



The Role of Purchase Intention in Mediating The Effect of Perceived Price and Perceived Quality on Purchase Decision



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Abstract

The study was aimed to explain the role of purchase intention in mediating perceived price and perceived quality of purchase decisions of Xiaomi Smartphone customers in Denpasar City. The sample is taken by a purposive sampling method as much as 130 Xiaomi customers in Denpasar. The Partial Least Square (PLS) analysis technique was applied. The result found that both perceived price and perceived quality positively and significantly affect purchase intentions and purchase decisions of Xiaomi smartphones. Furthermore, the role of purchase intention also significantly mediated the perceived price and perceived quality towards the Xiaomi smartphone purchase decision. This implies that the company should convince that the Xiaomi smartphone is worth the price, continue to improve the latest features to be more powerful and increasing the number of Xiaomi service centers in Indonesia, especially in the city of Denpasar.

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1 Introduction

Smartphone usage in Indonesia reaches 92 million units in 2019. This increased from the previous year which was 83.5 million units (Databoks, 2019). Hidayah (2016), states the purchase intention is in person urge to buy goods or services by measuring attitudes toward the class of product or brand. Various marketing strategies are launched by companies to obtain and maintain their markets including differentiation. Differentiation has been realized in the form of product prices and innovations offered to consumers (Mahajaya Utama & Sudiksa, 2017).

Based on the International Data Corporation (IDC) Quarterly Mobile Phone Tracker survey taken from Kompas.com, Xiaomi as one of the smartphones that shifted Samsung's growth as the market leader in Indonesia throughout 2018. Xiaomi's sales in 2018 reached 8 million units, up by 2 million units from the previous year, it made Xiaomi experience growth of 139.4 percent year on year growth. While Samsung's growth in 2018 was under Xiaomi, which was 21.5 percent.

Various types of smartphone products offered to the market, providing many choices for consumers. Smartphone manufacturers are currently competing to offer mobile phones with sophisticated features but at relatively low prices. One of the factors that consumers consider in making a purchase decision is the price and quality, the quality factor consists of product performance and product specifications which are seen from the comparison of prices and quality (Babin *et al.*, 2003; Wichman, 2014).

Octaviona (2016), found that perceived price did not have a positive and significant effect on purchasing decisions. Different results were obtained by Hastuti *et al.* (2018), which states that perceived price has a positive and significant influence on the decision to buy an Oppo smartphone. Furthermore, Putri (2018), stated that an intention will be formed if the price is in line with expectation. The higher intention will encourage consumers to make purchase decisions.

Research on the effect of perceived quality on purchasing decisions has also been conducted by Rawung *et al.* (2015), who found that perceived quality does not have a positive and significant effect on purchasing decisions. However, different results were obtained by Hendra (2017), who found that perceived quality has a positive and significant influence on purchasing decisions. Adriansyah *et al.* (2013), stated that the quality of the product is an antecedent that affects the purchase intention, the higher the quality of a product, the higher the purchase intention of the product. High consumer purchase intentions will encourage consumers to buy a product (Jang & Namkung, 2009; González *et al.*, 2007).

Literature review

Effect of perceived price on purchase intention

Price is the amount of value exchanged by consumers for the benefit of owning or using an exchange service product (Widyastuti & Said, 2017). Product prices are divided into three dimensions: fair prices, fixed prices, and relative prices (Safitri, 2018). Price is considered important to influence consumer perception (Kayacan, 2017). Li (2017), conducted research found that perceived price had a positive and significant effect on purchase intentions at the Taichung International Travel Fair Taiwan. Chao (2016), in his research, examines the impact of brand image and discounted prices on purchase intentions with consumer attitudes as mediators. The results of his research indicate that prices have a positive and significant effect on purchase intentions. Wang & Cheng (2016), conducted a study in Taiwan that indicates that perceived price has a positive and significant effect on purchase intentions.

H1: The perceived price has a positive and significant effect on buying intentions

Effect of perceived quality on purchase intention

The quality of a product is a consumer assessment of product superiority or level of excellence (Alfred, 2013). A company must be able to make many strategies to master market position and improve the quality of its products (Brata *et al.*, 2017). Tansil & Tielung (2014), researched the SHMILY Cupcake shop in Manado showed that perceived quality had a positive and significant effect on the purchase intention. Gama *et al.*, (2018), found that perceived quality had a positive and significant effect on purchase intention, in line with Saleem *et al.* (2015), and Lomboan (2017), that also shows the positive and significant effect of perceived quality on purchase intention.

H2: Perceived quality has a positive and significant effect on purchase intentions

Effect of perceived price on purchase decision

Hustic & Gregurec (2015), in their research on the effect of perceived price on consumer purchasing decisions, found that price is a factor that has a positive and significant effect on purchasing decisions. Hastuti *et al.* (2018), examined the effect of brand image and perceived price on purchase decisions. The results found that the perceived price had a positive and significant impact on the decision to buy an Oppo smartphone in Kendari.

H3: The perceived price has a positive and significant effect on purchase decisions

Effect of perceived quality on purchase decision

Rawung *et al.* (2015), examined the analysis of product quality, brand, and price on purchasing decisions of Suzuki Motor at PT. Sinar Galesong Pratama Manado. The results found that quality does not significantly influence purchasing decisions. Research conducted by Hendra (2017), found different results, that perceived quality had a positive and significant effect on purchasing decisions. The results of research conducted by Hoseinian & Asadollahi (2017), also show that perceived quality has a positive and significant effect on purchasing decisions.

H4: Perceived quality has a positive and significant effect on purchase decisions

Effect of perceived quality on purchase decision

Septifani *et al.* (2014), found that purchase intention had a significant and positive effect on purchasing decisions. Putra *et al.* (2016), also found the same result. Purchase intention can produce a buying decision. The intention of consumers to a product will result in a consumer decision to determine further choices of the products of interest (Lee & Shin, 2010; Balakrishnan *et al.*, 2014; Akhter, 2003; Bian & Forsythe, 2012). Wasposito (2010), in his research, found that purchase intention has a positive and significant effect on purchasing decisions of Honda Vario in Semarang City.

H5: Purchase intention has a positive and significant effect on purchase decisions

The role of purchase intention in mediates perceived price on purchase decision

Price is one of the important variables in marketing where the price can influence consumers in making decisions to buy a product (Anwar, 2017; Zhang & Zhang, 2007; O'Cass, 2000; Stock & Zinszer, 1987). Purchase intention is influenced by the value of the product being evaluated, if the perceived benefits outweigh the sacrifice to obtain it, then the drive to buy it is higher (Septiana, 2018). Purchase decisions made by consumers are based on purchase intention (Putri, 2018). Research conducted by Putri (2018), found that purchase intentions mediated the effect of perceived price on purchasing decisions.

H6: Purchase intention significantly mediates the perceived price on purchase decisions

The role of purchase intention in mediates perceived quality on purchase decision

Good product quality will affect the intention of consumers to buy products (Amilia, 2017). This means that perceived quality influences consumer purchase intentions (Wasis, 2013). High consumer purchase intentions will encourage consumers to buy a product (Adriansyah *et al.*, 2013). Adriansyah *et al.* (2013), shows the results that buying intentions mediate the effect of perceived quality on purchasing decisions.

H7: Purchase intention significantly mediates perceived quality on the purchase decisions

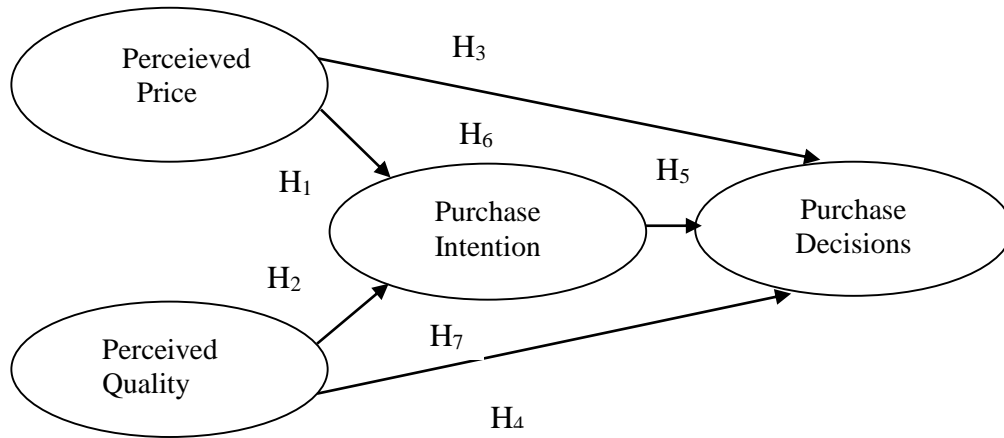


Figure 1. Conceptual framework

2 Materials and Methods

The scope of this study includes variables related to customer purchase intention and purchase decision where both of them are explained by perceived price and perceived quality (Gama *et al.*, 2018). The population is consumers who have purchased a Xiaomi brand smartphone in Denpasar, using non-probability sampling with a purposive sampling method. The sample determined criteria are a consumer at age 17 years or more and have purchased Xiaomi smartphone at least than 3 months. The research was conducted in Denpasar by using a survey questionnaire with 16 indicators. The number of the sample depends on the number of indicators multiplied by 10 to 160 respondents. was Partial Least Square (PLS) analysis technique was used as explains by Ghozali (2011), that PLS does not assume that data must be with a certain scale of measurement.

3 Results and Discussions

Table 1
Respondent characteristic

No	Respondents Characteristic	Classification	Total	Percentage
1	Gender	Male	79	60.8%
		Female	51	39.2%
		Total		100.0%
2	Age (year)	17 - 24	79	60.8%
		25 - 34	22	16.9%
		35 - 44	16	12.3%
		45 - 54	10	7.7%
		> 55	3	2.3%
		Total		100.0%
3	Educational Level	Junior High School	5	3.8%
		Senior High School	87	66.9%
		Bachelor	32	24.6%
		Other	6	4.6%
		Total		100.0%
4	Occupation	Civil Servant	10	7.7%
		Private Employee	19	14.6%
		Entrepreneur	20	15.4%

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	Student	75	57.7%
	Housewife	6	4.6%
Total			100.0%

Table 1 shows that male respondents dominate at 60.8 percent compared with female respondents at 39.2 percent. Based on age groups, respondents aged over 17 to 24 years have the highest percentage, which is 60.8 percent. Seen from the education level of the respondents, senior high schools student mostly purchases Xiaomi smartphones with a percentage of 66.9 percent. Based on the type of work, it was found that the group of students who bought about 57.7 percent. Based on these data can be used as information material for Xiaomi smartphone manufacturers to set a target market in the future.

Table 2
Validity test result

No.	Construct	Indicators	Pearson Correlation	Validity
1	Perceived Price	Prices affect consumers in making decisions	0,979	Valid
		Price match with the product quality	0,958	Valid
		Price affordability	0,977	Valid
		Prices affect consumer purchasing power	0,971	Valid
2	Perceived Quality	Performance	0,969	Valid
		Durability	0,961	Valid
		Conformance to specifications	0,963	Valid
		Features	0,977	Valid
3	Purchase Intention	Transactional value	0,898	Valid
		Refrential value	0,918	Valid
		Preferential value	0,963	Valid
		Explorative value	0,363	Valid
4	Purchase Decisions	Buying constancy	0,973	Valid
		Buying consideration	0,969	Valid
		Conformance of attributes with desires	0,973	Valid
		Purchase decisions due to product quality	0,978	Valid

Based on Table 2 all question items show a standardized r-value higher than 0.3 at a significance level of 5 percent, so it can be explained that all construct indicators in this study are valid for research instruments.

Table 3
Reliability test result

No	Construct	Cronbach Alpha	Reliability
1	Perceived price	0,980	Reliable
2	Perceived quality	0,977	Reliable
3	Purchase Intention	0,940	Reliable
4	Purchase Decisions	0,981	Reliable

The Cronbach Alpha of all instruments in Table 3 is greater than 0.6. This shows that the measurement can give consistent results if it is taken again on the same subject.

Table 4
Cross Loading Value

Construct	Indicators	Perceived price	Perceived quality	Purchase Intention	Purchase Decisions
Perceived price	Prices affect consumers in making decisions	0.924	0.745	0.764	0.769
	Price match with product quality	0.955	0.784	0.776	0.827
	Price affordability	0.963	0.800	0.799	0.848
	Prices affect the consumer purchasing power	0.939	0.818	0.791	0.835
Perceived quality	Performance	0.790	0.954	0.769	0.791
	Durability	0.801	0.907	0.713	0.782
	Conformance to specifications	0.780	0.952	0.764	0.793
	Features	0.772	0.959	0.768	0.816
Purchase Intention	Transactional value	0.631	0.656	0.877	0.679
	Refrential value	0.631	0.626	0.881	0.695
	Preferential value	0.780	0.744	0.914	0.827
	Explorative value	0.867	0.793	0.888	0.831
Purchase Decisions	Buying constancy	0.853	0.786	0.812	0.929
	Buying consideration	0.806	0.78	0.803	0.948
	Conformance of attributes with desires	0.801	0.832	0.815	0.951
	Purchase decisions due to product quality	0.829	0.798	0.827	0.963

Based on Table 5, the correlation of constructs of the perceived price(X1) with its indicators is higher than the correlation with indicators of perceived quality (X2), purchase intention (Y1), and purchasing decisions (Y2). The correlation of the construct of perceived quality (X2) with the indicator is higher than the correlation with perceived indicators of the price (X1), purchase intention (Y1), and purchase decision (Y2). Furthermore, the correlation of constructs of purchase intention (Y1) with the indicator is higher than the correlation with indicators of the perceived price(X1), perceived quality(X2) and purchasing decisions (Y2). Correlation of the purchase decision construct (Y2) with its indicator is higher than the correlation with indicators of the perceived price(X1), perceived quality (X2) and purchase intention (Y1).

Discriminant validity by using square root average variance extracted and latent variable correlations

Table 5
Comparison of average variance extracted square root and latent variable correlations

Construct	AVE	AVE root value	Korelasi			
			Perceived price	Perceived quality	Purchase Intention	Purchase Decisions
Perceived price	0.894	0.946	1.000	0.833	0.828	0.868
Perceived quality	0.890	0.943	0.833	1.000	0.799	0.843
Purchase Intention	0.792	0.890	0.828	0.799	1.000	0.859
Purchase Decisions	0.898	0.948	0.868	0.843	0.859	1.000

Table 6 concluded that the root value of the AVE construct of the perceived price (X1) is 0.946, greater than the correlation between latent variables with other constructs other than perceived price (X1). The root value of the AVE construct of perceived quality (X2) is 0.943, greater than the correlation between latent variables with other constructs other than perceived quality (X2). Furthermore, the root value of the AVE construct of purchase intention (Y1) is 0.890, greater than the correlation between latent variables with other constructs other than with purchase intention (Y1). The root value of the AVE construct of purchasing decisions (Y2) is 0.948, greater than the correlation between latent variables with other constructs besides purchasing decisions (Y2).

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Composite reliability

Table 6
Instrument reliability test result

Variable	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	Reliability
Perceived price (X1)	0.971	0.960	Reliable
Perceived quality (X2)	0.970	0.959	Reliable
Purchase Intention (Y1)	0.939	0.913	Reliable
Purchase Decisions (Y2)	0.972	0.962	Reliable

The construct reliability test is measured by two criteria, namely composite reliability and Cronbach's alpha of the block of indicator that measures the construct. The construct is declared reliable if the composite reliability and Cronbach's alpha values are above 0.70.

Convergent validity

Convergent validity with reflexive indicators can be seen from the correlation between indicator scores and construct scores. Individual indicators are considered reliable if they have a correlation value above 0.70. The results of the correlation between indicators and constructs can be seen in the following table:

Table 7
Outer loadings of price perceived construct

Indicators	<i>Outer Loadings</i>	<i>t Statistics</i>	<i>p Values</i>
Xiaomi smartphone has an economical price compared to other smartphones (X1.1)	0.924	44.930	0.000
Xiaomi smartphone prices offered line with the quality obtained (X1.2)	0.955	92.067	0.000
Xiaomi smartphone has an affordable price (X1.3)	0.963	148.715	0.000
The price of the Xiaomi smartphone is following my purchasing power (X1.4)	0.939	51.776	0.000

Based on Table 7, the output results meet convergent validity because the loading factor is above 0.70. It can be seen in the table above that the indicator "Xiaomi smartphone has an affordable price" (X.1.3) has the highest outer loadings value compared to other indicators namely 0.963, it can be explained that these indicators can reflect the construct of price perceptions.

Table 8
Outer loadings of quality perceived construct

Indicators	<i>Outer Loadings</i>	<i>t Statistics</i>	<i>p Values</i>
<i>Xiaomi smartphone performance is very good</i> (X2.1)	0.954	115.749	0.000
<i>Xiaomi smartphones have a long battery life</i> (X2.2)	0.907	30.379	0.000
<i>Xiaomi smartphone has specifications that fit my desire</i> (X2.3)	0.952	89.110	0.000
<i>Xiaomi smartphone has complete features</i> (X2.4)	0.959	112.911	0.000

Based on Table 8, the output results meet convergent validity because the loading factor is above 0.70. It can be seen in the table above that the indicator "Xiaomi smartphone has complete features" (X2.4) has the highest outer loadings value compared to other indicators, namely 0.959, it can be explained that these indicators can reflect the construct of quality perception.

Table 9
Outer loadings of purchase intention construct

Indicators	<i>Outer Loadings</i>	<i>t Statistics</i>	<i>p Values</i>
I will buy a Xiaomi smartphone shortly (Y1.1)	0.877	34.197	0.000
I would recommend the Xiaomi smartphone to my family and closest people (Y1.2)	0.881	44.253	0.000
Xiaomi smartphone will be my priority choice in the list of smartphone purchases compared to other smartphone brands (Y1.3)	0.914	50.807	0.000
I will look for information about the prices and specifications of Xiaomi smartphones (Y1.4)	0.888	44.649	0.000

Based on Table 9, the output results meet convergent validity because the loading factor is above 0.70. It can be seen in the table above that the indicator "Xiaomi smartphone will be my priority choice in the list of smartphone purchases compared to other smartphone brands (Y1.3) has the highest outer loadings value compared to other indicators namely 0.914, it can be explained that these indicators can reproduce the construct of purchase intentions. (Y1).

Table 10
Outer Loadings Konstruk Keputusan Pembelian

Indicators	<i>Outer Loadings</i>	<i>t Statistics</i>	<i>p Values</i>
I bought a Xiaomi smartphone because the Xiaomi smartphone has an elegant product design (Y2.1)	0.929	39.199	0.000
I bought a Xiaomi smartphone because of price and quality considerations (Y2.2)	0.948	94.219	0.000
I bought a Xiaomi smartphone because the features and design fit my preference (Y2.3)	0.951	103.313	0.000
I bought a Xiaomi smartphone because the quality of the Xiaomi smartphone is guaranteed (Y2.4)	0.963	155.406	0.000

Based on Table 10, the output results meet convergent validity because the loading factor is above 0.70. It can be seen in the table above that the indicator "I bought a Xiaomi smartphone because the quality of a Xiaomi smartphone is guaranteed" (Y2.4) has the highest outer loadings value compared to other indicators namely 0.963, so it can be explained that the indicator can reflect the construct of a purchasing decision (Y2).

Evaluate structural models or inner models

Based on Table 11, the model of the effect of perceived price and perceived quality on purchase intention gives an R-square value of 0.725 which can be interpreted that the variability of the purchase intention construct can be explained by the construct of perceived price and perceived quality of 72.5 percent, while 27.5 percent, explained by other constructs outside of the study.

Furthermore, the model of the effect of perceived price and quality perception, and purchase intention on purchasing decisions gives an R-square value of 0.835 which can be interpreted that the variability of the purchase decision construct can be explained by the construct of price perception, quality perception, and purchase intention of 83.5 percent, while 16.5 percent is explained by other constructs outside of the study.

Table 11
R-square

Constructs	R--square
Purchase Intention (Y1)	0.725
Purchase Decision (Y2)	0.835

To assess how well the observational values generated by the model and also the estimated parameters, it is necessary to calculate the Q-square as follows:

$$\begin{aligned} Q^2 &= 1 - (1 - (R_1)^2) (1 - (R_2)^2) \\ &= 1 - (1 - 0,725) (1 - 0,835) \\ &= 0,955 \end{aligned}$$

The quantity Q^2 has a value with a range of $0 < 1$, where the closer to 1 means the better the model. Therefore, the results of the calculation obtained the Q^2 value of 0.955, so it can be concluded that the model has a good predictive relevance ($Q^2 = 0.955 > 0$).

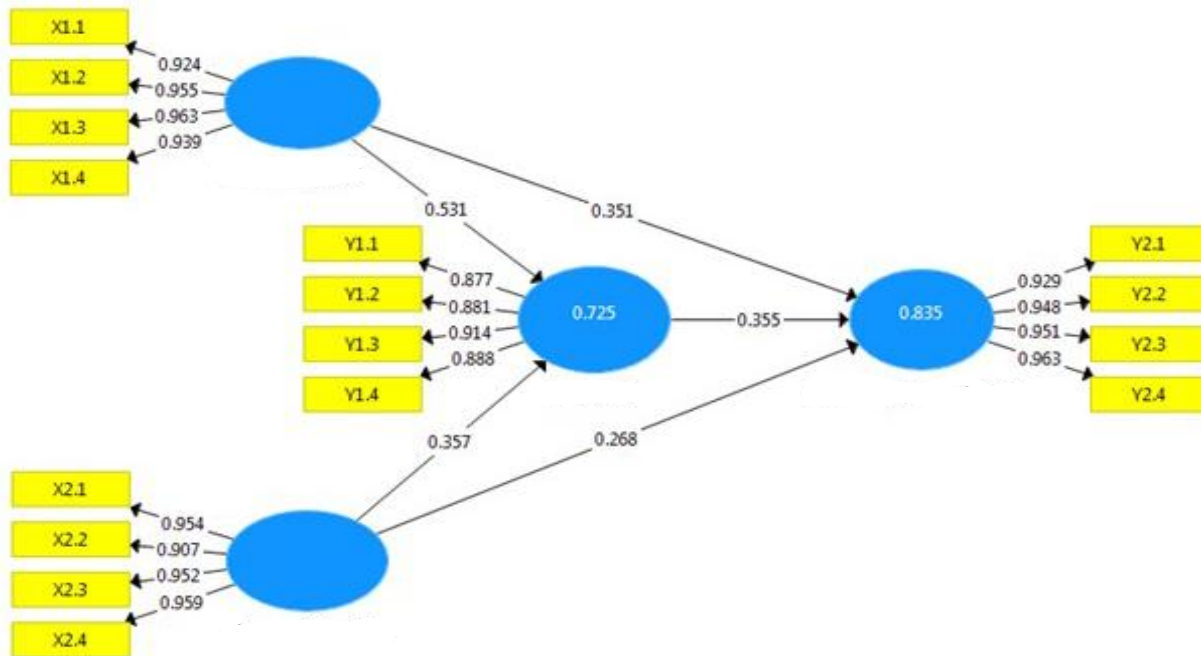


Figure 2. Partial Least Square result

- H1: which stated that price perceived has a positive and significant effect on purchase intention is accepted with a correlation coefficient of 4.022 and a calculated t value $>$ t table 1.96 at a significant level of 5 percent.
- H2: which stated that perceived quality has a positive and significant effect on purchase intention is accepted with a correlation coefficient of 2.653 and a calculated t value $>$ t table 1.96 at a significant level of 5 percent.
- H3: which stated that price perceived has a positive and significant effect on purchasing decisions is accepted with a correlation coefficient of 3.264 and t count $>$ t table 1.96 at a significant level of 5 percent.
- H4: which stated that the perceived quality has a positive and significant effect on purchasing decisions is accepted with a correlation coefficient of 2.944 and the t value $>$ t table 1.96 at a significant level of 5 percent.
- H5: which stated that purchase intention has a positive and significant effect on purchase decisions is accepted with a correlation coefficient of 3.573 and a calculated t value $>$ t table 1.96 at a significant level of 5 percent.

Table 12
Indirect effects

Variables	Correlation Coef.	<i>t Statistics</i>	<i>p Values</i>
Perceived price (X1) to purchase decision (Y2)	0.188	2.871	0.004
Perceived quality (X2) to purchase decision (Y2)	0.127	2.020	0.044

The mediating role of purchase intentions on the effect of perceived price on purchasing decisions

The results of direct influence show that the coefficient value of the perceived price of purchasing decisions is 0.351 with t statistics value of 3.264 and a p-value of 0.001. Testing of purchase intention as a mediating variable is done by calculating the value of the Variance Accounted For (VAF).

Purchase intention as a mediating variable has a VAF value of 0, 349 (34.9%). So it can be concluded that the purchase intention has a partial mediating role in the relationship between the effect of price perception on purchasing decisions, which means that price perceptions can influence purchase decisions directly or indirectly through purchase intentions. So the hypothesis stating that purchase intention acts as a mediator of the relationship between price perception of Xiaomi smartphone purchasing decisions can be accepted.

The mediating role of purchase intentions on the effect of perceived quality on purchasing decisions

The direct effect test results by including mediation in Table 12 shows that the coefficient of perceived quality of the purchase decision is 0.268 with a t-statistic of 2.944 and a p-value of 0.003, so the hypothesis is accepted. The testing of purchase intention as a mediating variable is done by calculating the value of VAF in Table 5.19.

Based on the data presented in Table 12, purchase intention as a mediating variable has a VAF of 0.322 (32.2%). So it can be concluded that purchase intention has a partial mediating role in the relationship between perceived quality of purchasing decisions, which means perceived quality can influence purchasing decisions directly or indirectly through purchase intentions. So the hypothesis stating that purchase intention acts as a mediator of the relationship between perceived quality of purchasing decisions can be accepted.

4 Conclusion

Based on the results of the discussion it can be concluded that perceived price and perceived quality positively and significantly affect purchase intentions and purchase decisions of Xiaomi smartphones. Purchase intention also plays a significant role in mediated the perceived price and perceived quality towards the Xiaomi smartphone purchase decision. Xiaomi smartphone manufacturers should pay attention to the suitability between the price offered and the quality obtained to show that Xiaomi smartphone products worth the price. Xiaomi also needs to increase battery life and capacity as it one of the factors that consumers remain satisfied with, last Xiaomi smartphone manufacturers should be more aggressively carrying out through social media such as, as well as conventional media such as television and newspapers to wider coverage of consumers.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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