

**THE MEDIATION ROLE OF BRAND IMAGE ON THE INFLUENCE OF PRODUCT QUALITY
ON INTENTION TO PURCHASE THE SAMSUNG S24 ULTRA SMARTPHONE
(Study of Smartphone Users in Denpasar City)**

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ABSTRACT

Lifestyles and the economy are starting to be driven by mobile applications, making the existence of smartphones increasingly important, causing an increase in demand for various types of communication devices and will result in an increasing number of business actors providing/manufacturing communication equipment, resulting in increased competition in the business world in the telecommunications sector. Samsung is the smartphone most often used in Indonesia. The discovery of a business phenomena was evidenced by a drop in Samsung smartphone product sales and a subsequent absence of consumer buy intents. This research aims to analyze the mediating role of brand image on the influence of product quality on purchase intentions for the Samsung S24 Ultra smartphone in Denpasar City from a Signaling Theory perspective, taking into account brand image. The survey data used was 130 customers using purposive sampling. The results of path, Sobel, and VAF analyzes found that The study found that there was a positive and substantial correlation between product quality and buy intention. Additionally, there was a positive and significant correlation between product quality and brand image, and brand image mediated the effect of product quality on purchase intention. for Samsung S24 Ultra smartphone users in Denpasar City. The results of this research have implications for developing business strategies to pay more attention to product quality and brand image so that they can increase purchasing intentions for the Samsung S24 Ultra smartphone in Denpasar City. It is advised that future studies assess consistency by incorporating price into the conceptual model as a moderator.

Keywords: Product quality, Brand image, Purchase intention

NTRODUCTION

The increasing complexity of human activities leads to increasingly diverse needs (Ashari, et al., 2020). Lifestyles and the economy are starting to be driven by mobile applications, making the existence of smartphones increasingly important, thus causing an increase in demand for various types of communication devices and will result in an increasing number of business actors providing/manufacturing

communication equipment, resulting in increased competition in the business world in the telecommunications sector (Armayani & Jatra, 2019). Indonesia is one of the countries with the most smartphone users in the world. According to data obtained from (goodstats.id, 2023) Indonesia is ranked 6th in the world with 73 million users. Samsung managed to reach the top position as the most frequently used brand, according to data obtained from (Databoks, 2023) Samsung was in first position with 31.7 percent, respondents chose it as the main choice. Lee Byung-chul, a South Korean, created the Samsung corporation in 1938. Although Samsung initially operated in various industrial sectors, such as food, textiles, insurance, and others, in the late 1960s, the company began to focus on electronics, including the production of consumer electronic equipment. Until now, Samsung has not escaped the innovation that continues to be created and of course consumer trust in Samsung products. This shows that marketing research and practice are interested in building strong relationships between brands and consumers (Tanamal, et al., 2022). The Samsung S24 Ultra is a cellphone that combines advanced hardware and software innovations, supported by artificial intelligence (AI) technology. This phone is built with strong titanium material, has excellent durability. Samsung succeeded in winning the title as the best smartphone brand, proven by being in first place in Indonesia as of the third quarter of 2023. According to data from (Top Brand Award, 2023), it was in first place with a percentage reaching 32.90 percent. Samsung maintains its leading position as the best smartphone brand in Indonesia with a market share of 19.7 percent in the third quarter of 2023, asserting its dominance despite facing an 8.4 percent decline in shipment volume compared to the same period in the previous year. Despite this, Samsung remains at the top of the ranking when compared to the results of the second quarter of 2023 (Bhineka Blog, 2023).

Signaling Theory

Signaling Theory was first put forward by Spence (1973), where this theory states that companies as masters of information will report information which then acts as a signal received by other parties as an illustration of the condition and performance of a company. Companies that have quality products will provide positive signals to customers regarding these products through marketing activities. This condition will influence customers to decide to buy products marketed by the company. The signal referred to in marketing is an information signal, where the signal is used by consumers to conclude the quality of a brand which reflects a direct influence on consumer preferences for a brand (Nguyen & Alcantara, 2022).

With the explanation that has been explained, the conceptual framework in this research is:

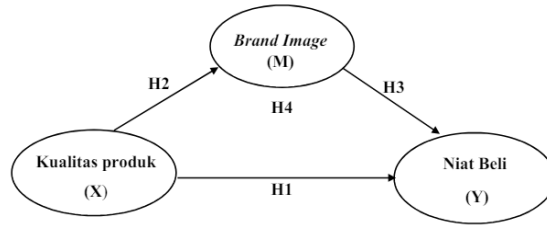


Figure 1. Conceptual Framework

Product Quality and Purchase Intentions for the Samsung Galaxy S24 Ultra

Product quality can be interpreted as the capacity of the product to fulfill its intended purpose, including its strength, dependability, convenience of packing, capacity for product maintenance, and other attributes (Putra, 2021). A product's quality encompasses all of its attributes that are contingent upon its capacity to meet explicit or implicit needs. (Rusahana et al., 2021). If the quality of the product has a positive impression and is believed to fulfill one's needs and desires, then people will have an interest in buying a product or service (Rahmawaty & Nur, 2020). Research by Fauzi and Tantra, (2023) reports that Vivo smartphone product quality has a positive and significant effect on intention to purchase Vivo smartphones. The same results were also reported in research by Andi, et al., (2020) which stated that product quality had a significant influence on purchase intention.

H1: Product quality has a positive and significant influence on purchase intention

Product Quality and Brand Image of the Samsung Galaxy S24 Ultra

Product quality reflects the product's ability to provide satisfaction to customer needs and requirements. This definition focuses on customers and focuses on how customers perceive the product to suit their goals (Fauzi & Ali, 2021). When a company succeeds in building good product quality, it will result in the brand image of the brand increasing (Putra et al., 2022). Research conducted by (Gunawan & Pertiwi, 2022) & (Cahayani & Sutar, 2020) is based on the results statistical calculations, it can be concluded that the product quality variable (X) has a positive and significant effect on the brand image variable (Y) directly. . The same results were reported from research (Diputra & Kertiyasa, 2021) which explains that product quality and brand image have a positive and significant relationship. From the results of previous research that has been carried out, it is known that product quality has a direct influence on the brand image of Rumah Batik Rolla Jember (Syafulloh, et al., 2021)

H2: Product quality has a positive and significant influence on brand image

Brand Image and Intention to Purchase Samsung Galaxy S24 Ultra

Every product that is marketed on the market has a distinct consumer perception that marketers purposefully cultivate in order to set it apart from rivals (Hakim & Nuryanto, 2021). Brand image is a representation of the general impression of

a brand, which is based on data and previous encounters with the brand (Purba et al., 2021). In order to hopefully persuade customers to make purchases, brand image has evolved into a promotional tool that plays a significant part in promoting consumer interest in the company's products. (Aini et al., 2022). Research conducted by Prayogo, et al., (2023) and Fasha, et al., (2022) report that brand image and purchase intention have a positive and significant relationship. The higher the quality of a manufacturer's Brand Image, the higher the percentage of consumers' willingness to buy, and vice versa, the lower the Brand Image quality. then it will increasingly influence the percentage of consumers' willingness to buy. The same results were also found in the research of Prasetyo, et al., (2022) and Italia & Islamuddin, (2021) which reported that there was a strong positive influence on the brand image variable on online buying interest at Tokopedia.

H3 : : Brand Image has a positive and significant influence on Purchase Intention

Brand Image As a Mediator for Product Quality and Purchase Intentions for the Samsung Galaxy S24 Ultra

Brand image is a customer's view of a particular brand. A brand is an identity, design characteristics or image, designed to identify a product or service (Laisina & Fairliantina, 2022). Research conducted by Melati, et al., (2021) reported that the brand image variable can significantly mediate the influence of quality product on purchase intention. These results prove that brand image has a significant role in mediating the influence of product quality on purchase intentions

H4: Brand Image is able to mediate the influence of Product Quality on Purchase Intention

RESEARCH METHODS

The design of this research is survey research involving smartphone users in Denpasar City. The number of research samples used was 130 respondents who obtained 5 times the number of indicators or 10 times the number of indicators, so the number of samples was $5 \times 13 = 65$, $10 \times 130 = 130$. So the required sample range was 65-130 samples. This research used 130 samples

The research conceptual model is built from one independent variable, one mediating variable, and one dependent variable. Product quality is the independent variable, brand image is the mediating variable, and intention to buy the Samsung Galaxy S24 Ultra is the dependent variable.

Observation was used to ascertain the phenomenon of smartphone users in Denpasar City. Indicators of issues with product quality, brand image, and intention to buy the Samsung Galaxy S24 Ultra smartphone were also identified. Relevant theories and empirical evidence were reviewed, conceptual models were created, research hypotheses were developed, data was gathered, analyzed, and research reports were presented.. The location of this research is in Denpasar City.

This research data consists of quantitative data and qualitative data. The qualitative data collected includes the respondent's domicile, the respondent's gender, the respondent's exposure to product advertisements, the respondent's occupation, and the respondent's current smartphone brand. The quantitative data for this research include the respondent's age, spending budget, and the frequency of respondents' answers to the indicator statements for each variable. Research data collected from primary sources, namely product quality, brand image, purchase intention. Research data collected from secondary sources, namely the countries with the most smartphone users in the world, the most frequently used smartphone brands, top smartphone brands in Indonesia, and market share & shipment of smartphone brands in Indonesia

Research data on product quality variables is measured by referring to the instrument developed by Mulyati and Jaya, (2020), (Sepptiani Prambudi, (2021), and (Siringoringo & Thaeras 2018). Research data on brand image variables is measured by referring to research instruments developed from (Fasha, et al., 2022) and (Yani, et al., 2022). The research data for the purchase intention variable was measured by referring to the research instrument developed by (Moksaoka and Rahyuda 2016). The preparation of the data instrument was carried out using a Likert scale consisting of five (5) intervals representing opinions 1 (Strongly disagree) – 5 (Strongly agree).). Validity The validity of the measurement model is based on a minimum KMO parameter value of 0.50 and a Barlet's test value = 0.50-1.0. The validity of the data measurement indicator is determined based on a minimum Loading value of 0.41 Cronbach minimum 0.60. Hypothesis testing. Research was carried out using path analysis and Sobel test. Gradually, path analysis tests and Sobel tests were carried out to verify classical assumptions including normality tests, multicollinearity tests and heteroscedasticity tests.

RESULTS AND DISCUSSION

The socio-demographic characteristics of research respondents are presented in Table 1. The total number of respondents involved was 130. 130 smartphone users in Denpasar City received questionnaires, which served as data measuring instruments, as part of the data collection process.

There were 75 respondents, or 57.7 percent of the total, who were male, making up the majority of the study's respondents. 22 was the most common age group among respondents (55.4 percent). 111 students, or 85.4 percent, held the majority of the jobs held by the respondents. In this study, the most common spending budget was \$100,000–\$1,000,000, involving 79 respondents, or 60.8 percent of the total.

Table 1. Characteristics of Respondents

No.	Variable	Classification	Amount (person)	Percentage (%)
1	Gender	Woman	55	42.3%
		Man	75	57.7%

		Amount	130	100
2	Age (Years)	19	3	2.3%
		20	6	4.6%
		21	23	17.7%
		22	72	55.4%
		23	13	10%
		24	9	6.9%
		25	2	1.5%
		26	1	0.8%
	28	1	0.8%	
		Amount	130	100
4	Work	Student/i	111	85.4%
		Private employees	16	12.3%
		Self-employed	3	2.3%
		Amount	130	100

Source: Primary data processed, 2024

Validity and Reliability Test

The research instrument was declared valid based on the Keiser Meyer Olkin parameter value > 0.50 ; The Barlett test has a value of $0.50 - 1.0$ and total variance explained > 0.50 for factors that have an eigenvalue > 1 . The reliability of research data is assessed based on the Cronbach's Alpha value which is equal to/greater than 0.60 . Based on the test results carried out using the confirmatory factor analysis method and the instrument scale, it was deemed adequate and the research data was declared valid and reliable. Table 2 displays the findings from the validity and reliability tests.

Table 2. Validity and Reliability of Instruments

Variable	Number of Items	KMO value	Cronbach Alpha	Total Variance Explained
Product Quality	7	0.741	0.976	87,565
Brand Image	4	0.683	0.870	72,942
Purchase Intention	2	0.500	0.877	89,094

Source: Primary data processed, 2024

Normality Test, Multicollinearity, Heteroscedasticity

Testing the assumptions of data normality, multicollinearity and heteroscedasticity showed that there were no violations of the assumptions. The results of normality, multicollinearity and heteroscedasticity tests are presented in Table 3.

Table 3 Results of Normality, Multicollinearity and Heteroscedasticity Tests

No	Structural		KS normality	Multicollinearity		Heteroscedasticity (Glejser)
				Tolerance	VIF	
1	Structural 1	Product Quality	0.200	-	-	0.068
2	Structural 2	Product Quality	0.200	0.536	1,864	0.262
		Brand Image		0.536	1,864	0.181

Source: Primary data processed, 2024

Path Analysis

Path analysis techniques were employed in this study to examine the causal relationship between each independent variable and the dependent variable.

1) Formulate hypotheses and structural equations

The first step of path analysis is to formulate a research model hypothesis based on existing theory:

- Product quality (X) has a positive and significant effect on purchase intention (Y) of the Samsung Galaxy S24 Ultra in Denpasar City.
- Product quality (X) has a positive and significant effect on the brand image (M) of the Samsung Galaxy S24 Ultra in Denpasar City.
- Brand image(M) has a positive and significant effect on purchase intention (Y) of the Samsung Galaxy S24 Ultra in Denpasar City.
- Brand image(M) mediates the influence of product quality (X) on purchase intention (Y) of the Samsung Galaxy S24 Ultra in Denpasar City.

Based on the hypothesis that has been prepared, substructural equation 1 can be formulated as follows:

$$M = \beta_2 X + e_1$$

Structural equation 2 can be formulated as follows:

$$Y = \beta_1 X + \beta_3 M + e_2$$

The SPSS 25.0 for Windows application was used in this study to calculate the impact of product quality on brand image. The outcomes of the initial structural computation are displayed in Table 4 below.

Table 4 Path Analysis Results in Substructure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,498	0.860		7,557	0,000
Product Quality	0.323	0.031	0.681	10,517	0,000
R2: 0.464					

Source: Primary data processed, 2024

From the results of Table 4, it can be formulated that the structural equation formed is as follows:

$$M = \beta_2 X + e_1$$

$$M = 0.681 X + e_1$$

This structural equation can be interpreted as:

The Product Quality variable has a coefficient of 0.681, indicating that Brand Image is positively impacted by Product Quality. This implies that Brand Image will rise in tandem with Product Quality.

The present study employed the SPSS 25.0 for Windows software to calculate the impact of product quality and brand image on purchase intentions. Table 5's second structural calculation results are displayed as follows.

Table 5 Path Analysis Results in Substructure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,084	,648		1,673	,097
Product Quality	,081	.026	,276	3,069	,003
Brand Image	,277	,055	,450	5,007	,000
R2 : 0.448					

Source: Primary data processed, 2024

It is possible to formulate the structural equation that emerges from Table 5 as follows:

$$Y = \beta_1X + \beta_3M + e_2$$

$$Y = 0.276X + 0.450M + e_2$$

The interpretation of this structural equation is:

The Product Quality variable has a coefficient of 0.276, indicating that Purchase Intention is positively impacted by Product Quality. This implies that there will be a rise in purchase intention if product quality rises.

The Brand Image variable has a coefficient of 0.450, indicating that Purchase Intention is positively impacted by Brand Image. This implies that Purchase Intention will rise in tandem with an increase in Brand Image.

2) Form a path coefficient diagram

a) Direct Influence

(1) Influence of Product Quality on Purchase Intention 0.276

(2) Influence of Product Quality on Brand Image 0.681

(3) The influence of Brand Image on Purchase Intention is 0.450

b) Indirect influence

The indirect influence of Product Quality on Purchase Intentions mediated by Brand Image is $0.681 \times 0.450 = 0.306$. (direct influence of X on M times direct influence of M on Y).

c) Total influence

The total influence can be done by adding the direct influence of Product Quality on Purchase Intentions of 0.276 and the indirect influence of Product Quality on Purchase Intentions through Brand Image of 0.306, so the result is $0.276 + 0.306 = 0.582$

3) Testing the value of the coefficient of determination (R²) and error variable (e)

Results of calculating the value of the error variable for each Structural.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0.464} = 0.732$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0.448} = 0.743$$

Structural error 1 (e₁) is 0.732 and Structural error 2 (e₂) is 0.743. Next, the total coefficient of determination will be calculated as follows:

$$\begin{aligned} R_m^2 &= 1 - (e_1)^2 - (e_2)^2 \\ &= 1 - (0,732)^2 - (0,743)^2 \\ &= 1 - (0,536) - (0,552) \\ &= 1 - 0,296 = 0,704 \end{aligned}$$

After calculating the total coefficient of determination, which came out to be 0.704, it can be concluded that while other factors not included in the model study influence the remaining 29.6% of the Purchase Intention variable, Product Quality influences 70.4% of it either directly or indirectly through Brand Image. The outcomes of the path coefficient calculation values, which are displayed through the standardized coefficient Beta values on each influence of the link between variables, will be discussed based on the explanation of structural equations. The path coefficient values for each variable's influence in Figure 1 are shown below.

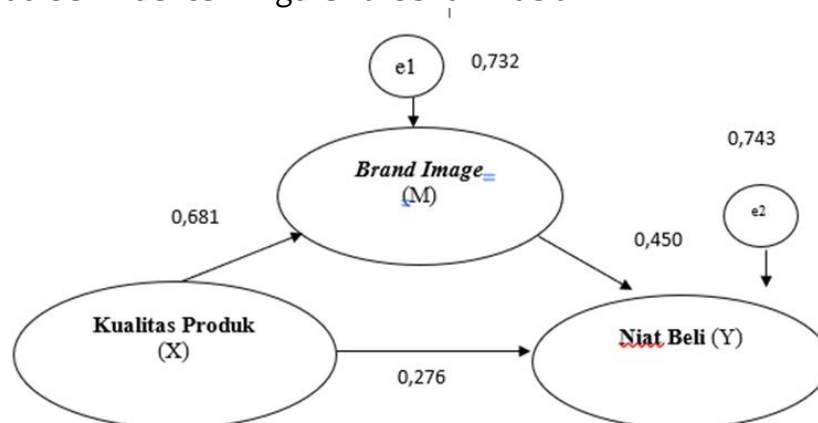


Figure 1 Path Coefficient Diagram

4) Hypothesis testing

The following test criteria are used to clarify how each variable's influence is interpreted:

If sig < 0.05 then H₀ is rejected and H₁ is accepted

If sig > 0.05 then H₀ is accepted and H₁ is rejected

(1) The influence of product quality on purchase intention

H₀: Product quality has no positive and significant effect on purchase intention.

H₁: Product quality has a positive and significant effect on purchase intention.

The analysis results in Table 5 show that product quality has a Beta coefficient value of 0.276 and a Sig value. 0.003, then it can be said that H1 is accepted because Sig. 0.003 < 0.05. These results show that product quality has a positive and significant influence on purchase intention, in other words, the higher the product quality, the greater the purchase intention.

(2) The influence of product quality on brand image

Ho: Product quality has no positive and significant effect on brand image.

H2: Product quality has a positive and significant effect on brand image.

Product quality has a Beta coefficient value of 0.681 and a Sig value. 0.000, then it can be said that H2 is accepted because Sig. 0.000 < 0.05. These results show that product quality has a positive and significant influence on brand image, in other words, the more product quality increases, the brand image will also increase.

(3) The influence of brand image on purchase intention

Ho: brand image does not have a positive and significant effect on purchase intention

H3: brand image has a positive and significant effect on purchase intention.

The analysis show that brand image has a Beta coefficient value of 0.450 and a Sig value. 0.000, then it can be said that H3 is accepted because Sig. 0.000 < 0.05. These results show that brand image has a positive and significant influence on purchase intention, in other words, the higher the quality of the product, the greater the purchase intention.

5) Summarizing and concluding

It is possible to summarise the results of the computations above as the direct, indirect, and total influences of each structural equation, which are shown in Table 6 below.

Table 6 Direct Effect, Indirect Effect of Variables

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Std. Error	Sig.	Results
X→M	0.681		0.681	0.031	0,000	Significant
M→Y	0.450		0.450	0.055	0,000	Significant
X→Y	0.276	0.306	0.582	0.026	0.003	Significant

Source: Processed data, 2024

Table 6 displays the overall influence on each structural equation resulting from path analysis methodologies, together with the summary results of each direct and indirect influence path between variables. The values in Table 4.15 will be explained in the sections that follow.

- a) The influence of product quality on brand image
Product quality had a direct impact on brand image of 0.681, according to research on smartphone consumers in Denpasar City about the impact of product quality on the brand image of the Samsung Galaxy S24 Ultra.
- b) The influence of brand image on purchase intention
An investigation into the impact of brand image on purchase intention for the Samsung Galaxy S24 Ultra among smartphone users in Denpasar City revealed a direct relationship between brand image and purchase intention of 0.450.
- c) The influence of product quality on purchase intention
A study examining the impact of product quality on purchase intentions for the Samsung Galaxy S24 Ultra among smartphone users in Denpasar City revealed a clear relationship between product quality and purchase intentions of 0.276.
- d) The role of brand image in mediating the influence of product quality on purchase intentions
Product quality has a direct and indirect influence through brand image, with coefficient values of 0.276 and 0.306, respectively, according to research done on smartphone users in Denpasar City regarding the role of brand image in mediating the influence of product quality on purchase intentions for the Samsung Galaxy S24 Ultra. 0.582 is the overall effect.

Sobel Test

An analytical method for determining the importance of the indirect relationship—mediated by the mediator variable—between the independent and dependent variables is the Sobel test. The mediator variable is thought to significantly mediate the link between the independent variable and the dependent variable if the computed value of M (at a 95% confidence level) is higher than 1.96.

$$Z = \frac{ab}{\sqrt{b^2s_a^2 + a^2s_b^2 + s_a^2s_b^2}}$$

Information:

- a = 0.681
- Sa = 0.031
- b = 0.450
- SB = 0.055

$$Z = \frac{0,681 \cdot 0,450}{\sqrt{(0,450^2 \cdot 0,031^2) + (0,681^2 \cdot 0,055^2) + (0,031^2 \cdot 0,055^2)}}$$

$$Z = \frac{0,306}{0,040}$$

$$Z = 7.660$$

Based on the Sobel Test results showing that the results $Z = 7.660 > 1.96$, it can be said that the Brand Image variable is a significant mediating variable between Product Quality and Purchase Intention so that H4 can be accepted.

VAF Test

The amount of direct effect that the mediating variable can absorb is measured by variance accounted for, or VAF. The mediating variable can be referred to be full mediation if the VAF value is higher than 80%. The involvement of the mediating variable is referred to as partial mediation if the VAF value falls between 20 and 80 percent; if the value falls below 20 percent, there is essentially no mediation at all.

VAF can be calculated by $(bxc)/(a + bxc)$ The direct influence of product quality on purchase intention is 0.276. The indirect influence of product quality on purchase intention with brand image as a mediating variable is 0.306.

$$\begin{aligned} \text{VAF} &= \frac{\text{Pengaruh tidak langsung}}{\text{Pengaruh langsung} + \text{Pengaruh tidak langsung}} \\ &= \frac{0,306}{0,276 + 0,306} \\ &= 0.5261 \text{ (52.61\%)} \end{aligned}$$

The VAF value obtained is 0.5261 or 52.61 percent. The VAF value is smaller than 80 percent, so it can be categorized as a partial mediator, so it can be concluded that the positive emotion variable is a variable that acts as a partial mediation.

The influence of product quality on purchase intention

The hypothesis results in this research show that the magnitude of the influence of product quality on purchase intention is 0.276 with a significance of 0.003 less than the significance value used ($0.003 < 0.05$). This figure shows that product quality has a positive and significant effect on purchase intention, in other words, the better the product quality of the Samsung Galaxy S24 Ultra, this will cause the purchase intention of the Samsung Galaxy S24 Ultra to increase, so that the first hypothesis in this research is declared accepted.

The influence of product quality on brand image

The hypothesis results in this research show that the magnitude of the influence of product quality on brand image is 0.681 with a significance of 0.000 less than the significance value used ($0.000 < 0.05$). This figure shows that product quality has a positive and significant effect on brand image, in other words, the better the quality of the Samsung Galaxy S24 Ultra product, the brand image of the Samsung Galaxy S24 Ultra among smartphone users in Denpasar City will increase, so the second hypothesis in this research is declared accepted.

The influence of brand image on purchase intention

The hypothesis results in this research show that the magnitude of the influence of product quality on purchase intentions is 0.450 with a significance of 0.000 less than

the significance value used ($0.000 < 0.05$). This figure shows that brand image has a positive and significant effect on purchase intention, in other words, the better the brand image of the Samsung Galaxy S24 Ultra, this will cause the brand image of the Samsung Galaxy S24 Ultra to increase, so that the third hypothesis in this research is declared accepted.

The role of brand image mediates the influence of product quality on purchase intention

The results of the Sobel test show that the Z value of 7.660 is greater than 1.96, which means that the brand image variable significantly mediates the relationship between product quality and purchase intention. This means that the stronger the product quality of the Samsung Galaxy S24 Ultra, the higher the customer brand image of the Samsung Galaxy S24 Ultra will be, thereby increasing customer purchase intentions for the Samsung Galaxy S24 Ultra so that the fourth hypothesis is accepted. If the product quality of the Samsung Galaxy S24 Ultra is weak then the intention to purchase the Samsung Galaxy S24 Ultra will also be low, due to the lack of support from the brand image created by the perceived product quality of the Samsung Galaxy S24 Ultra.

CONCLUSIONS AND SUGGESTIONS

The results of this research prove and enrich the empirical evidence of the application of signaling theory on consumer purchase intentions for the Samsung Galaxy S24 Ultra by using product quality variables and adding brand image mediating variables. The results of data analysis reveal that product quality has a positive and significant effect on purchase intention. This shows that if the product quality is good it will also have a good impact on increasing purchase intention for the Samsung Galaxy S24 Ultra smartphone in Denpasar City. Product quality has a positive and significant impact on brand image, indicating that a high-quality product will likewise positively impact Denpasar City's perception of the Samsung Galaxy S24 Ultra smartphone. Purchase intention is positively and significantly influenced by brand image. This indicates that a positive brand image will likewise positively influence Denpasar City consumers' desire to purchase the Samsung Galaxy S24 Ultra smartphone. Brand image is a partial mediating variable the impact of product quality on the intention to buy. These results show that good product quality will also influence a good brand image in the minds of consumers. This good brand image will influence the increase in consumer purchase intention towards the Samsung Galaxy S24 Ultra smartphone. in Denpasar City

The use of Google forms in conducting online surveys and the limited number of samples can create a risk that respondents are not individuals who meet the specified target population criteria. The use of Google forms in surveys requires additional steps to validate the suitability of the respondent's criteria to their needs. Socio-economic conditions in each region have different conditions. It is advised that this study model be replicated in the future with different respondent age groups and the addition of a

price variable, as pricing can affect the link between product quality and intention to purchase. In this way, researchers can explore more complex and holistic interactions between these variables, enrich theoretical and practical understanding of consumer behavior, and help develop more effective and segmented marketing strategies.

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