

## FACTORS THAT INFLUENCE CONSUMER DECISIONS IN BUYING USED MOBILE PHONES IN DAIRI DISTRICT

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### Abstract

Used cellphones are cellular telecommunications devices that have been previously used by other people and resold. Not a few people prefer to buy used cellphones rather than new cellphones. This research aims to analyze the factors that influence consumers' decisions in buying used cellphones in Dairi Regency. The subjects in this research were people from Dairi Regency who had bought used cellphones. The research method used is quantitative by obtaining data through questionnaires distributed to respondents. The data analysis technique used is multiple linear regression analysis. The research results showed that partially the price and quality of the product did not influence consumers' decisions to buy used cellphones in Dairi Regency. Partially, brand and physical condition have a positive influence on consumers' decisions to buy used cellphones in Dairi Regency. Meanwhile, simultaneously price and product quality have a positive influence on consumers' decisions to buy used cellphones in Dairi Regency.

**Keywords:** Product Quality, Price, Brand, Physical Condition, Consumer Decisions

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### INTRODUCTION

In this era, technology continues to grow rapidly. Existing technological developments prove that science and technology are always developing and innovating rapidly. Technology that continues to evolve makes it easier for us to access various information and facilitate work in various aspects of life.<sup>1</sup>

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<sup>1</sup> Nurbaiti Nurbaiti, Asmuni Asmuni, Andri Soemitra, Imsar Imsar, Siti Aisyah Behavior analysis of MSMEs in Indonesia using fintech lending comparative study between sharia fintech lending and conventional fintech lending *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, Vol. 9, No. 4, 2023, pp. 92-99 DOI: <https://doi.org/10.29210/0202312273>

Nowadays there are many types of communication tools on the market. Mobile phones are among the most common communication tools. Mobile phones are electronic telecommunications products that have basically the same power as landline telephones, have fixed lines and can be taken anywhere and no longer need to be connected to telephone networks using cables.<sup>2</sup> The quality of a used cellphone can be recognized as a product that is capable of meeting specific needs through its capacity. Therefore, customers' decisions and desires to buy used cellphones can be influenced by the customer's perspective on product quality.

The type and characteristics of all products influence their ability to meet the needs and desires that are realized directly by sales and potential consumers during the presentation of an item/product, and can also explain the description of the specifications and quality of the item.<sup>3</sup> The popularity of these used cellphones among consumers can also play a role in consumer decision making. The more popular the used cellphone is, the more likely consumers are to buy it. By considering several factors. There is a relationship between perceived product quality and brand image which will have an impact on consumer purchasing decisions.<sup>4</sup>

Then Musthafa explained in research that it was found that there was a relationship and there was a positive influence and significant influence in the form of partial and simultaneous testing related to variables in brand awareness, brand associations and brand loyalty on the decision to purchase a used product.<sup>5</sup> Furthermore, research conducted by Astutikningsih stated that place, brand equity, product quality and price influence the decision to purchase used (used) goods.<sup>6</sup> The research findings conducted by Cahyanto obtained findings in the field explaining where brand variables have a relationship and influence on purchasing decisions and desires.<sup>7</sup>

Entrepreneurship is a science that examines the development and development of a creative spirit and the courage to take risks for the work done in order to realize the results

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<sup>2</sup> Siagian, Tyo Rizky. "The Role of Mobile Phones in Influencing Student Interest in Learning." *Journal of Computer Science, Economics and Management*, 2.2 (2022): 4145-4149.

<sup>3</sup> Pohan, Mukmin, and Novien Rialdy. "Analysis Of Factors Influencing Gen Z Behavior In Determining Which Businesses Are Interested In As Small Businesses." *Scientific Journal of Economics and Management*, 2.6 (2024): 295-302.

<sup>4</sup> Reza Nurul Ichsan, Lilis Suriani Gultom, Ahmad karim, Lukman Nasution and Muhammad Syahbudi, The Correlation And Significant Effect On The Product Quality Perception, Trust And Customers' value Towards The Image Of Syariah Banking In Medan. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7),2020, 13495-13504.

<sup>5</sup> Ratna, Intan Sari. "The Influence Of Promotion, Product Quality And Brand Image On Purchasing Decisions From An Islamic Economic Perspective (Study of Vivo Mobile Phone Users among College Students at the UIN RIL LAMPUNG Campus)." PhD diss., Uin Raden Intan Lampung, 2022

<sup>6</sup> Astutikningsih, Dwi, And Erni Widajanti. "The Influence Of Location, Brand Equity, Product Quality And Price On Used Car Purchasing Decisions." *Journal Of Economics And Entrepreneurship*" 17, No. 4 (2017).

<sup>7</sup> Darmawan, Didit, and Samsul Arifin. "Empirical Study on Consumer Behavior of Bottled Drinking Water Products in terms of Price and Brand Awareness Variables." *Ideas: Educational, Social and Cultural Journal* 7, no. 3 (2021): 179-186.

of the work. The courage to take risks already belongs to an entrepreneur because he is required to be brave and ready if the business being undertaken does not yet have value in the market, and this must be seen as a form of process towards true entrepreneurship.<sup>8</sup>

The development of the used cellphone business has attracted the attention of many parties in the industry, from producers to consumers, especially in Dairi Regency. And we can analyze this development through population data in Dairi in the following table:

Table 1. Population of Dairi Regency in 2023

Kelompok Umur Age Group (tahun/year)	Jenis Kelamin Sex		Jumlah Total	Rasio Jenis Kelamin Sex Ratio
	Laki-laki Male	Perempuan Female		
(1)	(2)	(3)	(4)	(5)
0 – 4	14.600	13.745	28.345	106,22
5 – 9	15.774	14.968	30.742	105,38
10 – 14	16.277	15.526	31.803	104,84
15 – 19	15.974	15.114	31.088	105,69
20 – 24	15.097	13.930	29.027	108,38
25 – 29	13.028	11.511	24.539	113,18
30 – 34	11.317	10.236	21.553	110,56
35 – 39	10.219	9.547	19.766	107,04
40 – 44	9.992	9.422	19.414	106,05
45 – 49	8.726	8.568	17.294	101,84
50 – 54	7.592	8.292	15.884	91,56
55 – 59	6.374	7.403	13.777	86,10
60 – 64	5.356	6.826	12.182	78,46
65 – 69	3.848	5.476	9.324	70,27
70 – 74	2.362	3.592	5.954	65,76
75 +	1.541	3.227	4.768	47,75
<b>Dairi</b>	<b>158.077</b>	<b>157.383</b>	<b>315.460</b>	<b>100,44</b>

In Dairi Regency there is a used cellphone market. This is especially true because accessibility to technology is different compared to urban areas where it is rapidly becoming available on the market. It can be seen from sales in several stores in Dairi over the last 2 years. In 2024 there will be a decline in sales of around 18% compared to 2023.<sup>9</sup> This store's sales in 2022 and 2023 will increase by 30%, while in the 1st month of 2024 it will decrease by 20%. Sales of used cellphones by brand can be seen in the following image :

<sup>8</sup> Yuslem, Zuhri M Nawawi, Dahrul Siregar, Strategy For Strengthening Business Incubators As Establishment Of Entrepreneurship Using The Anp Model In Private Higher Education In North Sumatera. *Edukasi Islami: Jurnal Pendidikan Islam*, . (2022).11.03

<sup>9</sup> Dani Naibaho, As experienced by Used Cell Phone Shops, (Dairi, 2024).

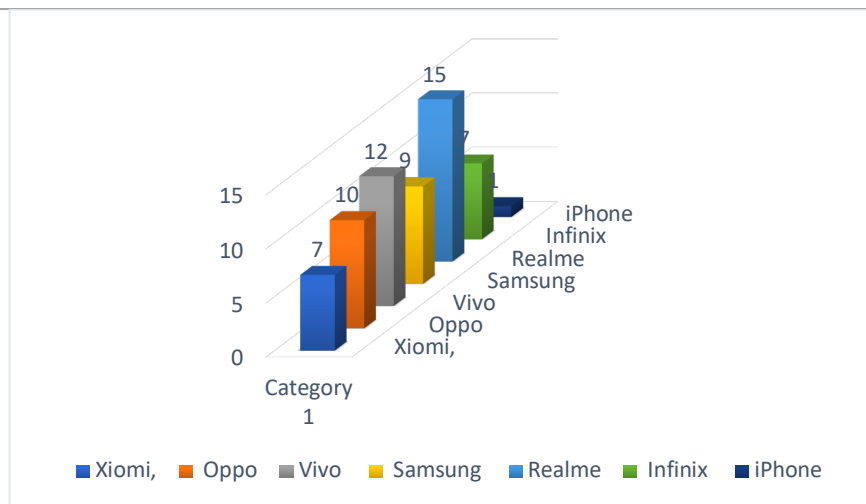


Figure 1. Sales of Used Cellphones

Based on the data above, it can be seen that the average data for Xiaomi cellphones is 7 units per month, Oppo 10 units per month, Vivo 12 units per month, Samsung 9 units per month, Realme 15 units per month, Infinix 7 units per month, and iPhone 1 units per month. And it can be seen that the highest sales are for the Realme cellphone brand and the lowest sales are for the iPhone brand. This situation certainly has a relationship with consumer purchasing decisions. The decision regarding which one to buy can also be influenced by cost. Price perceptions by consumers have a major impact on pricing policies. Customers and the general public may have assumptions about how quality and cost are related.

The volume of an item's price becomes a focal point, product quality and price have a positive correlation in consumer perception. Consumers tend to use price as a proxy to assess product quality.<sup>10</sup> By understanding these factors, consumers can increase their chances of getting a quality used cellphone that suits their needs. Therefore, this research will be able to clarify guidelines for manufacturers and sellers of used cellphones in improving their marketing strategies.<sup>11</sup>

Consumer decision making is a process that involves the integration of knowledge to transmit several different behavioral options and choose one.<sup>12</sup> Consumers who want to decide to buy a used cellphone should check the quality in the product purchasing process, starting with analyzing consumer reviews to assess the quality of the product. Evaluating product quality through consumer reviews is an effective purchasing strategy. Later this

<sup>10</sup> Yogi Nurfauzi , Habel Taime, Hafidz Hanafiah, Muhammad Yusuf, Muhammad Asir Analysis of Factors that Influence Purchasing Decisions, Product Quality and Competitive Prices" *Management Studies and Entrepreneurship Journal (MSEJ)* 4.1 (2023): 183-188

<sup>11</sup> Tuli, R., Muktawat, R. S. Factors influencing consumer behavior for mobile handsets: a review. *International Journal of Management Studies*, 6(1), (2019), 98-109.

<sup>12</sup> Sinaga, Afdillah Nur Aisyah, Muhammad Irwan Padli Nasution, and Rahmat Daim Harahap. "Pengaruh Desain Produk dan Promosi Terhadap Keputusan Pembelian Konsumen Pada UMKM IntanCake's." *Syarikat: Jurnal Rumpun Ekonomi Syariah* 6, no. 1 (2023): 63-73.

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will influence consumer purchasing decisions.<sup>13</sup> There is a relationship between perceived product quality and brand image which will have an impact on consumer purchasing decisions.

Consumer purchasing decisions are the result of a cognitive process that involves evaluating alternatives. Consumers choose products that suit their wishes. (Karim, 2019). Consumer purchasing decisions reflect a conscious and rational selection process for product alternatives.<sup>14</sup> Indications of purchasing choice are Need, Public, benefit, Person perspective and Situation where the customer will take action after a longer purchase due to perceived satisfaction or lack thereof.<sup>15</sup>

Purchasing decisions are the result of interactions between desires, awareness and evaluation of alternative products by consumers. Based on the explanation of the problems above, therefore, the researcher aims to analyze and determine the factors of price, product quality, brand, physical condition, in influencing consumer decisions partially and simultaneously in buying used cellphones in Dairi Regency.

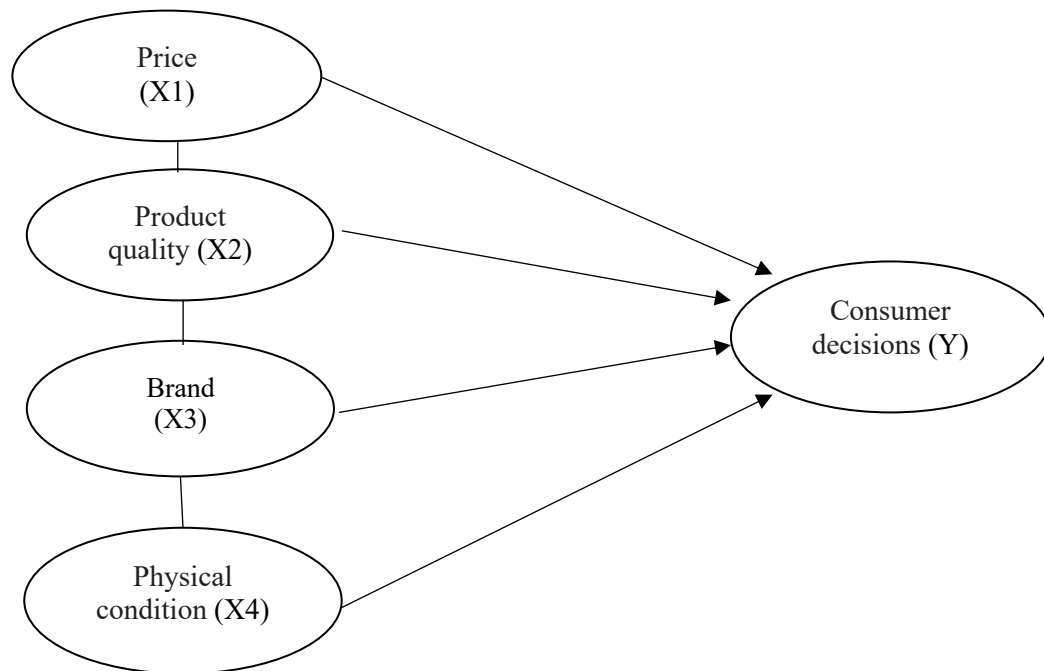
Consumer purchasing decisions regarding cell phones used in this research are the price of a used cell phone product, the brand of a used cell phone product, and the physical condition of a used cell phone product which are factors that consumers consider in choosing the cell phone used in this research. Fitria et al. (2017) found that four factors - product quality, service quality, price, and location - have an impact on consumer purchasing decisions. Consumer purchasing decisions are influenced positively and significantly by product quality. This is due to improving product quality. Price also influences people's decisions to buy. The quality of goods can influence people's/customers' purchasing decisions, according to research by Rissa Mustika Sari & Prihartno (2021) and Djoko Waluyo (2020). This explains that the more satisfied the quality of an item, the greater the purchasing decision. Based on this explanation, the framework of this research is explained in the following figure :

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<sup>13</sup> Yogi Nurfauzi , Habel Taime, Hafidz Hanafiah, Muhammad Yusuf, Muhammad Asir Analysis of Factors that Influence Purchasing Decisions, Product Quality and Competitive Prices" *Management Studies and Entrepreneurship Journal (MSEJ)* 4.1 (2023): 183-188

<sup>14</sup> Muhammad Islamil, Sahabuddin, Idrus, and Karim, Factors Influencing Purchasing Decisions on Online Marketplaces for Hasanuddin University Students. *SEIKO: Journal of Management & Business*, 5(1), (2022), 49-59.

<sup>15</sup> Surya Ningsih, Damanik, Sugianto, and Atika, A. (2023). The Influence Of Prices, Promotions, Product Diversity And Service Quality On Purchasing Decisions At Irian Supermarket & Dept Store Aksara City Of Medan. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 3(1), 249-270.



**Figure 2. Research Framework**

Then, from the framework above, the development of a hypothesis needs to be made on the basis of a strong theory as the basis for proposing the hypothesis. The hypothesis in this research can be described through the theories and assumptions made by the author, namely :

Ho = Price has no effect on consumer decisions in buying used cellphones in Dairi Regency.

Ha = Price influences consumer decisions in buying used cellphones in Dairi Regency.

Ho = Product quality has no influence on consumer decisions in buying used cellphones in Dairi Regency.

Ha = Product quality influences consumer decisions in buying used cellphones in Dairi Regency.

Ho = Brand has no influence on consumer decisions in buying used cellphones in Dairi Regency.

Ha = Brand influences consumer decisions in buying used cellphones in Dairi Regency.

Ho = Physical condition has no influence on consumers' decisions in buying used cellphones in Dairi Regency.

Ha = Physical condition influences consumers' decisions in buying used cellphones in Dairi Regency.

Ho = Price, physical product quality, brand and physical condition have no influence on consumer decisions in buying used cellphones in Dairi Regency.

Ha = Price, physical product quality, brand and physical condition influence consumer decisions in buying used cellphones in Dairi Regency.

## RESEARCH METHODS

The method in this research adopts a positivism paradigm with descriptive quantitative research methods. Based on Sugiyono this research uses a quantitative approach which will later test a hypothetical assumption through statistical analysis.<sup>16</sup> According to estimates, 300 used cell phones were sold per person in Dairi District, which was the study population. The sampling used in this research was based on the Solvin theory formula as follows :

$$n = \frac{N}{N.d^2 + 1}$$

Information :

The symbol  $n$  is the sample size

The symbol  $N$  is the population size

The symbol  $d$  is the estimation error (14%)

Sample calculation analysis becomes :

$$n = \frac{300}{(300)(14\%)^2 + 1} = \frac{300}{6,88} = 43,60 \approx 44$$

Based on the Solvin formula calculation above, it can be seen that from 300 customers, 44 customers (the public) will be used to use research questionnaires (questionnaires) using Likert scale assessment guidelines. Data analysis in this study used multiple linear regression with 5 independent variables price (X1), product quality (X2), brand (X3), physical condition (X4), and 1 dependent variable consumer decision (Y). Multiple Linear Regression Analysis The analysis technique to determine the effect of independent variables on the dependent variable is multiple regression analysis. Equations can be used to express the relationship between dependent and independent variables, which in regression analysis connects the dependent variable Y with one or more independent variables X1, X2, X3, and X4. Regression equations calculated from sample data reveal patterns of relationships between variables. Multiple linear regression analysis can show the relationship between variables Y and X. The general equation of multiple linear regression is

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Dimana :

Y = Consumer decisions

$\alpha$  = Constant

B = regression coefficients

X<sub>1</sub> = Price

X<sub>2</sub> = product quality

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<sup>16</sup> Sugiyono, *Quantitative, qualitative and R&D research methods* (Bandung: Alfabeta, 2017), hlm. 67.

X<sub>3</sub> = Brand  
 X<sub>4</sub> = physical conditions  
 e = Confounding variables

## RESULT AND DISCUSSION

### Normality Test

The normality test is the test found in classical assumption testing. Diaman aims to analyze and explain whether the distribution of data can be said to be normal or not.

### Kolmogrov Simirnov

**Table 2 : Kolmogrov Simirnov**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		90
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,52503774
Most Extreme Differences	Absolute	,109
	Positive	,071
	Negative	-,109
Kolmogorov-Smirnov Z		1,085
Asymp. Sig. (2-tailed)		,190
a. Test distribution is Normal.		
b. Calculated from data.		

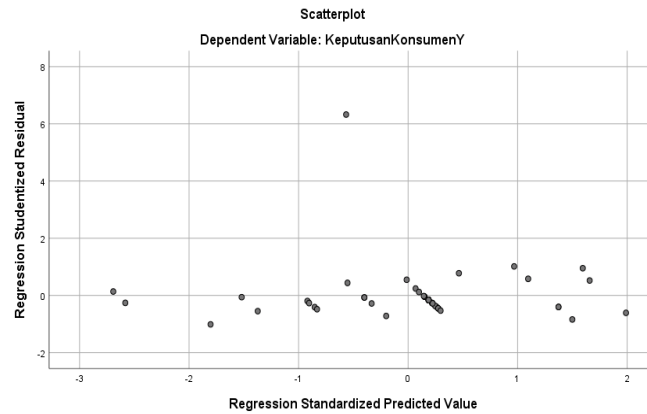
Source: Processed Data, 2024

As is known in the previous table, the Kolmogorov-Smirnov (K-S) value is a significance level of 0.190, higher than the significance level of 0.05, and the resultant Y is 1.08. Therefore, it can be said that the regression model data is usually spread out.

### Heteroscedasticity

Test Heteroscedasticity test aims to identify whether the variables in the regression model are not the same between different observation residues. Regression models without homoscedasticity or heteroscedasticity are considered to be of high quality. A model can be said to contain symptoms of heteroscedasticity if the resulting plot diagram shows a certain pattern, such as wavy, widening, and then narrowing. The findings of the heteroscedasticity test are as follows





**Figure 3. Heteroscedasticity**

Source: Processed Data, 2024.

Judging from the image above, there are no patterns in the graphic image, where the points can be seen to be distributed comparatively above or below the zero axis. The image above shows that the data does not contain heteroscedasticity interference.

**Multicollinearity test.**

Multicollinearity testing is a test to identify symptoms of multicollinearity by checking the VIF and tolerance levels. Multicollinearity occurs if the VIF is greater than 10 and the tolerance value is less than 0.1. Regression results showing tolerance and VIF values are shown below.

**Table 3 : Multikolinieritas**

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.921	1.518		-.606	.548		
	HargaX1	-.066	.061	-.058	-1.075	.289	.732	1.365
	KualitasProdukX2	.079	.056	.088	1.406	.167	.539	1.855
	MerkX3	.919	.066	.912	13.834	.000	.486	2.057
	KondisiFisikX4	.119	.050	.120	2.401	.021	.845	1.184

Source: Processed Data, 2024.

The multicollinearity analysis in Table 3 indicates that the regression model meets the non-multicollinearity assumption. The VIF and tolerance values of the independent variables show that there is no high correlation between variables and can be seen as follows:

1. There is a VIF value for the price variable of  $1.365 < 10$  with a tolerance value of  $0.732 > 0.1$ .
2. There is a VIF value for the product quality variable of  $1.855 < 10$  with a tolerance value of  $0.539 > 0.1$ .

3. There is a VIF value for the brand variable of  $2.057 < 10$  with a tolerance value of  $0.486 > 0.1$ .
4. There is a VIF value for the physical condition variable of  $2.057 < 10$  with a tolerance value of  $0.486 > 0.1$

Thus it can be concluded that this research is free from multicollinearity.

## Test Hypothesis

### T test (Partial)

Testing the first hypothesis using a partial statistical test (t) which is carried out to find out and test whether the independent variable (X) individually has a significant relationship or not with the dependent variable (Y). So the researcher used the t-test. To simplify the t-test above, researchers used data processing SPSS for Windows version 26.0. The guidelines used are based on acceptance or rejection of the t test based on the following hypothesis :

- $H_a$  is accepted if  $t\text{-count} > t\text{-table}$ , or the p-value in the sig column.  $<$  level of significance ( $\alpha$ ) 5%.
- $H_o$  is accepted if  $t\text{-count} < t\text{-table}$ , or p-value in the sig column.  $>$  level of significance ( $\alpha$ ) 5%.

Based On The Testing Guidelines Above, The Following T-Test Results Can Be Obtained :

**Table 4 : T test (Partial)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.921	1.518		-.606	.548
	HargaX1	-.066	.061	-.058	-1.075	.289
	KualitasProdukX2	.079	.056	.088	1.406	.167
	MerkX3	.919	.066	.912	13.834	.000
	KondisiFisikX4	.119	.050	.120	2.401	.021

a. Dependent Variable: KeputusanKonsumenY

**Source: Processed Data, 2024.**

The t-test in this research analyzes the magnitude of the influence of each independent variable partially (individually) on the deependen variable. In this case, the basis for decision making is to compare the t table with the calculated t. The data above is known as dk (degrees of freedom) =  $n-k$  ( $45 - 4$ ) = 41 with a confidence level of  $\alpha = 0.05$ , so the t-table is 2.016. The table above shows the partial results as follows:

1. Variable price  
 T count price = -1.075 then we get  $t\text{count} > t\text{table}$  or  $-1.075 < 1.682$  From the results of the t test, it is found that  $H_a$  is rejected. This means that the price variable does not significantly influence consumers' purchasing decisions to buy cellphones.
2. Product quality variable

T count product quality = 1.406, so we get t count < t table or  $1.406 < 1.682$ . From the results of the t test, it is found that  $H_a$  is rejected. This means that the product quality variable does not have a significant effect on HP consumer decisions.

3. Brand variable

Tcount brand = 13.834, so we get t count > t table or  $13.834 > 1.682$  From the results of the t test, it is found that  $H_a$  is accepted. This means that the brand variable has a significant influence on consumer decisions to purchase cellphones.

4. Physical condition variable

T count physical condition = 2.401, then we get t count > t table or  $2.401 > 1.682$  From the results of the t test, it is found that  $H_a$  is accepted. This means that the physical condition variable has a significant influence on consumers' decisions to purchase cellphones.

**F Test (Simultaneous)**

The second hypothesis assessment uses the simultaneous test (f) to see the simultaneous influence of the independent variable on the dependent variable, namely the independent variables together. The guidelines used to accept or reject the hypothesis are:

- $H_a$  is accepted if F-count > F-table, or the p-value in the sig column. < level of significance ( $\alpha$ ) 5%.
- $H_o$  is accepted if F-count < F-table, or the p-value in the sig column. > level of significance ( $\alpha$ ) 5%.

Based on the test formula guide above, the f-test results can be obtained as follows

**Table 5 : F Test (Simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	141.275	4	35.319	108.374	.000 <sup>b</sup>
	Residual	13.036	40	.326		
	Total	154.311	44			
a. Dependent Variable: KeputusanKonsumenY						
b. Predictors: (Constant), KondisiFisikX4, MerkX3, HargaX1, KualitasProdukX2						

Source: Processed Data, 2024.

Based on the table above, it can be seen that the F-count value is 108,374 and the F-table is  $(df1) k - 1 = 4 - 1 = 3$   $(df2) n - k = 45 - 4 = 41$  or F-count > F-table or  $108,374 > 2.71$  or the p-value is 0.000 in the sig column. < level of significance ( $\alpha$ ) 5% therefore there is a simultaneous influence of the independent variables price (X1), product quality (X2), brand (X3), physical condition (X4), d has a significant effect on consumer decisions (Y).

**Determinant Test**

Multiple correlations can be used to determine the degree of closeness of influence of factors that influence price, product quality, brand and physical condition on purchasing decisions. By checking the value of the coefficient of determination (R-

Square), you can find out the actual value of the contribution of the two independent variables to the dependent :

**Table 6 : Determinant Test**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.957 <sup>a</sup>	.916	.907	.57088	1.780
a. Predictors: (Constant), KondisiFisikX4, MerkX3, HargaX1, KualitasProdukX2					
b. Dependent Variable: KeputusanKonsumenY					

Source: Processed Data, 2024.

Based on the table above, it can be seen that simultaneously the multiple correlation coefficient value of 0.916 is positive, meaning that the influence of price, product quality, brand and physical condition on the decision to make a purchase is very strong, namely 91.6%. And it can be explained again that the dependent variable can be influenced by the independent variable, where the remaining 8.4% is influenced by other variables outside of this research.

### Multiple Linear Regression

Multiple linear regression is an equation model that can be used to test the influence of independent variables (price, product quality, brand and physical condition) and dependent variables (consumer decisions). The results of multiple linear regression testing are:

**Table 7 : Multiple Linear Regression**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.921	1.518		-.606	.548
	HargaX1	-.066	.061	-.058	-1.075	.289
	KualitasProdukX2	.079	.056	.088	1.406	.167
	MerkX3	.919	.066	.912	13.834	.000
	KondisiFisikX4	.119	.050	.120	2.401	.021
a. Dependent Variable: KeputusanKonsumenY						

Source: Processed Data, 2024.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -0.921 + -0.066X_1 + 0.079X_2 + 0.919X_3 + 0.119X_4 + e$$

If you look at the equation above, it shows that the five independent factors in the multiple linear regression are price variables (X1), product quality variables (X2), brand variables (X3), physical condition variables (X4), and have a significant influence on

consumer choices (Y ). The multiple linear regression equation above which represents the research model can be understood as follows. This shows that

1. The constant value is -0.921, meaning that if the variables price, product quality, brand, physical condition are equal to zero, then the purchasing decision is -0.921.
2. The price coefficient value is -0.066, meaning that if the price increases by one unit, the purchasing decision is -0.066.
3. The product quality coefficient value is 0.079, meaning that if the product quality increases by one unit, the purchasing decision is 0.079.
4. The brand coefficient value is 0.919, meaning that if the brand increases by one unit, the purchasing decision is 0.919.
5. The physical condition coefficient value is 0.119, meaning that if the physical condition increases by one unit, the purchasing decision is 0.341.

## **Discussion**

### **The Influence of Price on Consumer Decisions to Buy Used Mobile Phones in Dairi Regency.**

The findings of the partial statistical analysis show that price has no effect on the independent variable. The customer's decision to buy a used telephone in Regency is significantly influenced by this factor, while the dependent variable does not have a positive effect. dairy products. This shows that it has little influence on consumers' decisions to buy old cellphones. Among the reasons that influence the performance of a business is price because it affects the amount of money a company earns from selling its goods and services. Companies that produce cellphones in the technology sector must be able to calculate the prices of their products themselves. Not in line with research conducted by Winda and Ari. The results of the study show that the price variable has a significant effect on purchasing decisions for Oppo brand cellphones in Bengkulu<sup>17</sup>

### **The Influence of Product Quality on Consumer Decisions to Buy Used Mobile Phones in Dairi Regency.**

The dependent variable, namely the decision to buy used mobile phones, is not positively influenced by the independent variable, product quality is based on findings that have been researched through partial statistical tests. Customers in Dairi Regency who bought used cellphones were not particularly affected. This means that to satisfy customers, prices must be increased and kept constant. When selling a product whose quality has been determined, a product based on the consumer's perspective has a different scope and quality that is different from that of the manufacturer. Every business must focus on product quality above all else if they want their finished product to be competitive in the market. Customers continue to look for high-quality goods. A business will be able to satisfy its clients and grow its customer base if it can achieve this. Companies will be able to satisfy customers and increase the number of purchases of used cellphones if they continue to strive to improve the quality of their products. This is not in line with Aldini, Ahmad and Sella research which shows that product quality plays an important role in marketing strategy, and can increase consumer purchasing decisions for

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<sup>17</sup> Winda Larika and Sri Ekowati, "The influence of brand image, price and promotion on purchasing decisions for Oppo cellphones." *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*1.1 (2020): 128-136.

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these products because consumers tend to use product quality as a reference in purchasing decisions.<sup>18</sup>

### **The influence of brands on consumers' decisions to buy used cellphones in Dairi Regency.**

The independent variable brand shows a beneficial influence on the decision to purchase used cellphones in Dairi Regency, based on the findings of a partial statistical study. The term “mobile phone brand identity” can be understood as a physical or tangible identification, including company name, logo, packaging, location, color, slogan, etc. Brand personality is the unique quality of a brand that creates a certain human personality in mobile phone products. This allows a consumer to easily differentiate the brand from other brands in the same category. Examples of this personality type include sophisticated, guaranteed, tested, contemporary, free, already known among other products and so on. As a result, a brand engages with customers to communicate its advantages. Customer opinions and choices when buying a used phone can be influenced by the brand's ideals. This research does not support Nur Cahya & Muchhsin. This explains that consumer satisfaction is not much influenced by brand image; this is especially true for Asus brand smartphones. This shows that the level of customer satisfaction is not much influenced by the reputation of the Asus brand. It can be stated that sometimes the image of a brand that becomes a brand/product has a high selling value so that consumers want to buy it without looking at the price first.<sup>19</sup>

### **The influence of physical conditions on consumers' decisions to buy used cellphones in Dairi Regency.**

The dependent variable, namely the decision to buy a smartphone, is positively influenced by the independent variable physical condition based on partial statistical research findings. formerly in Dairi Regency. It can be interpreted that consumers really pay attention to the physical condition before buying a used cellphone because it is considered a consideration whether it is good or not. The key to the success of a shop also lies in the diversity of products that used cellphones are sold, provided that the goods are still good from the outside appearance and can meet consumer needs. Diversity. Used cellphones consist of a number of markers, such as product completeness and packaging differences. and more specifically cracked or blurry and scratched screens. As stated by Ishak & Ghani the physical condition of used cellphones such as scratches, abrasions or

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<sup>18</sup> Aldini Nofta Martini, Ahmad Feriyansyah<sup>2</sup> and Sella Venanza "The influence of product quality on purchasing decisions for Oppo cellphones in the city of Pagar Alam." *Journal of Assets: Accounting and Finance Research* 3.1 (2021): 44-53.

<sup>19</sup> Nur Cahya, and Muchsin Saggaff Shihab. "The Influence of Price Perceptions, Product Quality, Brand Image and After Sales Service on Purchasing Decisions and Their Impact on Asus Smartphone Customer Satisfaction. Case Study at PT. Datacrip." *Journal of Entrepreneurship, Management and Industry (JEMI)* 1.01 (2018): 34-46.

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other damage will influence consumers' purchasing decisions. Used cellphones that are still well maintained and in good physical condition tend to be more in demand.<sup>20</sup>

### **The Influence of Price, Physical Product Quality, Brand and Physical Condition on Consumer Decisions to Buy Used Mobile Phones in Dairi Regency.**

Price, physical quality of the product, brand, and physical condition do not have much influence on consumers' decisions to buy used cellphones in Dairi Regency, according to the findings of concurrent statistical research. According to research on product quality variables conducted by Fera can be interpreted as having the ability to offer all potential consumers good product quality, price, promotion and brand so that they can decide to buy the product. Price, promotion and product brand also influence consumer/customer purchasing decisions. Therefore, used cellphones are considered to be a consideration whether they are good or not. The key to the success of a shop also lies in the diversity of products that used cellphones sell. The indication is that the variables price, physical product quality, brand and physical condition have a close relationship where the consumer's decision when they want to buy a used cellphone, takes into account these various variables.<sup>21</sup>

### **CONCLUSION**

Based on the findings of the data analysis and discussion above, the researcher will put forward a conclusion, namely. The price variable partially has no influence on consumers' decisions to buy used cellphones in Dairi Regency The partial product quality variable has no influence on consumers' decisions to buy used cellphones Dairi Regency. The brand quality variable partially has a positive influence on consumers' decisions to buy used cellphones in Dairi Regency. The physical condition variable partially has a positive influence on consumers' decisions to buy used cellphones in Dairi Regency. Price variables and product quality simultaneously have a positive influence on consumers' decisions to buy used cellphones in Dairi Regency.

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<sup>20</sup> Ishak, Faridah, and Noor Hasmini Abd Ghani. A review of the literature on brand loyalty and customer loyalty. *In Proceedings of the 2013 International Conference on Social Science Research* (2013), 116-132.

<sup>21</sup> Fera and Charisma Ayu Pramuditha. "The Influence of Product Quality, Price, Promotion, Brand Image on the Decision to Purchase Xiaomi Mobile Phones in Palembang City." *Management Student Research Publication* 3.1 (2021): 1-13.

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