

The Effect of Marketing Mix on Decisions to Purchase Oppo Brand Smartphones at Plaza Simpur Center in Bandar Lampung

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Abstract

Purpose: This study aims to determine how the marketing mix influences consumers' decisions to purchase Oppo smartphones at Plaza Simpur Center in Bandar Lampung.

Methodology: A proportional random sampling method was used to select 100 customer respondents. This study employs a quantitative methodology, involving the selection of a specific area for investigation and the collection of data through documents, interviews, and questionnaires.

Results: The marketing mix has a significant impact on consumers' decisions to buy Oppo smartphones at Plaza Simpur Center in Bandar Lampung.

Limitations: The study focuses solely on Oppo, a well-known smartphone brand, and does not examine the effects of increased marketing on other competing brands or in other shopping centers.

Contribution: The study's findings provide valuable insights for marketers and marketing firms in developing effective marketing mix strategies for sales in Lampung province.

Keywords: *Marketing Mix, Purchase Decision.*

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1. Introduction

Enterprise rivalry for telecom devices, or mobile phones—more often referred to as smartphones—is a telecommunications instrument that has advanced quickly and makes use of cutting-edge technology. The numerous enterprises that compete in similar industries demonstrate how fiercely the market is currently competitive for smartphone devices. The proliferation of companies in the communications space, particularly those focused on smartphones, necessitates that each one have a competitive edge in order to remain viable. In addition to facing fiercer competition, businesses must always enhance the caliber and volume of goods they produce to make them more flawless and alluring in order to remain competitive. Smartphone features are expanding in variety as a result of the growing complexity of consumer demands. The internet is now a standard feature and an integral part of the smartphone itself. Oppo Electronics Corp., often known as Oppo Mobile Communications, is one of the businesses in the telecommunications industry. Chinese electronics maker Oppo is situated in Dongguan, Guangdong. Oppo initially entered the Indonesian market formally in April 2008. Oppo Find Me, the company's first smartphone product, was developed in 2011 and is still the basis for new product technologies to meet customer demands and fulfill their desires. Oppo Mobile Communications rose to the top of the Chinese brand product rankings in 2016 and was placed fourth globally by mid-2017 (Gartner, 2017). According to Gartner, Indonesian manufacturers of cell phones under the Samsung brand are still the biggest in the world. As shown in the table below:

Table 1. List of *Smartphone* Sales in the World (Thousands)

Companies	Q1 Quantity (Unit) 2016	Q1 Share Market 2016 (%)	Q1 Quantity (Unit) 2017	Q1 Share Market 2017 (%)
Samsung	81,186.9	23.3	78,671.4	20.7
Apple	51,629.5	14.8	51,992.5	13.7
Huawei	28,861.0	8.3	34,181.2	9.0
Oppo	15,891.5	4.6	30,922.3	8.1
Vivo	14,001.0	4.0	25,842.2	6.8
Others	156,654.2	45.0	158,367.7	41.7
Total	348,224.2	100.0	379,977.3	100.0

Source: Gartner, (2017)

Table 1 shows that Samsung remains the market leader and top brand in the realm of smartphone devices with respect to sales targets and sales realization, with Apple coming in second. Then, at positions 3, 4, and 5, there are three Chinese products: Huawei, Oppo, and Vivo. This indicates that the middle market is genuinely dominated by this Chinese products. The firm Oppo is a newcomer to the smartphone market, having debuted its handsets in 2011. Products from Oppo had a positive sales impact right away, placing fourth in 2016 and 2017. Sales of Oppo smartphones rose by 3.5% from 2016 and 2017, or 15,891 million more units were sold in the first quarter of 2016 and 2017. This indicates that a considerable portion of Indonesians are quite fond of Oppo products. When it comes to its products, the Oppo company outperforms its rivals. In addition to developing its own products, Oppo innovates with its emblem, which reads "Selfie Expert." Oppo always makes the most of the camera on all of its devices. Oppo offers cameras based on consumer needs and utilizes the newest technologies to capture high-quality selfies.

To market their products, Oppo Products offers a wide range of retail sales services. Sales of Oppo products are fairly high, as Table 1.1 illustrates. Using Bandar Lampung, namely Plaza Simpbur Center, as an example, the number of Oppo product counters in a single plaza represents the total number of merchants in Bandar Lampung. Researchers collected data by asking five customers at each station who purchased cell phones from that counter directly. This data was based on a temporary data sampling from ten counters at Plaza Simpbur Center, a partner in conjunction with the Oppo manufacturer. The table contains the following data:

Table 2. List of *Smartphone* Sales in Plaza Simpbur Center Bandar Lampung, 2019

Customer & Counter	Customer A	Customer B	Customer C	Customer D	Customer E
Counter 1	Oppo	Samsung	Oppo	Oppo	Vivo
Counter 2	Oppo	Oppo	Oppo	Oppo	Oppo
Counter 3	Oppo	Vivo	Samsung	Samsung	Oppo
Counter 4	Samsung	Oppo	Oppo	Vivo	Oppo
Counter 5	Oppo	Samsung	Vivo	Oppo	Samsung
Counter 6	Samsung	Samsung	Samsung	Vivo	Samsung
Counter 7	Oppo	Vivo	Vivo	Oppo	Oppo
Counter 8	Vivo	Vivo	Oppo	Oppo	Vivo
Counter 9	Samsung	Oppo	Oppo	Samsung	Oppo
Counter 10	Samsung	Samsung	Vivo	Samsung	Oppo

Source: Plaza Simpbur Center, October 2020

Table 2 presents the product sales data from a total of 50 samples collected from 10 counters in Plaza Simpur Center. The most popular goods were 24 units of Oppo, 15 units of Samsung, and 11 units of Vivo. In comparison to other brands like Samsung and Vivo, this indicates that Oppo products have a higher purchasing power among the general audience. Based on smartphone models that have been studied for some time, the following price ranges are popular:

Table 3. Price list by Smartphone Product Brand, 2020

Price Category (Rupiah)	Oppo (Unit)	Samsung (Unit)	Vivo (Unit)	Total (Unit)
≤ Rp. 2.500.000	13	4	5	22
Rp. 2.600.000 – Rp. 3.500.000	8	4	0	12
Rp. 3.600.000 – Rp. 4.500.000	3	6	6	15
≥ Rp. 4.600.000	0	1	0	1

Source: Plaza Simpur Center, October 2020

Table 1.3 shows that people's purchasing power for smartphones falls into four categories: 22 units for those in the price category ≤ IDR 2,500,000; 15 units for those in the price category IDR 3,600.00–IDR 4,500,000; 12 units for those in the price category Rp. 2,600,000–Rp. 3,500,000; and 1 unit for those in the price category ≥ Rp. 4,600,000. Researchers want to determine the marketing mix that Oppo has been using thus far, based on global sales data and on-the-spot observations on Oppo smartphone product sales at Plaza Simpur Center Bandar Lampung. According to Oppo smartphone sales data from 2016 to 2017, the company's approach in terms of product, price, place, and promotion may be considered successful, as seen by the 3.5% growth in sales.

Based on the rivalry at Plaza Simpur Center, it appears that Oppo products are highly desirable in Bandar Lampung. The background information provided above piques the researcher's interest in studying.

1.1 Formulation of the Problem

The following issues will be covered in this research based on the context of the topic that has been described:

- Does choosing a product strategy affect what customers at Plaza Simpur Center in Bandar Lampung decide to buy when they buy Oppo smartphones?
- Does pricing strategy affect customers' choices to buy Oppo smartphones at Plaza Simpur Center in Bandar Lampung?
- Does choosing a location strategy affect customers' choices to buy Oppo smartphones at Plaza Simpur Center in Bandar Lampung?
- Does choosing a marketing plan affect customers' choices to buy Oppo smartphones at the Simpur Center in Bandar Lampung?
- Does the combination of products, pricing, location, and marketing methods affect consumers' choices to buy Oppo smartphones at Plaza Simpur Center in Bandar Lampung?

1.2 The Objectives

- Examine whether the product strategy at Plaza Simpur Center in Bandar Lampung has a beneficial impact on consumers' decisions to buy Oppo smartphones.
- Examine whether pricing strategies at Plaza Simpur Center in Bandar Lampung have a beneficial impact on consumers' decisions to buy Oppo smartphones.
- Examine if place strategy has a beneficial impact on consumers' choices to buy Oppo smartphones at Plaza Simpur Center in Bandar Lampung.
- Examine whether consumer choices to buy Oppo smartphones at Plaza Simpur Center in Bandar Lampung are positively influenced by promotional techniques?

- e. Examine whether the combination of products, pricing, location, and marketing strategies at Plaza Simpura Center in Bandar Lampung have a beneficial impact on consumers' decisions to buy Oppo smartphones.

1.3 Contribution of Research

The following are the contributions derived from the study's findings:

- a. For businesses, it is intended that the information gathered from this study will help the businesses owners or mobile sellers make decisions based on the marketing mix (product, price, place, and promotion) findings based on this study.
- b. It is hoped that the findings of this study will serve as a point of reference or study material for further research, which will strengthen and rectify any shortcomings found in this study to make more generalization.

2. Literature Review and Hypothesis

2.1 Marketing Mix

The marketing mix is a tactic used in marketing that is crucial in persuading customers to purchase a good or service that the business is selling. All the variables that the business can control to please customers make up the ingredients of the marketing mix. The marketing mix is a technique for combining several marketing initiatives in an effort to find the best possible combination that will yield the most fulfilling outcomes. The marketing mix was proposed by a number of marketing gurus as follows: The marketing mix, as defined by Kotler & Keller (2016), is a collection of marketing instruments that a business employs to elicit the intended response from the target market. The 4Ps of marketing—product, price, place, and promotion—are the four main categories of marketing mix instruments that different marketing activities fall under, according to Kotler & Keller (2016). According to the definition given above, a company can use the marketing mix, which is a group of variables, to impact the way that customers respond to its products.

2.2 Elements of the Marketing Mix

Kotler & Keller (2016) state that there are four main categories of marketing mix tools, or what he refers to as the "4Ps of marketing": product, price, place, and promotion. According to the definition given above, a company can use the marketing mix, which is a group of variables, to impact the way that customers respond to its products. The elements are described as follow :

2.2.1 Products

Kotler & Armstrong (2012) describe a product as anything that may be made available to the public in order to draw attention, be purchased, used, or consumed in order to fulfill a need or want. Murti Sumarni (1987) gives an additional definition: everything that can be sold to attract customers and generate demand for usage or consumption in order to satisfy needs or desires. Products can be services, goods, or a combination of the two (goods and services). Products are not always goods. It is clear from the definition above that a product is a crucial component that a business must sell to customers directly in order to satisfy their requirements and wants.

Kotler & Keller (2016) state that there are five tiers to products : the core product, which is the real advantage that customers need and will use for each product, generic products, also known as basic products, are those that satisfy the most fundamental requirements for a product or have minimally functional designs, expected or formal product that is provided with a range of features and terms that are often anticipated and agreed upon for purchase, complementary or diverse products that come with different services and benefits to help them stand out from imported goods and determine extra satisfaction, and potential products, which include any and all alterations and additions that might be made to a product in the future.

With respect to usage, products are divided into two groups : retail or consumer products, those that are used for the benefit of the ultimate consumers—individuals or households—rather than for commercial gain, and specialty goods are products with distinctive features or distinctive brand identification that a

certain segment of the market is willing to go above and beyond to get. Typically, this category of products include high-end items featuring distinctive models and brands, including Jaguar automobiles and high-end designer apparel. Unsought items are products that people are either unaware of or, in the event that they are aware of, are not always interested in purchasing. Examples include graveyards, encyclopedias, and tombstones. Industrial Goods are products that need additional processing in order to reap some benefits. Industrial goods' processing byproducts are typically sold again. Three categories can be used to classify industrial goods:

- a. Goods that are entirely or partially contained in the final product are referred to as raw materials and spare parts (materials and components). The raw materials, finished products, and spare parts classes make up this category.
- b. Capital goods, often known as capital items, are durable things that facilitate the development or management of final goods. Non-durable products and services, such as supply and service (Supplies and Service), facilitate the development or management of the full product.

2.2.2 Price

Cost Price is the sum of money that customers must pay for a good or service, or the value they must forfeit in exchange for the advantages of having it or utilizing it. Alma (2011) offers an alternative definition that defines price as the item's worth represented in monetary terms. In contrast, price, as defined by Swastha (2010), is the sum of money required to purchase a combination of goods and services. Pricing is established by taking into account a number of factors, including stability, prestigious image, profit orientation, and volume price orientation. (Sabran, 2012)

2.2.3 Place (Channel of Distribution)

According to Tjiptono (2008), channel of distribution performs a number of key tasks and are involved in the flow of marketing activities, including information, promotion, negotiation, ordering, funding (spending), and risk-taking, in the process of distributing goods from producers to consumers. actual transfer of property rights from one party to another, as well as money and physical possession.

According to Laksana (2008), there are four different types of distribution channels, including:

- a. Zero-Level Channel. This refers to the process of distributing goods straight from manufacturers to consumer markets, bypassing middlemen.
- b. One-level channel. This refers to the movement of goods from manufacturers to consumers through the use of retailers as a single trade intermediary.
- c. A two-level channel, in which products are distributed via two middlemen, wholesalers and retailers, from producers to consumers.
- d. A three-level channel, which is the process of distributing goods from manufacturers to customers through the use of three middlemen: wholesalers, retailers, and agents.

Tjiptono (2008) advocated the three Cs—channel control, market coverage, and cost—as considerations that businesses should make when choosing their distribution channels. d. Advertisement. (Kotler & Armstrong, 2012) define promotion as any activity that uses public relations, personal selling, advertising, and sales promotions to explain the advantages of a product and convince consumers to purchase it. These endeavors convey the advantages of the merchandise and convince consumers to purchase it.

2.2.4 Promotion

As per Lupiyoadi (2013), promotion is an endeavor undertaken by an organization to convey the advantages of its products and serve as a means to persuade customers to buy products or utilize services to their requirements. The marketing mix components that the business can employ to remind, convince, and enlighten consumers about its offerings (Sunyoto, 2012).

Shimp (2000) asserts that promotion serves five crucial purposes for a business or organization. The following is a description of the five functions: informational, convincing, commemorating, enhancing worth and supporting or work assistance for other businesses. One kind of promotion is advertising. Sales representatives benefit from promotions. Before making direct contact with potential clients, salespeople are given a useful introduction by advertising, which also manages the sales process of the

company's products. Less time is needed to educate potential customers about the service product's benefits and characteristics, reducing the need for advertising efforts, time, and expenses. Additionally, advertising lends additional credibility to or legitimizes the sales representative's stated promises.

A company's collection of instruments for informing customers about its products is called a promotional mix. Advertising, sales promotion, events and experiences, public relations and publicity (online and social media marketing), online and social media (online and social media marketing), market movement (mobile marketing), direct and database marketing, and direct sales (personal selling) are the definitions of each promotional tool, according to Kotler & Keller (2016)

2.2.5 *Buying Decision*

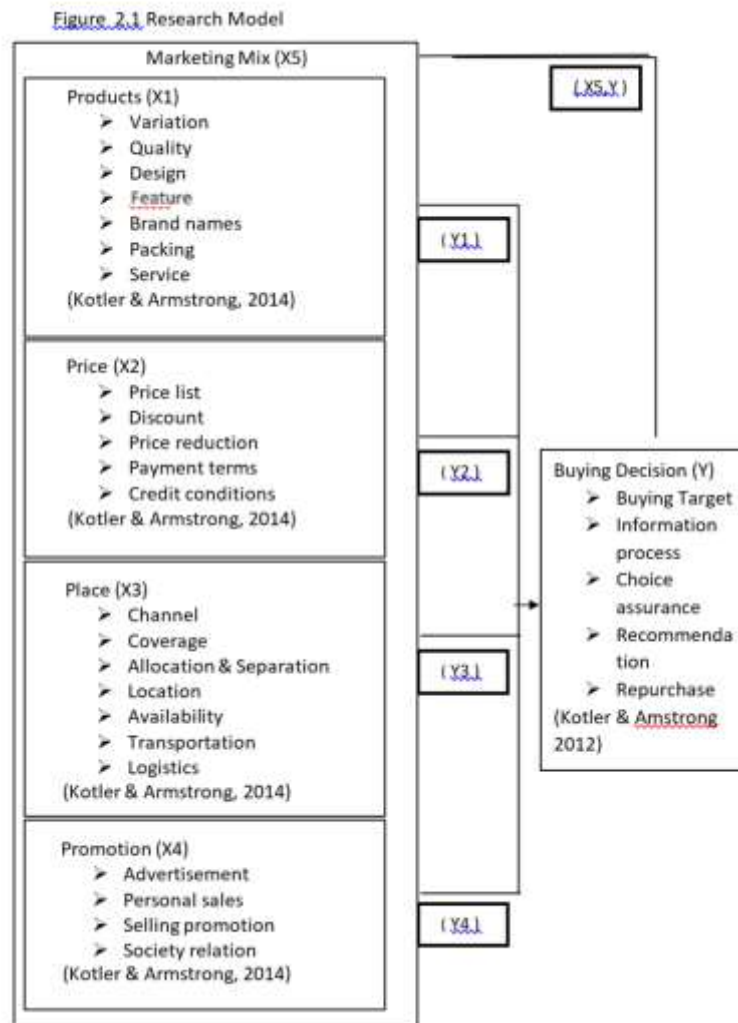
According to Kotler and Armstrong (2012), the ultimate purchasing behavior of consumers—individuals as well as households—who buy products and services for their own use is referred to as purchasing decision behavior. Purchase decisions, whether made through real purchases or not, are a process of doing so, according to Swastha and Handoko (2008). The easiest method of decision-making is habitual. After realizing the issue, customers decide to purchase their preferred brand right away. According to Hasan (2008), the number of individuals involved in a purchase decision has a significant impact on the decision-making process. The initiator, influencer, decision-maker, and user are the parties engaged in this process.

Kotler & Keller (2016) state that consumer involvement and the degree of brand distinctions can reveal several forms of purchasing choice behavior, including: intricate purchasing practices dissonance lowering consumer purchasing habits, purchases made out of habit and purchases made with the intention of obtaining variety. The following are indicative of the decision-making process while making a purchase: the reason for the purchase; information processing; the stability of the product, offering recommendations to others and repurchase.

Previous studies, like those conducted by Amanda et al. (2014), Prasetyo (2015), Thomas et al. (2016), and Yanti & Yonaldi (2017), discovered that factors such as product, price, promotion, place, or distribution channel positively impacted consumers' decisions to buy particular smartphone brands. According on the preceding description, the researcher postulated the following: It is believed that the marketing mix has an impact on consumers' decisions to buy Oppo smartphones at Plaza Simpura Center in Bandar Lampung:

- H1: Consumers' decisions to buy Oppo smartphones at Plaza Simpura Center in Bandar Lampung are positively influenced by product strategy.
- H2: Consumers' decisions to buy Oppo smartphones at Plaza Simpura Center in Bandar Lampung are positively influenced by pricing strategy.
- H3: Consumers' decisions to buy Oppo smartphones are positively influenced by location strategy.
- H4: There is a positive influence between consumer's decisions to purchase Oppo smartphones and promotional techniques at Plaza Simpura Center in Bandar Lampung.
- H5 : Product, price, promotion, and place have a positive impact on consumers' decisions to buy Oppo smartphones at Plaza Simpura Center in Bandar Lampung.

2.1 Conceptual Framework



3. Research Method

This section explains materials, methods, surveys, questionnaires, etc. used in research. Explain whether the research used is experimental, review study, simulation-based, or survey-based. Describe the software and hardware used in the research, as well as their brands. Mention all research and assumptions accompanied by supporting theories. This section must be clear so that it makes it easier for readers to repeat the research with similar conditions.

4. Result and Discussion

4.1 Results

4.1.1 Validity

The degree of freedom ($df = n - 2$) is tested for validity by comparing the computed r value with the r table. Here, n is the total number of samples in the study, or $(n) = 100$. In light of this, the DF value is equal to 100 minus $2 = 98$. By examining r table at $df = 0.197$ using a two-sided test, we obtain r table = 0.197 with $df = 98$ and $\alpha = 0.05$. The question item or indicator is deemed valid if the computed r value is positive and greater than the r table.

From the results of distributing questionnaires regarding Product (X1), Price (X2), Place (X3), Promotion (X4) and Purchasing Decisions (Y), the respondents' answers were then processed using the SPSS software program, and the following data can be seen: If seen from the Corrected Item-Total Correlation column and if all respondents' answers are compared with the r table with a significant level

of 0.05 = 0.197, the calculation results are above the r table value. Thus, it can be concluded that all questionnaires regarding purchasing decisions are declared "valid" as the test results show that all questions on each variable had the calculated r value > r-table value at n = 98 and a significance level of 95%, as well as an error rate ($\sigma = 5\%$).

4.1.2 Reliability

Reliability test results for all variables in this study showed the product alpha value was the product was 0.900, the pricing was 0.656, the place was 0.821, the promotion was 0.682, and the purchase decision was 0.836, according to the reliability test results above. Finally, because the alpha value of the research questionnaire was more than 0.60, it was deemed reliable. This indicates that when assessing the same symptoms, the measuring tool utilized in this study can already produce consistent measurement results.

4.1.3 Qualitative Analysis

In this study, there were 100 questionnaires distributed to 100 respondents. In the questionnaire, there were 28 question items from 5 variables: X1, X2, X3, X4, and Y. We grouped the obtained scores into five categories. We use a Likert 5 scales for scoring, with the following measurements (Sugiyono, 2014).

4.2.4 Qualitative Analysis Data

Multiple Linear Regression Test Results are shown in below table

Table 4. Multiple Linear Regression Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.618	1.215		1.332	.186
	X1	.101	.049	.123	2.069	.041
	X2	.143	.073	.107	2.043	.035
	X3	.993	.095	1.156	10.483	.000
	X4	.715	.144	.479	4.949	.000

a. Dependent Variable: Y

Source Processed Data, 2024

Interpretation :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 \text{ et}$$

$$Y = 1.618 + 0.101X_1 + 0.143X_2 + 0.993X_3 + 0.715X_4$$

Based on the results of population research, it can be concluded that there is a positive influence between product on purchasing decisions, price on purchasing decisions, place on purchasing decisions, and promotion on purchasing decisions. Product, price, place, and promotion together influence on purchasing decisions obtained from the results of multiple linear regression analyses.

The above results can be interpreted as follows: the equation $Y = 1.618 + 0.101X_1 + 0.143X_2 + 0.993X_3 + 0.715X_4$ indicates that the coefficient of the variable place (0.993) has a value greater than the coefficient value of the variables product (0.101), price (0.143), and promotion (0.715).

The coefficient value for the product variable (X1) is 0.101, which means that there is a positive influence between the product variable (X1) and the purchase decision variable (Y) for Oppo smartphones at Simpur Center Bandar Lampung, so that with every increase in product (X1), the decision will increase. Purchases (Y) of Oppo smartphones at Simpur Center Bandar Lampung were 0.101 at a constant of 1.618.

The coefficient value for the variable Price (X2) is 0.143, which means that there is a positive influence between the variable Price (X2) and the Purchase Decision variable (Y) for Oppo Smartphones at Simpur Center Bandar Lampung, so that with every increase in Price (X2), the decision will increase. Purchases (Y) of Oppo smartphones at Simpur Center Bandar Lampung were 0.143 at a constant of 1.618.

The coefficient value for the variable Place (X3) is 0.993, which means that there is a positive influence between the variable Place (X3) and the Purchase Decision variable (Y) for Oppo Smartphones at Simpur Center Bandar Lampung, so that with every increase in Place (X3), it will increase the purchase decision (Y) of Oppo smartphones at Simpur Center Bandar Lampung by 0.993 at a constant of 1.618.

The coefficient value for the promotion variable (X4) is 0.715, which means that there is a positive influence between the promotion variable (X4) and the Oppo smartphone purchase decision (Y) variable at Simpur Center Bandar Lampung, so twith every increase in promotion (X4), the decision will increase. Purchases (Y) of Oppo smartphones at Simpur Center Bandar Lampung amounted to 0.715 at a constant of 1.618.

The calculation results of these two variables show that the occurrence of purchasing decisions is either more or more dominantly influenced by the place variable rather than product, price, or promotion.

Correlation Coefficient :

The determination coefficient test result shows as follow:
Table 5. Determination Coefficient Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 a	.832	.825	1.589

a. Predictors: (Constant), X4, X2, X1, X3

From Coefficient on Product, Price, Place, and Promotion in Purchasing Decisions. The calculation results obtained were $R_{x_1x_2x_3x_4y} = 0.912$, and the coefficient of determination was $R^2_{x_1x_2x_3x_4y} = 0.832$, or 83.2%. The large coefficient of determination means that 83.2% of the change in the purchase decision variable is influenced by the product, price, place, and promotion variables, while the remaining 16.8% is influenced by other factors that the author did not examine, such as type of goods, quality, marketing, etc.

T Test

The t test is used to test the significance of the regression model for each variable which can be obtained using the t test. The following will explain the testing of each variable

Table 6. T Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.618	1.215		1.332	.186
X1	.101	.049	.123	2.069	.041
X2	.143	.073	.107	2.043	.035
X3	.993	.095	1.156	10.483	.000
X4	.715	.144	.479	4.949	.000

a. Dependent Variable: Y

4.2 Discussion

T Test results show product and price have a positive effect on purchasing decisions, in accordance with previous research by Amanda et al. (2014), Prasetyo (2015), Thomas et al. (2016) and Yanti & Yonaldi, (2017)

Place and promotion have a positive influence on purchasing decisions, in accordance with previous research by Amanda et al. (2014), Prasetyo (2015), Thomas et al. (2016) and Yanti & Yonaldi, (2017).

Simultaneous testing shows the F count value = 117,467 > F table= 2.46 with a significance value (sig) of 0.000 < α 0.05, which means that together the variables Product, Price, Place and Promotion have a significant effect on Purchasing Decisions (Y), in accordance with previous research Amanda et al. (2014), Prasetyo (2015), Thomas et al. (2016) and Yanti & Yonaldi, (2017).

5. Conclusion

The correlation coefficient shows a strong association and a positive, meaningful influence between products and purchase decisions, a strong positive association and significant influence between price and purchase decisions, a very strong association and a positive, significant influence between geography and purchase decisions, a very strong association and a favorable, significant influence between purchase decisions and promotions and product, pricing, location, and advertising all have a favorable and substantial impact on buying decisions.

The research debate analysis's findings call for the following recommendations in order to improve upon the current state of affairs: To draw in customers, businesses can use greater creativity when creating packaging. For instance, they might design packaging boxes that fit the contour of the product and add unique printing to visually appealing Oppo smartphone items.

Given how competitive the selling prices of smartphones are, businesses should provide discounts of between 10% and 20% more frequently in order to boost product sales. And to make it simpler for customers to obtain the Oppo items they require, businesses should establish agents or distributors who offer Oppo products exclusively. This will help to broaden the Oppo sales network.

To ensure that product sales keep rising, businesses should host Oppo product competitions more frequently, provide discounts, and give out direct prizes or discount vouchers at specific occasions. And to entice customers to replace their outdated cellphones with Oppo products, companies should design Oppo products with eye-catching forms and features that are distinctive of Oppo smartphones.

Limitation and Further Research

The study only looked at Oppo, a well-known HP brand; it did not examine the impact of increased marketing on other competing items or in other shopping centers. It is hoped that the results of this research can be used as reference or study material for subsequent research, correcting and perfecting its weaknesses

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