

THE EFFECT OF PRODUCT QUALITY, PRODUCT KNOWLEDGE, PRODUCT INNOVATION AND BRAND IMAGE ON THE DECISION OF PURCHASING SHARP PRODUCTS IN THE MALL OF INDONESIA

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Abstract

This study aims to determine and analyze the influence of product quality, product knowledge, product innovation and brand image on the decision to purchase Sharp products at the Sharp Shophouse in Mall of Indonesia.

The study was conducted at the Sharp Shophouse in Mall of Indonesia using quantitative methods, with the number of research samples taken based on the Moe formula of 97 people. Data collected through instruments in the form of statement sheets with a Likert scale model that has been tested. To solve the problem the author uses two methods of data collection namely, the first method of collecting data in the form of field data (field research) and library data. Both data analysis methods use correlation analysis and regression both partial and simultaneous.

Based on the results and discussion shows that partially there is a significant positive effect on product quality on the decision to purchase Sharp products at the Sharp Shophouse in Mall of Indonesia and the contribution of the product quality influence on the decision to purchase Sharp products by 45.2%; partially there is a significant positive effect of product knowledge on the decision to purchase Sharp products at Sharp Shophouse in Mall of Indonesia and the contribution of the influence of product knowledge on the decision to purchase Sharp products by 20.2%; partially there was a significant positive influence on product innovation on the decision to purchase Sharp products at Sharp Shophouse in Mall of Indonesia and the contribution of product innovation on the decision to purchase Sharp products was 43.6%; partially there is a significant positive effect of brand image on the decision to purchase Sharp products at Sharp Shophouse in Mall of Indonesia and the contribution of brand image to the decision to purchase Sharp products by 28.6% and simultaneously there is a significant positive effect on product quality, product knowledge, product innovation and brand image on the decision to purchase Sharp products at Sharp Shophouse in Mall of Indonesia and the contribution of the influence of product quality, product knowledge, product innovation and brand image on the decision to purchase Sharp products by 81.9%.

Keywords: *Product quality, product knowledge, product innovation, brand image, purchase decision*

I. PRELIMINARY

The tight competition in the electronic industry both gadgets and home appliance makes electronic companies in Indonesia competing to attract consumers with a variety of promotional activities and technology enhancements embedded in these electronic devices. Coupled with the presence of electronic companies originating from China by offering prices that are much cheaper to consumers becomes an obstacle for electronic companies that previously existed.

The following are the results of a top brand assessment of electronic goods according to the 2019 Top Brand Award website.

Table 1.1.Top Brand Home Theater

BRAND	TBI 2019	TOP
Samsung	22.3%	TOP
Polytron	18.8%	TOP
Sony	18.6%	TOP
LG	13.8%	
Sharp	11.1%	

S.umber:www.topbrand-award.com

Hasil from the assessment of the top brands above can be seen the first rank for the best home theater brands given to Samsung with a value of 22.3%, the second rank obtained by Polytron products 18.8% and for the top brand ranking third obtained by Sony with the acquisition of a percentage value of 18.6%, it appears that the Samsung brand beats products as big as the Brand LG and Sharap. Then for the Polytron brand occupies the second position where Polytron itself is a product originating from Indonesia.

The purchase decision is somethingrelating to the consumer's decision to buy a particular product / service, as well as how many units of the product / service are needed in a certain period. Purchasing decisions are consumers' self-instructions to make purchases of a product, make plans, take relevant actions such as proposing, and finally take a decision to make a purchase. Consumers today are also very critical in choosing a product, the decision to buy a product is strongly influenced by the assessment of the quality of the product.

Based on the background outlined above, it makes researchers interested in conducting a study entitled: "The Effect of Product Quality, Product Knowledge, Product Innovation and Brand Image on Purchasing Decisions of Sharp Products at the Mall of Indonesia" where Sharp products referred to are Sharp electronic products for sale in the Sharp Shophouse in the Mall of Indonesia.

1.1. Formulation of the problem

Based on the background above, the problems that will be examined by the author are:

1. Is there an influence on product quality on the decision to purchase Sharp products at Sharp Shophouse in the Mall of Indonesia?
2. Is there any influence of product knowledge on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia?
3. Is there an influence of product innovation on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia?
4. is there is the influence of brand image on the decision to purchase Sharp products at Sharp Shophouse in the Mall of Indonesia?
5. Is there a simultaneous influence on product quality, product knowledge, product innovation and brand image on Sharp product purchasing decisions at Sharp Shop at the Mall of Indonesia?

1.2. Research purposes

Based on the problem formulation that has been determined above, the objectives of this study are:

1. To determine the effect of product quality on Sharp product purchasing decisions at the Sharp Shophouse in the Mall of Indonesia.
2. To determine the effect of product knowledge on Sharp product purchasing decisions at the Sharp Shophouse in the Mall of Indonesia.
3. To determine the effect of product innovation on the decision to purchase Sharp products at Sharp Shophouse in the Mall of Indonesia.
4. To determine the effect of brand image on the decision to purchase Sharp products at Sharp Shophouse in the Mall of Indonesia.
5. To find out the effect of product quality, product knowledge, product innovation, and brand image simultaneously on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia.

II. LITERATURE REVIEW

2.1. Review of Previous Research Results

Previous research is a collection of research results conducted by previous researchers and has links with research to be conducted. Research studies on product quality, product knowledge, product innovation, and brand image on Sharp product purchasing decisions have been carried out by researchers from within and outside the country. Some of the results from previous related studies are presented as follows:

Table 2.1. Review of Previous Research Results

No	Research Title /	Variable	Analysis Method	Research result	Research Equations and Differences
1.	Analysis Of Product Innovation, Product Quality, Promotion, And Price, And Purchase Decisions Hatta, Rachbini, Parenrengi (2018)	Independent variable Product innovation, product quality, promotions and prices Dependent variable Buying decision	Multiple linear regression analysis Quantitative descriptive strategy	The results showed that respondents' perceptions about innovation and product quality, price, promotion, and the level of purchasing decisions were high; Product innovation and promotion do not influence purchasing decisions. While product quality and price affect purchasing decisions	The equation of this study on the dependent variable is the purchase decision, the difference in the research object
2.	The Influence of Product Innovation Toward	Independent variable Product innovatio	Linear regression analysis	Effect of Product Innovation on Consumer Behavior helps	The equation of this study on the

No	Research / Research Title	Variable	Analysis Method	Research result	Research Equations and Differences
	Consumer Purchase Intention Seng and Ping (2016)	Dependent variable Buying decision	Quantitative descriptive strategy	management and academics to understand consumer purchase intentions in product innovation.	dependent variable is the purchase decision, the difference in the research object
3.	Purchase Intent of an Electronic Product and Online Consumers Reviews: An Experiment on the Internet Tatiane, Rodrigo and Fernando (2017)	Independent variable Electronic and online products Dependent variable Buying decision	Multiple linear regression analysis Quantitative descriptive strategy	The main result is that there is a second level construct, a motivational factor, the influencing the purchase intention that is responsible for the biggest change in purchase intention in the model being analyzed. Personal order factors such as - trust and attitude towards brands - present the greatest impact on the formation of second order construction and on those who, indirectly, explain the most variation in purchase intentions.	The equation of this study on the dependent variable is the purchase decision, the difference in the research object
4.	The Effect of Product Innovation, Product Quality and City Image on Purchase Decision of Uis Karo Woven	Independent variable Product innovation, product quality, and city image	Multiple linear regression analysis Quantitative descriptive strategy	The results showed that simultaneous product innovation, product quality and city image had a positive and	The equation of this study on the dependent variable is the purchase

No	Research / Research Title	Variable	Analysis Method	Research result	Research Equations and Differences
	Fabric Ginting and Sembiring (2017)	Dependent variable Buying decision		significant effect on the purchasing decision of Uis Karo. Partially, product innovation, product quality and city image have a positive and significant influence on Uis Karo's purchasing decisions.	decision, the difference in the research object
5.	The Influence of Product Innovation and Service Quality to Buying Decision and the Impact to Repeat Buying at Progo Road Bandung Merisa and Siahaan (2018)	Independent variable Product innovation, service quality Dependent variable Buying decision	Multiple linear regression analysis Quantitative descriptive strategy	This study found that product innovation and service quality influence purchasing decisions in industries along Jalan Progo, but did not have the effect of repeating purchases.	The equation of this study on the dependent variable is the purchase decision, the difference in the research object
6.	Analysis Of Lifestyle, Innovation Products, And Marketing Mix Of Product Purchase Decision Hen's Instant Omelette (Case Study In Pt Eco Nature Multiindo) Rasyid, Yuliati and Maulana (2016)	Independent variable Style, product innovation, product quality, marketing mix Dependent variable Buying decision	Multiple linear regression analysis Quantitative descriptive strategy	The results of the factor analysis show that the user of the Hen's Instant segment Omelette consists of three segments: modern, classic, and trendy. SEM analysis results show that the variables that influence purchasing decisions are Product Innovation which consists of	The equation of this study on the dependent variable is the purchase decision, the difference in the research object

No	Research / Research Title	Variable	Analysis Method	Research result	Research Equations and Differences
				Relative Advantage, Compatibility, Complexity, Shareability, Communicative.	
7.	The effect of new product design and innovation on South Korean consumer's willingness to buy Lee and Johnson (2017)	Independent variable Product Design and Innovation Dependent variable Buying decision	Multiple linear regression analysis Quantitative descriptive strategy	Findings revealed that form design had a minimal impact on consumer evaluations of INP, however less typical form designs are preferred over typical form designs for RNP. In addition, the form of design is more important for consumers who are more technologically innovative (vs less innovative) and more knowledgeable (vs less knowledgeable).	The equation of this study on the dependent variable is the purchase decision, the difference in the research object
8.	The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions Khosrozadeh Shirin, Heidarzadeh Hanzaee Kambiz (2011)	Independent variable Country of origin, product knowledge and product relations Dependent variable Buying decision	Multiple linear regression analysis Quantitative descriptive strategy	The results show that the image of the country of origin, product knowledge, and product involvement all have a significant positive influence on consumer purchasing decisions. Further research should examine the different dimensions of involvement and	The equation of this study on the dependent variable is the purchase decision, the difference in the research object

No	Research / Research Title	Variable	Analysis Method	Research result	Research Equations and Differences
				product knowledge on consumer purchasing decisions	

Based on the results of previous studies, it explains that there is an influence on product quality, product knowledge, product innovation, and brand image on purchasing decisions. So the author gets a reference to be used as research material.

2.2. Marketing and Marketing Management

According to Assauri (2014: 5), Marketing is an effort to provide and deliver the right goods and services to the right people at the right place and time and the right price with the right promotion and communication. Meanwhile according to Alma (2014: 1), explained that Marketing is an activity that not only markets goods and offers goods or sells but is broader than that includes various storing, sorting and other activities ".

2.3. Product quality

Kotler (2014: 4) states that a product is anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas. Kotler and Armstrong (2014: 272) say product quality is one of the main means of market positioning.

2.4. Product knowledge

Product knowledge is product knowledge of consumers about the product. To know consumer behavior, marketers must know about product knowledge that is obtained or stored in consumer memory. For marketers, understanding and knowledge of consumers about products is very important, because this knowledge is the basis for consumer behavior decisions.

2.5. Product innovation

Innovation is seen as a generator of creation and improvement of use value modifications so that it is better and more useful. Innovation is very important for product updates so that the product is no less competitive and is able to prove that the product is superior and does not lag behind technological developments. Product innovation is one of the most reliable factors by a marketer in marketing a product (Hermaya, 2013: 243) Innovation is a company's mechanism to adapt to a dynamic environment (Prakosa, 2015)

2.6. Brand image

Kotler and Armstrong (2014: 230) argue that "brand is a name, term, symbol, design, or a combination of these, that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors". In addition, Kotler and Keller (2016: 274) argue that image is the way people actually perceive brands. In order for images to be embedded in the minds of consumers, marketers must

demonstrate brand identity through the communication suggestions and brand contacts available.

2.7. Buying decision

According to Kotler and Armstrong (2014: 224) purchasing decision making consists of five stages: introduction of needs, information seeking, evaluating alternatives, buying decisions, and behavior after purchase. Thus the purchase decision can be a measure of whether or not a company's goals are achieved.

2.8. Relationship Between Research Variables

2.8.1. Effect of product quality on purchasing decisions

Product quality is a very important concept in creating products. Quality products are products that are received by customers according to the needs and desires of customers. According to Kotler and Armstrong (2014), a purchasing decision is a stage where a person or consumer actually decides and then buys a product offered. Then Fandy Tjiptono (2014) defines purchasing decisions as an act of choosing various alternatives owned by consumers. Consumers in deciding on an act of purchasing a product always have alternatives that can be used as a material consideration in buying a product. From the alternatives available, the quality of existing products in an item to be purchased by consumers, is one of the main requirements before a consumer makes a product purchase choice. If consumers are faced with the choice to choose alternatives of similar products available, then the highest quality product will be the main choice that will be chosen by consumers. This is consistent with previous research conducted by Hatta, Rachbini, Parenrengi (2018), Ginting and Sembiring (2017), Rasyid, Yuliati and Maulana (2016), Lee and Johnson (2017) who stated that there was an influence on product quality on purchasing decisions.

2.8.2. Effect of product knowledge on purchasing decisions

When making a purchase, consumers often rely on personal recall or experience to make decisions. Product knowledge as consumers have a perception of a particular product, including previous experience using the product. The level of product knowledge affects consumer purchasing decisions. In general, consumers with higher product knowledge have better memory, recognition, analysis and logic abilities compared to lower product knowledge. As a result, those who think they have higher product knowledge tend to rely on intrinsic cues rather than stereotypes to make assessment of product quality because they realize the importance of product information. Consumers with high product knowledge will evaluate products based on their quality because they are confident in their product knowledge. As such, they will become aware of the value of the product and consequently develop purchasing decisions. On the other hand, those who have low product knowledge are more likely to be easily influenced by environmental cues. This is consistent with previous research conducted by Khosrozadeh Shirin, Heidarzadeh Hanzaee Kambiz (2011) which states there is an influence of product knowledge on purchasing decisions.

2.8.3. Effect of product innovation on purchasing decisions

If a company always brings up innovations in product design, consumers will find it easier to find the product design they want. Innovation is an organized creative effort based on science and technology in transforming goods and suits to be better than before. Where innovation can take the form of new designs, the creation of new benefits, and the use of new technologies. Product innovation is the development of original

products, repair products, modification products and new brands through the company's own research and development efforts (Kotler and Armstrong, 2014). This is consistent with previous research conducted by Hatta, Rachbini, Parenrengi (2018), Seng and Ping (2016), Ginting and Sembiring (2017), Merisa and Siahaan (2018), Rasyid, Yuliati and Maulana (2016) and Lee and Johnson (2017) which states there is an influence of product innovation on purchasing decisions.

2.8.4. The influence of brand image on purchasing decisions

Brand image is something that is important in creating consumer purchasing decisions, a good brand image is a brand image that raises positive value for a brand, so that consumers will always think positively of the brand and will lead to consumer purchasing decisions in meeting consumer needs. In creating a good image of consumers the company must carry out various strategies to create new opportunities in the eyes of consumers by creating a brand image that can be accepted by consumers and produce a positive thing in the minds of consumers, in order to create consumer confidence in the products sold by the company. If the brand image of the product has a positive value in the eyes of consumers, it will lead to a high purchase decision on the product desired by consumers. Not only that brand image can influence purchasing decisions also strengthened by previous research. This is consistent with previous research conducted by Ginting and Sembiring (2017), Rasyid, Yuliati and Maulana (2016) and Lee and Johnson (2017) which states there is an influence of brand image on purchasing decisions.

2.9. Hypothesis Development

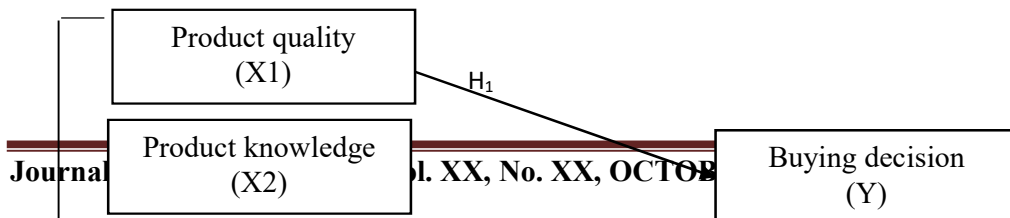
Sugiyono (2017: 88), a hypothesis is a temporary statement or the most probable allegation that still needs to be sought. The following authors propose the research hypothesis as follows:

- H1: It is suspected that there is a significant influence on product quality on Sharp product purchasing decisions
- H2: It is suspected that there is a significant influence of product knowledge on Sharp product purchasing decisions
- H3: It is suspected that there is a significant influence of product innovation on Sharp product purchasing decisions
- H4: It is suspected that there is a significant influence of brand image on the decision to purchase Sharp products
- H5: It is suspected that there is a significant influence of product quality, product knowledge, product innovation and brand image simultaneously on Sharp product purchasing decisions

2.10. Research Conceptual Framework

Identification of the variables in this study are:

1. Independent variable (free)
The independent variable is a variable that can affect or be a cause for other variables. In this study the independent variables are: Product quality (X1), Product knowledge (X2), Product innovation (X3) and Brand image (X4).
2. Dependent variable
The dependent variable in this study is the decision to purchase Sharp (Y) products. Thinking framework is a conceptual model of how theories relate to various factors that have been identified as important problems, the research framework can be seen in Figure 2.1 below:



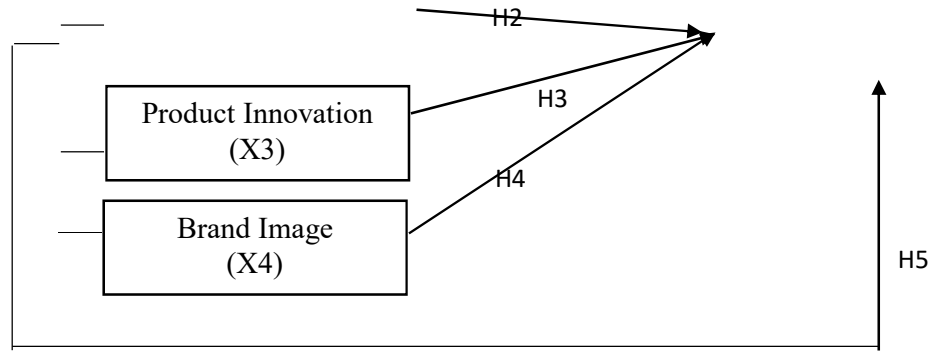


Figure 2.2. Conceptual framework

III. RESEARCH METHOD

3.1. Research Strategies

The strategy used is an associative strategy. Sugiyono (2017: 125) said associative is a research that aims to determine the relationship or influence between variables. This strategy is intended to be able to provide an explanation of the influence of product quality, product knowledge, product innovation, and brand image which are independent variables on the decision to purchase Sharp products which are dependent variables.

3.2. Population and Research Samples

Population according to Sugiyono (2017: 80) states that the population is the area of generalization of objects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Population determination is an important stage in research. Population can provide information or data that is useful for a study. The population in this study is all buyers at the Ruko Sharp in the Mall of Indonesia, while target population is buyers of Sharp electronic products at Sharp's Shop in the Mall of Indonesia in 2019.

Determination of the number of samples is determined using the formula Margin of error according to Arikunto (2014: 75).

$$n = \frac{Z^2}{4(moe)^2} \dots\dots\dots (3.1)$$

Information :

n = number of samples

Z = level of confidence needed in determining the sample 95%

So the value of Z is 1.96

Moe = *Margin of error*, i.e. the maximum error rate that is tolerable, and in this study Moe used 10%

Based on the above calculation, we get the following:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$n = \frac{3,8416}{0,04} = 96.54 \approx 97$$

Respondents who were sampled in this study were Sharp Shop shoppers at the Mall of Indonesia with the following criteria:

1. Age more than 17 years. With an adult age the respondent is expected to be able to make an objective assessment of the statements in the questionnaire relating to the research variables.

2. Respondents selected by consumers who purchase Sharp products at Sharp Shophouse in Mall of Indonesia. New buyers and permanent buyers because this research also deals with purchasing decisions.

3.3. Data and Data Collection Methods

3.3.1. Research data

This research uses primary data. Primary data. According to Sugiyono (2017: 187) primary data is data collected and processed by an organization or individual directly from the object. Primary data collected in this study are respondents' perceptions related to research variables.

3.4. Data Analysis Method

The steps used for data processing in this study are as follows:

3.4.1. Data processing method

The data obtained were then processed using SPSS Version 24.00 software. SPSS software is used to facilitate data processing, so the results are faster and more precise. Where do editing and coding. Editing is the first step in processing data obtained by researchers from the field by checking the possibility of respondents 'wrong answers and the respondents' answers uncertainty. Coding is to give or sign or a certain code for alternative answers of a kind or classify so that it can facilitate researchers about tabulation.

3.4.2. Data presentation method

In this study the collected data is presented in tabular form so that it is easier to analyze and understand the data so that the data presented is more systematic. Where do tabulations. Tabulation is a calculation of data that has been collected in each category until arranged in a table that is easy to understand. Data obtained, after being processed and sorted will be used for statistical analysis of data in accordance with the research objectives.

3.4.3. Statistical analysis of data

To discuss the results of the study, the authors used paired data based on the data obtained. Because there are more than one independent variable, namely three independent variables, and one dependent variable, the analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple) as follows:

3.4.3.1. Test Instrument

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument to be used to collect research data does not have high validity and reliability. The tests and measurements each indicate the consistency and accuracy of the data collected.

1. Validity test

Validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire, (Ghozali, 2011: 88). The basis for decision making is whether or not the statement is stated by Sugiyono (2017: 126): If the count is > 0.30 (critical) then the statement item is valid.

The formula used to test the validity of this instrument is Product Moment from Karl Pearson, as follows:

$$r_{hitung} = \frac{n \sum X Y - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.2)$$

Information:

- r count = The coefficient of validity of the item being sought
- n = Number of respondents (sample)
- X = Score obtained by the subject of each item
- Y = Total score obtained from all items

2. Reliability Test

Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to the statement is consistent or stable from time to time. The method used to test the reliability of the questionnaire in this study is to measure reliability with the Cronbach Alpha statistical test. To find out the questionnaire is reliable, the reliability of the questionnaire will be tested with the help of the SPSS computer program. The instrument used in the variable is said to be reliable if it has a Cronbach Alpha of more than 0.60 (Priyatno, 2014: 26).

$$\text{Cronbach's Alpha Coefficient: } \alpha_{ii} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum S_i^2}{S_t^2} \right) \dots\dots$$

(3.3)

Information :

- k = number of questionnaire items
- α_{ii} = the coefficient of reliability of the questionnaire items
- $\sum S_i^2$ = number of valid item score variances
- S_t^2 = variance of the total score score

To find the magnitude of the item variance questionnaire and the total score variance of the items used the following formula:

$$S_i^2 = \frac{\sum X_i^2}{n} - \left(\frac{\sum X_i}{n} \right)^2 \dots\dots\dots (3.4)$$

Information :

- $\sum X_i$ = number of scores for each item
- $\sum X_i^2$ = sum of the squares of each item

According to Sekaran (2013), the basis for making this reliability test is as follows:

If Cronbach's Alpha coefficient $\geq 0.6 \rightarrow$ then Cronbach's Alpha acceptable (construct reliable).

If Cronbach's Alpha is $< 0.6 \rightarrow$ then Cronbach's Alpha is poor acceptable (construct unreliable).

3.4.3.2. Determination Coefficient Analysis (R²)

R² analysis (R square) or the coefficient of determination is used to find out how much the percentage contribution of the influence of independent variables together to the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R² approaches 1 (one), it can be said that the model is stronger in explaining the independent variables to the dependent variable. conversely, if R² approaches 0 (zero) then the weaker variation of the independent variable explains the dependent variable. (Priyatno, 2014: 125) To state the size of the contribution of independent variables to the dependent variable can be determined on the formula of the coefficient of determination as follows:

1. Contribution of the influence of product quality on purchasing decisions
Q21 = (r_{Y1,234}) 2. 100%
2. Contribution of the influence of product knowledge on purchasing decisions
Q22 = (r_{Y2,341}) 2. 100%

3. Contribution of the influence of product innovation on purchasing decisions
 $R_{23} = (r_{Y3,412})^2 \cdot 100\%$
4. Contribution of the influence of brand image on purchasing decisions
 $Q_{24} = (r_{Y4,123})^2 \cdot 100\%$
5. Contribution of the influence of product quality, product knowledge, product innovation and brand image together on purchasing decisions
 $R_{25} = (r_{Y1234})^2 \cdot 100\%$

3.4.3.3. Hypothesis test

Hypothesis testing is used to test partial and multiple effects. The hypotheses to be tested in this study are:

1. Effect of X1 on Y

Ho: $\beta_{y1,234} = 0$ (partially, there is no significant effect of product quality on Sharp product purchasing decisions).

Ha: $\beta_{y1,234} \neq 0$ (Partially, there is a significant influence of product quality on Sharp product purchasing decisions).

2. Effect of X2 on Y

Ho: $\beta_{y2,341} = 0$ (partially, there is no significant effect of product knowledge on Sharp product purchasing decisions).

Ha: $\beta_{y2,341} \neq 0$ (partially there is a significant influence of product knowledge on Sharp product purchasing decisions).

3. Effect of X3 on Y

Ho: $\beta_{y3,412} = 0$ (partially, there is no significant influence of product innovation on the decision to purchase Sharp products).

Ha: $\beta_{y3,412} \neq 0$ (partially there is a significant influence of product innovation on Sharp product purchasing decisions).

4. Effect of X4 on Y

Ho: $\beta_{y4,123} = 0$ (partially, there is no significant influence of brand image on the decision to purchase Sharp products).

Ha: $\beta_{y4,123} \neq 0$ (partially there is a significant influence of brand image on the decision to purchase Sharp products).

To test the effect of independent variables on partially dependent variables, seen from the P-value compared to α ($5\% = 0.05$)

Ho is rejected, Ha is accepted if P-value < 0.05 and

Ho accepted, Ha rejected if P-value ≥ 0.05

or

Ho is rejected, Ha is accepted if $t > t_{table}$ and

Ho accepted, Ha rejected if $t_{count} < t_{table}$

5. Effect of X1, X2 and X3 with respect to Y

Hypothesis testing is used to test multiple effects. The hypotheses to be tested in this study are:

Ho: $\beta_{y1234} = 0$ (Simultaneously there is no significant effect of product quality, product knowledge, product innovation and brand image on Sharp product purchasing decisions).

Ha: $\beta_{y1234} \neq 0$ (Simultaneously there is a significant influence on product quality, product knowledge, product innovation and brand image on Sharp product purchasing decisions).

As for testing the effect of independent variables on the dependent variable simultaneously, the significance value of F is compared to α ($5\% = 0.05$).

Ho is rejected, Ha is accepted if Significance F < 0.05 and

Ho is accepted, Ha is rejected if Significance F > 0.05

or

Ho is rejected, Ha is accepted if $F_{count} > F_{table}$ and

H_0 is accepted, H_a is rejected if $F_{count} < F_{table}$

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

PT Sharp Electronic Indonesia was founded in 1912 for the first time in Osaka, Japan, by Mr. Tokuji Hayakawa. Then the more years and the development of PT Sharp Electronic Indonesia's technology began to spread in Indonesia. PT Sharp Electronic Indonesia is a company engaged in the production of electronic goods. And one of the cities where PT Sharp Electronic Indonesia is located is in Jakarta. By having several branches including Sharp Electronics Indonesia - Sales and Marketing Office at Mall of Indonesia having its address at Mall Of Indonesia, Ruko Italian Walk Blok C51-C53, Jl. Raya Boulevard Barat, kelapa ivory, jakarta utara, RT.18 / RW.8, Klp. Gading Bar., Kec. Klp. Gading, Kota Jkt Utara, Special Capital Region of Jakarta 14240

4.2. Description of Respondents

PeneThis litian takes samples of buyers at the Sharp Shophouse in the Mall of Indonesia. Sample selection is done by first verifying the buyer's sample. As a result of preliminary research. The following will be given an overview of the characteristics of respondents stated in the form of tabulations of respondents' identities as many as 97 sample respondents. Presentation of data regarding the identity of the respondent to provide an overview of the state of the respondents.

Table 4.1. Characteristics of Respondents

RESPONDENT DATA	TOTAL	PERCENTAGE
Gender		
Male	55	57
Girl	42	43
Total	97	100
Age		
17-20 years	7	7
21-30 years	11	11
31-40 years old	61	63
≥ 40 years old	18	19
Total	97	100
Last education		
Elementary school	3	3
SMP / SIMPLE	24	25
SMA / BRIEF	28	29
BACHELOR	42	43
Total	97	100
Status		
Married	35	36
Single	62	64
Total	97	100
Income		
0-2 million	12	12
2-3 million	32	33
3-5 million	29	30

> 5 million	24	25
Total	97	100

Source: Processed by the author (2020)

Based on the data above, it can be seen that the majority of research respondents are male, as many as 55 people. The age level is dominated by vulnerable 31 to 40 years, as many as 61 people. The last level of education was dominated by the Bachelor level, as many as 42 respondents, 62 respondents were single and as many as 32 million people with 2-3 million incomes.

4.3. Research Instrument Testing Results

4.3.1. Validity test

Testing the validity of the instrument is to determine the degree of accuracy of the instrument to collect research data. This test is conducted to determine whether all research statements (instruments) submitted to measure the research variables are valid. The type of validity used in this study is construct validity which includes understanding the theoretical arguments that underlie the measurements obtained. To test the validity of this study calculated by computer using the Statistical Product and Service Solutions (SPSS) program, the results for making a decision are to compare r counts with critical measures. The calculated value can be obtained using the Product Moment Correlation Coefficient value. If the Product Moment Correlation Coefficient value $>$ is critical, the item statement is said to be valid or if r count is positive, and r count $>$ critical, then the item or variable is valid. If r arithmetic is not positive, and r arithmetic $<$ critical, then the item or variable is invalid. Where is critical use 0.30. The validity test results for each statement can be seen in the table below (the SPSS results for the instrument validity test are in Appendix 8 through Appendix 12):

Table 4.6. Overall Results of Validity Test

No	Statement	count Variable X1	count Variable X2	count Variable X3	count Variable X4	count Y variable	critical	Information
1	Q1	0.768	0.544	.779	0.791	0.640	0.30	Valid
2	Q2	0.826	0.800	0.923	0.918	0.840	0.30	Valid
3	Q3	0.609	0.848	0.844	0.639	.648	0.30	Valid
4	Q4	0.609	0.798	0.831	0.877	0.550	0.30	Valid
5	Q5	0.791	0.596	0.535	0.944	.669	0.30	Valid
6	Q6	0.635	0.820	0.570	0.850	0.840	0.30	Valid
7	Q7	0.710				0.739	0.30	Valid
8	Q8	0.838				.669	0.30	Valid
9	Q9					.752	0.30	Valid
10	Q10					.669	0.30	Valid

Source: SPSS data processing (2020)

Based on the results of the validity test, it was concluded that all statements tested were all with a calculated value greater than 0.30. Based on these results it can be said that all statements in this study are valid.

4.3.2. Reliability Test

The reliability test is used to determine the consistency or stability of the measuring instrument, whether the instrument used is reliable and remains consistent if the measurement can be repeated. In this reliability test the SPSS program is used with the Cronbach's Alpha method. For reliability testing of the same instrument the Cronbach's Alpha formula was used. This formula is used to see the extent to which the measuring instrument can give relatively no different results if the measurements are taken again to the same symptoms at different times. So the measurement of reliability relates to the consistency and accuracy of measurements. The reliability test results for the independent variables are product quality (X1), product knowledge (X2), product

innovation (X3), brand image (X4) and dependent variable Sharp product purchase decision (Y).

Table 4.7. Overall Reliability Test Results

Variable	Alpha Cronbach	> / <	Constant	Information
Product quality (X1)	.701	>	0.60	Reliable
Product Knowledge (X2)	.696	>	0.60	Reliable
Product innovation (X3)	.809	>	0.60	Reliable
Brand Image (X4)	.449	>	0.60	Reliable
Decision to purchase Sharp products (Y)	.657		0.60	Reliable

Source: SPSS data processing (2020)

From the output table the reliability test results above show the Alpha Cronbach value for the three variables used in this study is greater than 0.60. So it can be concluded that all variables in this study are reliable.

4.4. Statistic analysis

In carrying out a series of statistical analysis the data will be divided into several sections consisting of analysis as described below:

4.4.1. Analysis of the coefficient of determination

The effect of product quality, product knowledge, product innovation and brand image simultaneously on Sharp product purchasing decisions is shown by the coefficient of determination (R²). The coefficient of determination (R²) shows the proportion or percentage of total variation in the variable Y which can be explained by the independent variables X1 X2 X3 and X4.

1. Partial Determination Coefficient

- The value of the coefficient of determination of product quality (X1) on the decision to purchase products Sharp (Y) as follows:

Table 4.6. Partial determination coefficient Product quality (X1) to the purchase decision Sharp products (Y)

Control Variables			Product Quality (X1)	Purchase Decision (Y)
Product Knowledge (X2)	Product Quality (X1)	Correlation	1,000	,672
		Significance (2-tailed)	.	,000
	Purchase Decision (Y)	df	0	94
		Correlation	,672	1,000
		Significance (2-tailed)	,000	.
		df	94	0

Source: SPSS data processing (2020)

Based on Table 4.6, the correlation coefficient obtained for $r = 0.672$ shows that the product quality variable is strongly correlated with the Sharp product purchase decision (Appendix 21).

Based on Table 4.6 above, the calculation of the coefficient of partial determination of product quality (X1) on the purchase decision for Sharp products (Y) is:

$$\begin{aligned} \text{KDP1} &= (r)^2 \times 100\% \\ &= (0.672)^2 \times 100\% \\ &= 0.452 \times 100\% \end{aligned}$$

$$\text{KDP1} = 45.2\%$$

This shows that the partial determination coefficient of 0.452 can be interpreted that the contribution of product quality to the Sharp product purchase decision of 45.2% or in other words 45.2% of the variation of the Sharp product purchase

decision variable can be explained by the product quality variable, while the remaining 54 , 8% is the contribution of other variables that are not included in this research model.

- b. The value of the coefficient of determination of product knowledge (X2) on the decision to purchase products Sharp (Y) as follows:

Table 4.7. Partial determination coefficient Product knowledge (X2) on the decision to purchase products Sharp (Y)

Correlations			Product Knowledge (X2)	Purchase Decision (Y)
Control Variables				
		Correlation	1,000	,449
	Product Knowledge (X2)	Significance (2-tailed)	.	,000
		df	0	94
Product Innovation (X3)		Correlation	,449	1,000
	Purchase Decision (Y)	Significance (2-tailed)	,000	.
		df	94	0

Source: SPSS data processing (2020)

Based on Table 4.7 obtained a correlation coefficient of $r = 0.449$, this shows that the product knowledge variable is strongly correlated with the Sharp product purchase decision (Appendix 21).

Based on Table 4.7 above the calculation of the coefficient of partial determination of product knowledge (X2) on the purchase decision for Sharp products (Y) is:

$$\begin{aligned} \text{KDP2} &= (r)^2 \times 100\% \\ &= (0.449)^2 \times 100\% \\ &= 0.202 \times 100\% \end{aligned}$$

$$\text{KDP2} = 20.2\%$$

This shows that the partial determination coefficient of 0.202 can be interpreted that the contribution of product knowledge to the Sharp product purchase decision of 20.2% or in other words 20.2% of the variation of the Sharp product purchase decision variable can be explained by the product knowledge variable, while the remaining 79 , 8% is the contribution of other variables that are not included in this research model.

- c. The coefficient value of the determination of product innovation (X3) on the decision to purchase Sharp products (Y) is as follows:

Table 4.8. Partial determination coefficient Product innovation (X3) on the decision to purchase Sharp (Y) products

Correlations			Product Innovation (X3)	Purchase Decision (Y)
Control Variables				
		Correlation	1,000	,660
	Product Innovation (X3)	Significance (2-tailed)	.	,000
		df	0	94
Brand Image (X4)		Correlation	,660	1,000
	Purchase Decision (Y)	Significance (2-tailed)	,000	.
		df	94	0

Source: SPSS data processing (2020)

Based on Table 4.8, the correlation coefficient obtained for $r = 0.660$ shows that the product innovation variable is strongly correlated with the Sharp product purchase decision (Appendix 21).

Based on Table 4.8 above, the calculation of the coefficient of partial determination of product innovation (X3) on the decision to purchase a Sharp product (Y) is:

$$\begin{aligned} \text{KDP3} &= (r)^2 \times 100\% \\ &= (0.660)^2 \times 100\% \\ &= 0.436 \times 100\% \end{aligned}$$

$$KDP3 = 43.6\%$$

This shows that the partial determination coefficient of 0.436 can be interpreted that the contribution of product innovation to the purchase decision of Sharp products is 43.6% or in other words 43.6% variation of the Sharp product purchase decision variable can be explained by the product innovation variable, while the remaining 56,4% is the contribution of other variables that are not included in this research model.

- d. The coefficient of determination of the brand image (X4) on the decision to purchase Sharp products (Y) as follows:

Table 4.9 Partial determination coefficient Brand image (X4) on the decision to purchase Sharp (Y) products

Control Variables			Brand Image (X4)	Purchase Decision (Y)
Product Quality (X1)	Brand Image (X4)	Correlation	1,000	,535
		Significance (2-tailed)	.	,000
	Purchase Decision (Y)	df	0	94
		Correlation	,535	1,000
		Significance (2-tailed)	,000	.
		df	94	0

Source: SPSS data processing (2020)

Based on Table 4.9 obtained correlation coefficient of $r = 0.535$ shows that the brand image variable is weakly correlated with the decision to purchase Sharp products (Appendix 21).

Based on Table 4.9 above, the calculation of the coefficient of partial determination of brand image (X4) on the purchase decision for Sharp products (Y) is:

$$\begin{aligned} KDP4 &= (r)^2 \times 100\% \\ &= (0.535)^2 \times 100\% \\ &= 0.286 \times 100\% \end{aligned}$$

$$KDP4 = 28.6\%$$

This shows that the partial determination coefficient of 0.286 can be interpreted that the contribution of the brand image to the purchase decision of Sharp products is 28.6% or in other words 28.6% of the variation of the Sharp product purchase decision variable can be explained by the brand image variable, while the remaining 71,4% is the contribution of other variables that are not included in this research model.

2. Simultaneous Determination Coefficient

The simultaneous determination coefficient values of product quality (X1), product knowledge (X2), product innovation (X3) and brand image (X4) on the Sharp product purchase decision (Y) are as follows:

Table 4.10 Correlation Coefficient and Simultaneous Determination of product quality (X1), product knowledge (X2), product innovation (X3) and brand image (X4) on Sharp product purchasing decisions (Y)

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,909a	,827	,819	1,83699

a. Predictors: (Constant), Brand Image (X4), Product Quality (X1), Product Knowledge (X2), Product Innovation (X3)

Source: SPSS data processing (2020)

- b. Effect of product knowledge (X2) on Sharp product purchasing decisions (Y)
Ho: $\beta_{y2,341} = 0$ partially there is no significant influence of product knowledge on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia).
Ha: $\beta_{y2,341} \neq 0$ partially there is a significant influence of product knowledge on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia
After testing the hypothesis of the above-mentioned research and based on the results of the calculation of SPSS Version 24.0 (Table 4.11 and Appendix 22), the significance of the variable X2 t is 0,000 smaller than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected, then Ha is accepted, partially there is a significant influence of the product knowledge variable on the variable of the Sharp product purchase decision (at the level of product quality 95%).
- c. Effect of product innovation (X3) on Sharp product purchasing decisions (Y)
Ho: $\beta_{y3,412} = 0$ partially there was no significant influence of product innovation on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia
Ha: $\beta_{y3,412} \neq 0$ partially there is a significant influence of product innovation on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia
After testing the hypothesis of the above-mentioned research and based on the results of the calculation of SPSS Version 24.0 (Table 4.12 and Appendix 22), the significance of the variable X3 t is 0.004 smaller than the real level or 0.004 <0.05. Therefore, it can be concluded that Ho is rejected then Ha is accepted, partially there is a significant influence of the product innovation variable on the Sharp product purchase decision variable (at a product quality level of 95%).
- d. The influence of brand image (X4) on purchasing decisions for Sharp (Y) products
Ho: $\beta_{y4,123} = 0$ partially there is no significant influence of brand image on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia).
Ha: $\beta_{y4,123} \neq 0$ partially there is a significant influence of brand image on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia
After testing the hypothesis of the above-mentioned research and based on the results of the calculation of SPSS Version 24.0 (Table 4.11 and Appendix 22), the significance of the variable X4 t is 0.013 smaller than the real level or 0.013 <0.05. Therefore, it can be concluded that Ho is rejected then Ha is accepted, partially there is a significant influence of the brand image variable on the Sharp product purchase decision variable (at a product quality level of 95%).

2. Simultaneous testing

Table 4.12. Simultaneous Hypothesis Testing of product quality (X1), product knowledge (X2), product innovation (X3) and brand image (X4) on the decision to purchase Sharp products (Y)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1481,585	4	370,396	109,762	.000b
	Residual	310,457	92	3,375		
	Total	1792,041	96			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Brand Image (X4), Product Quality (X1), Product Knowledge (X2), Product Innovation (X3)

Source: SPSS data processing (2020)

Ho: $\beta_{y1234} = 0$ simultaneously there is no significant effect of product quality, product knowledge, product innovation and brand image on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia.

Ha: $\beta_{y1234} \neq 0$ simultaneously there is a significant influence on product quality, product knowledge, product innovation and brand image of the decision to purchase Sharp products at Sharp Shophouse in the Mall of Indonesia

After testing the hypothesis in accordance with the test steps mentioned in the previous chapter and based on the results of the calculation of SPSS Version 24.0 (Table 4.12 and Appendix 22), a Significance F of 0,000 is less than the real level or $0,000 < 0.05$. Therefore, it can be concluded that Ho is rejected then Ha is accepted, simultaneously there is a significant influence on product quality, product knowledge, product innovation and brand image on Sharp product purchasing decisions which means adding and reducing product quality, product knowledge, product innovation and brand image will significant impact on the increase and decrease in purchasing decisions Sharp products at 95% product quality level.

4.5. Research Findings

Table 4.13. Research Result Matrix

Variable	Coefficient of Determination	Hypothesis testing
Effect of product quality on Sharp product purchasing decisions	45.2%	0,000 <0.05
Effect of product knowledge on Sharp product purchasing decisions	20.2%	0,000 <0.05
Effect of product innovation on Sharp product purchasing decisions	43.6%	0.004 <0.05
The influence of brand image on Sharp product purchasing decisions	28.6%	0.013 <0.05
The influence of product quality, product knowledge, product innovation and brand image simultaneously on Sharp product purchasing decisions	81.9%	0,000 <0.05

Source: Processed Data (2020)

Based on Table 4.13 above can be described as follows:

1. Effect of product quality on Sharp product purchasing decisions

The coefficient of partial determination X1 (product quality) with Y (Sharp product purchase decision) is 0.672, which means that the relationship between product quality and Sharp product purchase decision is moderate with a positive or directional relationship, while the contribution of product quality to Sharp's product purchase decision is 45.2 % or in other words 45.2% of the variation in the Sharp product purchase decision variable can be explained by the product quality variable, while the remaining 54.8% of the Sharp product purchase decision is contributed by another variable. The results of testing the hypothesis where the significance of the variable X X1 of 0,000 is smaller than the real level or $0,000 < 0.05$. Therefore, it can

be concluded that H_0 is rejected, so H_a is accepted, partially there is a significant influence of product quality variables on the Sharp product purchase decision variables. This is consistent with previous research conducted by Hatta, Rachbini, Parenrengi (2018), Ginting and Sembiring (2017), Rasyid, Yuliati and Maulana (2016), Lee and Johnson (2017) who stated that there was an influence on product quality on purchasing decisions. According to Kotler (2015) quality is a form of assessment of the product to be purchased, whether it meets what consumers expect. Consumers will love products that offer the best quality, performance, and innovative complement. Products that consumers want are quality products, including speed, acceleration (stability), comfort, and durability. Customers will be satisfied if their evaluation results show that the products they use are of high quality. Having a good quality product, consumers can easily buy the desired goods. The product the consumer wants is a quality product, the more quality a product is, the higher the consumer's decision to make a purchase.

2. Effect of product knowledge on Sharp product purchasing decisions

The coefficient of partial determination X_2 (product knowledge) with Y (Sharp product purchase decision) is 0.449, which means that the relationship between product knowledge and Sharp product purchase decision is strong with a positive or unidirectional relationship, while the contribution of product knowledge to the Sharp product purchase decision is 20.2 % or in other words 20.2% of the variation in the Sharp product purchase decision variable can be explained by the product knowledge variable, while the remaining 79.8 %% of the Sharp product purchase decision is contributed by another variable. The results of hypothesis testing where the significance of the variable X_2 t of 0,000 is smaller than the real level or 0,000 < 0.05 . Therefore, it can be concluded that H_0 is rejected, so H_a is accepted, partially there is a significant influence of product knowledge variables on the Sharp product purchase decision variables. This is supported by previous research conducted by Khosrozadeh Shirin, Heidarzadeh Hanzaee Kambiz (2011) which states there is an influence of product knowledge on purchasing decisions. Product knowledge has become a central issue of the study of consumer behavior. In recent years the level of product knowledge is higher and information is better than those who have a low level of product knowledge. Therefore, the higher the level of product knowledge possessed, the higher the level of product sales. Previous research on consumer behavior has emphasized the importance of the relationship between product involvement and product knowledge. The company's product strategy refers to a package or variety of products and what is offered. Products include what is sold, what is the quality level, the number and type of products sold, packaging, characteristics, related services, and when the product or service is delivered. With a high level of product knowledge consumers will evaluate a product based on its quality because they believe in the level of knowledge they have. Therefore it is very likely they will be more aware of the value of a product and then go up to the stage of desire to buy. Conversely, consumers with a low level of product knowledge are more likely to be influenced by directions from the surrounding environment, for example seduction from the seller, which might change the way they receive information from a product.

3. Effect of product innovation on Sharp product purchasing decisions

The partial determination coefficient X_3 (product innovation) with Y (Sharp product purchase decision) is 0.660 which means that the relationship between product innovation and Sharp product purchase decision is strong with a positive or unidirectional relationship, while the contribution of product innovation to the Sharp product purchase decision is 43.6 % or in other words 43.6% variation of the Sharp product purchase decision variable can be explained by the product innovation

variable, while the remaining 56.4% of the Sharp product purchase decision is contributed by other variables. The results of testing the hypothesis where the significance of the variable X3 of 0.004 is smaller than the real level or $0.004 < 0.05$. Therefore, it can be concluded that H_0 is rejected then H_a is accepted, partially there is a significant influence of the product innovation variable on the Sharp product purchase decision variable. Hatta, Rachbini, Parenrengi (2018), Seng and Ping (2016), Ginting and Sembiring (2017), Merisa and Siahaan (2018), Rasyid, Yuliati and Maulana (2016) and Lee and Johnson (2017) which states there is an influence of product innovation on purchasing decisions. Innovation is part of a framework that connects aspects of corporate culture with the ability to innovate and improve company performance through consumer buying decisions. As Kilbourne and Woodman in Sousa, et.al. (2012: 32) show that innovation systems depend on a number of variables other than creativity, such as autonomy, available information, reward systems, education or training, system authority, participation in decision making, or team cohesiveness. In global competition, companies must be able to modify their products to add value to the products they produce and must be able to meet the needs and tastes of consumers. The added value of the products produced can be in the form of designs / models of products produced and services of products sold. The existence of product innovation by the company, is expected to improve buying decisions. The higher product innovation by the company will improve company performance through increased buying decisions.

4. The influence of brand image on Sharp product purchasing decisions

The coefficient of partial determination X4 (brand image) with Y (Sharp product purchase decision) is 0.535, which means the relationship between brand image and Sharp product purchase decision is weak with a positive or unidirectional relationship, while the contribution of brand image to the Sharp product purchase decision is 28.6 % or in other words 28.6% of the variation in the Sharp product purchase decision variable can be explained by the brand image variable, while the remaining 71.4% of the Sharp product purchase decision is contributed by another variable. The results of hypothesis testing where the significance of the variable X4 of 0.013 is smaller than the real level or $0.013 < 0.05$. Therefore, it can be concluded that H_0 is rejected then H_a is accepted, partially there is a significant influence of the brand image variable on the Sharp product purchase decision variable. Ginting and Sembiring (2017), Rasyid, Yuliati and Maulana (2016) and Lee and Johnson (2017) which states there is an influence of brand image on purchasing decisions. According to Hurriyati (2015) brand image is an important factor for the success of an organization's marketing. The formation of a good image can be used as a strength by companies to attract potential customers and retain existing customers. A positive perception will form a positive brand image as well. Someone who is motivated is ready to take immediate action. The actions of someone who is motivated will be influenced by their perception of certain situations. Perception can be interpreted as a process that is used by individuals to select, organize, and interpret information input to create a picture, a picture which is then called an image.

5. The influence of product quality, product knowledge, product innovation and brand image simultaneously on Sharp product purchasing decisions

The coefficient of multiple determination is 0.909 which means that the relationship between product quality, product knowledge, product innovation and brand image simultaneously to the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia is very strong with a positive or directional relationship, while the contribution of product quality, product knowledge, product innovation and brand image simultaneously on Sharp product purchasing decisions of 81.9% while the remaining 18.1% is the influence of other variables not analyzed in this study. The results of hypothesis testing where the Significance F of 0,000 is smaller than the real

level or $0,000 < 0.05$. Therefore, it can be concluded that H_0 is rejected then H_a is accepted, simultaneously there is a significant influence on product quality, product knowledge,

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the research analysis concluded that:

1. Partially there is a significant positive effect on product quality on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia and the contribution of product quality to the decision to purchase Sharp products is 45.2%.
2. Partially, there is a significant positive influence of product knowledge on the decision to purchase Sharp products at the Ruko Sharp in the Mall of Indonesia and the contribution of the influence of product knowledge on the decision to purchase Sharp products by 20.2%.
3. Partially there is a significant positive influence on product innovation on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia and the contribution of product innovation on the decision to purchase Sharp products is 43.6%.
4. Partially, there is a significant positive effect of brand image on the decision to purchase Sharp products at Sharp Shop in the Mall of Indonesia and the contribution of brand image influence on the decision to purchase Sharp products by 28.6%.
Simultaneously there is a significant positive effect on product quality, product knowledge, product innovation and brand image on the decision to purchase Sharp products at Sharp Shop at the Mall of Indonesia and contributions

5.2. Suggestion

Based on the results of the analysis of the discussion and conclusions that have been made, the suggestions that can be given are as follows:

1. Based on the lowest score of the product quality variable in statement number 8 "Sharp product quality is very convincing according to what is known in the market" suggested the company in this case Sharp needs to improve its product strategy in the form of durable consumer usage and automatic system technology on certain products.
2. Based on the lowest score of the product knowledge variable in statement number 2 "I know the authenticity of Sharp's electronic spare parts sold at the Sharp MOI shop" Sharp suggested The company must provide more information about the products offered to satisfy consumers, where each item or service has different benefits
3. Based on the lowest score of the product innovation variable in statement number 4 "The interior and exterior contained in Sharp electronic products are very practical and impressive" It is recommended that the company innovate by adjusting the tastes of consumers and has the interior and exterior characteristics of Sharp products compared to other products
4. Based on the lowest score of the brand image variable in statement number 5 "The components contained in Sharp's electronic products cannot be imitated by other brands" It is recommended that companies improve technology over existing products so that they cannot be imitated by other competing products further maintain and enhance the brand image (brand image) of Sharp products in the community to influence purchasing decisions.
5. Based on the lowest score score of the purchase decision variable in statement number 7 "Because I am satisfied, I will buy Sharp brand electronic products again" suggested to consumers in purchasing Sharp products first monitor post-buyer

satisfaction and post-buyer actions and use of post-purchase products by looking at brands and features that interfere with other brands.

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LIST OF RESEARCHER'S HISTORY

Personal data

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