purchase Intention on Smartphones of Post 90s in Hong Kong. *Asian Social Science*, 15. <https://doi.org/10.5539/ass.v15n6p78>

Yeo, S. F., Tan, C. L., Lim, K. B., Goh, M. L., & Wahab, F. A. A. (2020, Desember 31). Viral Marketing Messages: Consumer Purchase Intention Towards Fashion Apparel. *International Journal of Accounting, Finance, and Business*, 5. www.academicinspired.com/ijafb

