
The Influence of Brand Image Brand Awareness and Promotion on Purchase Decisions for Ubiquiti Brand IT Network Devices in Indonesia

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Abstract

The background of this research is the increasing demand and competition in the wireless network device industry. Ubiquiti, as one of the major players in the industry, needs to understand how brand image, brand awareness, and promotional activities influence consumers' purchasing decisions. This study aims to analyze the influence of brand image, brand awareness, and promotion variables on purchasing decisions on Ubiquiti brand IT network products. Data were collected from 97 respondents, and analysis was conducted on the demographics of respondents, product use, and the influence of independent variables on purchasing decisions. Research analysis method using SPSS. The results showed that the majority of product users were men aged 25-29 years who worked as employees and used the product for less than 1 year. Statistical analysis revealed that the three variables of brand image, brand awareness, and promotion significantly influence purchasing decisions. Brand awareness has been shown to have the most influence, followed by brand image and promotion. This finding is reinforced by brand awareness's largest adjusted R square value (96.8%). The main conclusion is that brand awareness has the most significant influence on consumer purchasing decisions Ubiquiti brand IT network products, followed by brand image and promotion. The implication of this study is the importance of companies in designing effective marketing and branding strategies to improve consumer purchasing decisions. The research provides valuable insights for Ubiquiti and other companies in the wireless networking industry to better understand the factors driving consumer buying behavior, so they can develop targeted marketing strategies and increase their market share.

Keywords: Brand Image, Brand Awareness, Promotion, Purchase Decision

INTRODUCTION

Technology is currently advancing quite rapidly, as observed by the emergence of several new, modern technologies that can fulfill the informational needs of society. An internet connection is required to support these technological gadgets and enable them to operate as intended (Harahap & Lutfi, 2020).

DetikInet has the latest statistics from Hootsuite and We Are Social. In 2023, total internet usage in Indonesia increased to 212.9 million from 204.7 million in 2022. As a result, 77.0% of Indonesia's population of 276.4 million has access to the internet.



Reference: Riset Hootsuite & We Are Social, 2023
 Picture 1. Number of Internet Users in Indonesia Database

The Internet is now used daily for education, government, and business purposes. Both LAN and WAN networks, which previously required cable networks, can now be replaced with more flexible wireless technology. To facilitate telecommunications connections without the need for wired infrastructure, wireless technology uses electromagnetic waves instead of cables (Farabi, 2021).

The Association of Indonesian Internet Service Providers (APJII) 2023 findings show that 20.76% of the Indonesian population uses WiFi at home. However, home internet usage in 2023 has increased by 0.15% compared to the previous year. As stated by APJII Secretary-General Zulfady Syam, there has been an increase of 0.15% in WiFi usage and a decrease of 0.33% in mobile data usage compared to 2022 (cnnindonesia.com, 2023).

The purchase decision is the resolution of an issue regarding human activity to buy a product or service (Wardhani et al., 2015). These decisions involve identifying needs and expectations, gathering information, weighing their options, making decisions, and acting based on those decisions. The decision to buy is also seen as a choice between two or more alternative options, allowing an individual to select from various options. These choices can influence how decision-making procedures are approached when purchasing a product (Harto et al., 2021).

A brand makes it easier for customers to remember a product and distinguish it from others in the same category. Broadly, the image can be defined as a total composed of impressions, descriptions, and beliefs held by people about an object. This object may include companies, groups, or others. If the object is a company, this means all beliefs, impressions, and images a person has about the company are called its image (Hidayat & Hidayat, 2020). Brand awareness is the capacity of potential customers to recognize and remember that a brand falls into a certain category of goods. In other words, strong brand awareness can enhance the memory of the brand in customers' minds when they think about a product (Studi et al., 2019). Brand awareness is believed to be one of the strategies to influence customer purchase decisions. It refers to the capacity of customers to remember a product, form associations with it, and identify a brand within a specific category of goods (Pranata & Permana, 2021). According to Research conducted by Diyatma (2017) states that romance through Instagram social media has a positive influence on consumer purchasing decisions.

Another factor that can influence consumer decisions is sales promotion. Sales promotions can lead to an oversupply of goods, quick and strong consumer responses, and an increase in sales over the short term. Sales promotions encourage people to make purchasing decisions (Ariyanti & Iriani, 2022). According to (Laksana et al (2019) promotion is a communication between traders and consumers that results from having the right knowledge and aims to change consumer behavior and attitudes, from being unaware to aware, thus becoming consumers who also remember the product. Promotion is essentially a type of commercial communication. It is necessary to introduce a product so

that customers can identify and understand it, for those who already know it to appreciate it more, or even for those who have partly forgotten to recall the product (Adi et al., 2018).

This research will focus on one of the widely used wireless networks, namely Ubiquiti. Ubiquiti is an institution that manufactures wireless networks, headquartered in New York. Ubiquiti is a highly flexible device, making it easier for consumers in terms of managing and developing WiFi networks, and is easy to manage because it does not require settings for each device.

The purpose of the study was to analyze the influence of brand image, brand awareness, and promotion variables on purchasing decisions on Ubiquiti brand IT network products. The research benefits provide insight into the importance of companies designing effective marketing and branding strategies to improve consumer purchasing decisions and provide Ubiquiti companies with valuable information on the factors that influence consumers' purchasing decisions the most so that they can be used to develop better marketing strategies and make theoretical contributions to marketing literature related to the influence of brand image, brand awareness, and promotion of consumer purchasing decisions.

Thus, this study aims to analyze the influence of brand image, brand awareness, and promotion on consumer purchasing decisions on Ubiquiti brand IT network products, as well as provide insights and practical implications for companies to improve effective marketing strategies.

RESEARCH METHODS

This observation is part of a quantitative study. In this study, data collection uses statistical instruments, and quantitative data analysis, to test predetermined hypotheses. The variables related to this study are: brand image, brand awareness, promotion, and purchase decision. In this study, the population consists of customers who buy or use Ubiquiti IT network devices. A total sample of 96 respondents is needed for this study. In this study, data sources are classified into two: secondary and primary. Data collected in the study is done through a questionnaire survey. Descriptive statistics can also be used to measure the distribution and concentration of data so as to provide an understandable overview (Sugiyono, 2019).

RESULTS AND DISCUSSION

Regression Analysis

The purpose of the multiple linear regression analysis approach is to detect the impact of independent and dependent variables. The findings of the regression are as follows:

Table 1. Regression Coefficients

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.729	3.269		2.976	.004
	X3	.438	.125	.760	3.498	.001
	X1	-.360	.180	-.418	-2.002	.048
	X2	.285	.140	.207	2.041	.044

a. Dependent Variable: Y

Reference : SPSS Processed Data, 2023

Hypothesis Testing

Table 2. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	649.653	3	216.551	13.312	.000 ^b
	Residual	1512.863	93	16.267		
	Total	2162.515	96			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1, X3

According to the findings of the approach that has been carried out in the table above, the Sig. result value is 0.000, which means that each independent variable that is part of the model has a simultaneous impact on the independent variable.

Table 3. MKT Partial Test Calculation Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.729	3.269		2.976	.004
	X3	.438	.125	.760	3.498	.001
	X1	-.360	.180	-.418	-2.002	.048
	X2	.285	.140	.207	2.041	.044

a. Dependent Variable: Y

Reference : SPSS Processed Data, 2023

According to the findings of the T test approach, the results obtained for the brand image variable (X1) have a t-count value of -2.002 with a significance level of 0.048, which means that the brand image variable has a significant impact on the purchasing decision variable. The brand awareness variable has a t-count value of 2.041 with a significance level of 0.044, which means that the brand image has a significant impact on the purchasing decision variable. And then the promotion variable has a t-count value of 3.498 with a significance value of 0.01, which means that promotion has a significant impact on the purchasing decision variable.

Table 4. Determination Coefficient Test Results

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
X1	.979 ^a	.959	.959	2.09661
X2	.984 ^a	.968	.968	1.84491
X3	.486 ^a	.236	.228	4.16963

Reference : SPSS Processed Data, 2023

The analysis findings also indicate that the adjusted r-square value in the regression model is 0.959, meaning the influence of the independent variables, or the brand image variable, on purchase decisions in the IT network of Ubiquiti brand is 95.9%. The adjusted r-square value in the regression model is 0.968, meaning the influence of the independent variable or brand awareness variable on purchase decisions in the IT network of Ubiquiti brand is 96.8%.

DISCUSSION

The Impact of Brand Image on Purchase Decisions of Ubiquiti IT Network Brand

This study shows that the brand image (X1) partially influences the purchase decision (Y). Therefore, H1 is accepted, indicating a significant impact on the purchase decisions of IT network devices in Indonesia under the Ubiquiti brand. This finding reveals

that the more proficient someone is in making usage decisions, the more positive their perception of a brand (Rachmawati & Andjarwati, 2020). Brand image is a symbol or distinctive name (such as packaging, logo) used to identify products and services from a particular seller or group of sellers. Consumers create an image of a brand by synthesizing all signals or associations that form it, including articles, sponsorships, visual symbols, brand names, and merchandise. These signals are then developed and understood by consumers (Wulandari, 2013).

The Impact of Brand Awareness on Purchase Decisions of Ubiquiti IT Network Brand

In this study, it is known that brand awareness (X2) partially influences the purchase decision (Y). Therefore, H2 is accepted, meaning there is a significant impact of brand awareness on the purchase decisions of IT network devices in Indonesia under the Ubiquiti brand. This describes why research findings show a primary condition, namely that the level of purchase decisions or brand awareness increases along with the increase in Ubiquiti IT network products. For customers, brand image can offer value when there is a perception and belief in the product that leads these customers to associate and purchase, so they will not hesitate to pay a high price to obtain the product. Brand awareness enhances public awareness of a company, which in turn improves their perception of it. As a result, brand awareness contributes to the development of the company's reputation (Foroudi, 2019)

The Impact of Promotion on Purchase Decisions of Ubiquiti IT Network Brand

In this research, it is known that promotion (X3) partially influences the purchase decision (Y). Therefore, H3 is accepted, meaning there is a significant impact of promotion on the purchase decisions of IT network devices in Indonesia under the Ubiquiti brand. This finding indicates that if promotions are executed to encompass all layers of society, then the purchase decisions can also rise. This is consistent with studies that have been conducted, such as Ati et al. (2020), who argue that product decisions can be influenced by well-executed and visually appealing marketing. Promotion is a tool in the marketing mix. Promotion can also be seen as a form of marketing communication involving interaction with customers and sellers to influence their decisions (Tariq et al., 2017).

CONCLUSION

Based on the analysis findings related to the variables of brand image, brand awareness, and promotion to purchase decisions, the conclusions are as follows: First, in terms of respondent demographics, the majority of users of Ubiquiti IT network products are male (61.9%) with the most common age range being 25-29 years. The majority (48.5%) of them work as employees and have been using the product for less than one year (30.9%). Second, test results show that independent factors significantly impact the dependent variable, which is the purchase decision. Statistical analysis findings show that the variables of brand image, brand awareness, and promotion have a significant impact on purchase decisions. Third, from the findings of the determination coefficient analysis, the brand awareness variable shows the highest adjusted r square value (96.8%), followed by brand image (95.9%), and promotion (23.6%). This confirms that the most significant factor influencing consumers' decisions to buy Ubiquiti IT network devices is brand recognition.

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