
**BRAND IMAGE ANALYSIS OF SALES WITH PRODUCT QUALITY AS
SAMSUNG ELECTRONIC INDONESIA INTERVENING VARIABLES**

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Abstract

In terms of business development, electronic products circulating in the Indonesian market also compete with each other for profit. This study discusses issues related to brand image, product quality that affect the sales of Samsung Elektronik Indonesia Company in Jakarta. The purpose of this study is to analyze the influence of brand image, product quality that affects sales of Samsung Elektronik Indonesia Company in Jakarta. This research is a survey research, interviews, questionnaires to collect all the primary data information needed in the study. Data were collected from 100 respondents and PLS-SEM was used as a measuring tool between research variables and path analysis. The results of this study indicate that the path value of the brand image coefficient is 0.620 for product quality, product quality is 0.797 for sales. Brand image of 0.022 to sales. Product quality as an intervening variable also has an effect on sales of 0.494. Implications and suggestions are described in this study.

Keywords: Brand Image; Sales; Product Quality

Abstrak

Dari sisi perkembangan bisnis, produk elektronik yang beredar di pasar Indonesia juga saling bersaing untuk mendapatkan keuntungan. Penelitian ini membahas masalah yang berkaitan dengan citra merek, kualitas produk yang mempengaruhi penjualan Perusahaan Samsung Elektronik Indonesia di Jakarta. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh citra merek, kualitas produk yang mempengaruhi penjualan Perusahaan Samsung Elektronik Indonesia di Jakarta. Penelitian ini merupakan penelitian survey, wawancara, kuesioner untuk mengumpulkan semua data primer informasi yang dibutuhkan dalam penelitian. Data dikumpulkan dari 100 responden dan PLS-SEM digunakan sebagai alat ukur antara variabel penelitian dan analisis jalur. Hasil penelitian ini menunjukkan bahwa nilai jalur koefisien citra merek sebesar 0,620 untuk kualitas produk, kualitas produk sebesar 0,797 untuk penjualan. Citra merek 0,022 untuk penjualan. Kualitas produk sebagai variabel intervening juga berpengaruh terhadap penjualan sebesar 0,494. Implikasi dan saran dijelaskan dalam penelitian ini.

Kata kunci: Citra Merek; Penjualan; Kualitas Produk

Introduction

In terms of business development, electronic products circulating in the Indonesian market also compete with each other for profits, one of which is brand image and product quality which are also considered by consumers to use these products, product quality that is in accordance with consumer needs and desires to facilitate daily activities. day. High sales are inseparable from a concept in behavior where consumers decide to act or do something in this case the purchase or use of certain products or services. To create consumer satisfaction, one of the things that producers do is to improve product quality and maintain the brand image used by consumers. Product innovation is something that manufacturers need to do considering the many competitors that have sprung up in the Indonesian market to meet market demand.

The bixby innovation offered by Samsung consumers is a crucial factor in the sales of competing products, where this technology is very helpful in carrying out activities from the household complement sector with the conception that using only smartphones can control remotely and S voice then other household electronics such as vacuum Cliner, washing machine, air conditioner, tv, refrigerator can be used according to consumer needs. There must be new developments, of course there must be education, specifications as well as implementation that must be given to consumers both through print and electronic media or directly at the time of consumer transactions buying products. this has an effect on increasing sales, with optimism that it can meet consumer needs and very intense interaction on the road through this technology, then indirectly consumer loyalty to this brand image is very strong. machines with the best technology will continue to follow the times that aim to meet the needs and help human activities. Product quality and brand image have an influence on purchases, Fera (2021). Especially in Indonesia as a developed country that will continue to study developments in the world of technology, with many brands of technology products in Indonesia, both local and foreign products, which are offered to consumers in Indonesia, becoming a separate competition for each electronic brand. This is due to the market demand for technological machines that are faced every year. The development of Samsung Electronics in Indonesia is also supported by several Samsung subsidiaries, including Samsung Engineering, Samsung C&T Corporation, Samsung Heavy Industries, Samsung SDS and Samsung Life Insurance, Cheil Global. With different market segments that can develop in the world. The competition in the electronic market in Indonesia is tight, with the existence of new competitive product brands, efforts to improve the quality of products or services in society are important, given the different behavior of consumers in responding to a product or service.

The identity of the product or service is important where consumers will easily distinguish or choose the desired product, with the same specifications between one product and another, then the brand image is one of the differentiators. Whether by using logos, writings, symbols and others, the Samsung brand image, new things that consumers in Indonesia hear and see, although it takes a very long time to build a brand image, this is proven by the many products offered by consumers according to the needs and abilities of

consumers. buy. The number of products offered in the market can affect the position of the top brand index in 2021 from the brand with the Samsung smart tv category at the highest position of 24%, smartphone 37.1% in this case the brand image that is very strongly attached to the reach of the Indonesian market, Brand image and product quality affects consumer satisfaction 15.3%, Dewi (2021). The concept of a top brand regarding the brand of a product is based on three parameters, namely: the brand that is easiest to remember, the brand that was last purchased and used, and the brand that will be chosen in the future. The relationship of a brand will be stronger if it is based on experience and gets a lot of information, the brand or association perceives perceptions that can reflect objective reality or not. Brands formed from associations or perceptions are what determine buying decisions and even brand loyalty is formed from consumers.

Samsung Electronics Indonesia is the largest company in electronic products that has more than three decades of meeting the needs of consumers and the share of the electronics market in Indonesia. With the location of Jln. Biak No.46A, Ps. New, District. Gambir Central Jakarta - Jakarta 101150. It is the official service center branch office for Samsung Electronics Indonesia. In accordance with its function, the services provided to consumers are related to repairs, spare parts, sales of Samsung electronic products. To improve service to consumers, comfortable and safe facilities are also implemented, education and product samples can be easily accessed by consumers. With the best service provided to consumers, it will indirectly have a huge impact on product sales, starting from 2019 Q2 to 2021 Q2 Global Market Share is still growing 13.2%, with the highest sales level still achieved by Samsung at 18.9%, then other competitors 14.2% International Data Corporation (2021). The attitude of consumers after buying or using the product can be determined by satisfaction or dissatisfaction as the end of the sales process. The positive attitude of consumers can be aimed at long-term loyalty to use the products or services offered.

Research hypothesis

H1 = There is a positive influence of Brand Image on Product Quality

H2 = There is a positive influence of Brand Image on Sales

H3 = There is a positive effect of Product Quality on Sales

H4 = There is a positive influence of Brand Image on Sales through Product Quality.

The purpose of this study is to analyze the influence of brand image, product quality that affects sales of Samsung Elektronik Indonesia Company in Jakarta. The benefits of research to prove the hypothesis used include: 1. Positive influence of Brand Image on Product Quality, 2. Positive influence of Brand Image on Sales, 3. Positive influence of Product Quality on Sales, 4. Positive influence of Brand Image on Sales through Samsung Product Quality Indonesian Electronics.

Research Method

This research is a survey research, interviews, questionnaires to collect all primary data information needed in research and secondary data that are ready to be used in this research in the form of literacy from books, journals, and previous research, print or

electronic media with a quantitative approach and Path analysis which aims to measure the direct and indirect effects between variables. To test the hypothesis, a survey was previously conducted on 100 respondents who have or have used Samsung products at the Samsung Service Center Jakarta. With a population aged above 17-30 years 60 people (60%) and 30-85 years 40 people (40%). This research is associative which aims to analyze the relationship between a variable and other variables, the exogenous variable in this research is Brand Image, which is a variable that influences or causes changes in the dependent variable. with the endogenous variable in this study is Sales, a variable whose value depends on other variables, Sugiyono (2012). Intervening variables are mediating variables that theoretically affect the relationship between oxygen and endogenous variables. Technically, this research analysis uses the PLS-3.0 software program related to the Hypothesis with the Structural Equation Model in order to see the suitability of the model used. With the provision that the brand image variable consists of 5 indicators including brand identity, brand personality, benefits, benefits and brand selling ability. The sales variable consists of 10 indicators that increase sales and product quality consists of 9 indicators that have statements on product advantages and innovations.

Result and Discussion

Validity Test

Discriminant Validity

Discriminant validity with Fornell Larcker parameter is expected that the value of the relationship between the variable and the variable itself is higher than the value of the relationship between the variables and other variables. The cross loading of each indicator block has a higher value for each measured variable, compared to indicators for other latent variables above 0.70 (Ghozali, 2014).

Table 1. *Discriminant Validity*

	<i>Brand Image</i>	Product quality	Sale
Brand Image	0,884		
Product Quality	0,620	0,942	
Sale	0,516	0,811	0,754

Source: Data processed in 2021.

Based on table 1 above, the value of the brand image variable is 0.884 which is higher than the variable itself when compared to other variable blocks and the value of the product quality variable is 0.942 which is higher than the variable itself when compared to other variables, and the sales variable is 0.754 as the dependent variable whose value is not affect other variables.

Outer Model

PLS-3.0 software in this study to determine the validity and reliability of the model and the rule of thumb of the measuring model is the value of the outer loading that must be measured. Above 0.70 which is reflective, based on convergent validity, discriminant validity, convergent validity, composite reliability must be above 0.70 and 0.60 for explanatory research. Hair et al. in (Cahyani & Hendryadi, 2018) indicators that measure the construct.

Table 2. *Avarage Variance Extracted (AVE)*

Variable	Value (AVE)
<i>Brand Image</i>	0,781
Product Quality	0,888
Sale	0,568

Source: Data processed in 2021.

Based on table 2 above, the measurement of the brand image variable on its indicators (reflective) which consists of 5 indicators, each loading factor is above 0.5 with a research result of 0.781. The results of the product quality variable on the indicator (reflective) which consists of 9 indicators, each loading factor is above 0.5 with a research result of 0.888. The results of the sales variable on the indicator (reflective) which consists of 10 indicators each loading factor by not measuring other variables (endogenous) the results of the study are 0.568.

Reliability test

 Table 3. *Cronbach's Alpha and Composite Reliability Values.*

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Brand Image</i>	0,913	0,944
Product Quality	0,984	0,986
Sale	0,915	0,928

Source: Data processed in 2021.

To measure the results of this study being real, the provisions on the PLS software at the Cronbach's Alpha value and the composite reliability value of the study are above 0.7, so the results of the study can be said to be reliable.

Inner Model

 Table 4. *R-Square Test Results.*

	<i>R Square</i>
Product Quality	0,384
Sale	0,658

Source: Data processed in 2021.

Based on table 4 above, the evaluation of the model structure in this study can be seen that the R-square value of the product quality variable is 0.384 which means 38.4% which means the result of the influence of exogenous variables and the remaining 6.7% is the result of the intervening variable which is explained outside this research. The value of R-square on the sales variable is 0.658, which means that 65.8% is the result of the influence of exogenous variables and the remaining 3.5% is the result of other variables not explained in this study.

 Table 5. *Results of Research Hypotheses.*

	<i>Original Sample</i>	<i>t-statistics</i>	<i>P-value</i>	Conclusion
Brand Image → Product Quality	0,620	7,188	0,000	Significant
Brand Image → Sales	0,022	0,350	0,726	Not significant

Product Quality → Sales	0,797	20,722	0,000	Significant
Brand Image → Product Quality→ Sales	0,494	6,772	0,000	Significant

Source: Data processed in 2021.

Hypothesis 1. The result of this research is that the Brand Image variable has a positive and significant effect on the product quality variable with a P-value of 0.000. The value of t-statistics is 7.188. With a beta value of 0.620, it can be interpreted that the hypothesis is accepted.

Hypothesis 2. The result of this study is that the brand image variable has no effect on sales with a P-value of 0.726. The t-statistics value is 0.350, with a beta value of 0.022, it can be interpreted that the hypothesis is rejected.

Hypothesis 3. The result of this study is that the product quality variable has a positive and significant effect on sales with a P-value of 0.000. The value of t-statistics is 20.722, with a beta value of 0.797, which means that the hypothesis is accepted.

Hypothesis 4. The result of this study is that the brand image variable has a positive and significant effect on the sales variable through the product quality variable with a P-value of 0.000. The value of t-statistics is 6.772. With a beta value of 0.494, it can be interpreted that the partial mediation variable and the hypothesis are accepted.

Conclusion

Based on empirical evidence of brand image analysis on sales with product quality as an intervening variable, Samsung Elektronik Indonesia with 100 respondents. Furthermore, that brand image can be encouraged with better and useful innovations to increase sales and focus on product quality, due to the large number of new competitors by presenting quality and prices that are in great demand by the Indonesian market share, the conclusion is that from the results of PLS 3.0 data processing that the R-square value on product quality is 38% which can be interpreted as having a moderate influence, while the sales R-square value is 65% which can be interpreted as having a strong influence, it is stated that brand image affects the product quality of Samsung Elektronik Indonesia, it is stated that brand image does not influence on sales of Samsung Elektronik Indonesia, it is stated that product quality affects sales of Samsung Elektronik Indonesia, it is stated that brand image affects sales through product quality as an intervening.

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