

# The Influence of Price, Promotion and Product Warranty on Purchasing Decisions for *Second Cellphones* at Bless Phone Solo

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## ARTICLE INFO

### Article Received

26 Maret 2025

### Article Revised

21 April 2025

### Article Accepted

30 April 2025

### Keywords

Price, Promotion,  
Product Warranty,  
Purchasing Decisions,  
Second Cellphones

## ABSTRACT

The use of *smartphones* is increasing in various circles which makes demand continue to rise and provides opportunities for the *cellphone* buying and selling business, many things influence purchasing decisions for a product. This study aims to analyze the effect of price, promotion and product warranty on purchasing decisions for *second handphones*. This type of research is quantitative research with a total sample in this study of 40 people selected based on *non-probability sampling* techniques (not random) with *purposive sampling* sample selection techniques, namely respondents who have bought *second handphone* products at Bless Phone Solo and are at least 17 years old and the data collection method uses a questionnaire. The results showed that the price variable had no partial effect on purchasing decisions, the promotion variable had a partial effect on purchasing decisions and the product warranty had a partial effect on purchasing decisions. These three independent variables simultaneously influence the decision to purchase a *second cellphone* at Bless Phone Solo.

## DOI:

<https://doi.org/10.61179/ejba.v19i1.727>

## 1. INTRODUCTION

The use of smartphones is increasing in various circles and has even become a necessity of life today, because it is more practical and simple to carry anywhere. Moreover, the lives of consumers or people who are inseparable

from buying second cellphones because the price is much cheaper than the new price. Communication technology media is something very important, innovation and the rapid development of technology such as cellphones have helped humans to



communicate with each other easily, quickly and cheaply (Febi, 2021).

The increasing consumer demand for second handphone purchases, cellphone buying and selling business has become a promising business field where everyone needs a cellphone. Humans live without communication tools because that is what connects one person to another quickly and cheaply. However, by looking at consumers from Indonesia itself, the rational response of consumers wants quality goods at affordable prices, making people look for goods that have been used but with good quality, many are looking for second hand phones with conditions that are still smooth and the manufacturer's warranty is still active.

Bless Phone Solo is one of the Second Mobile Phone Buying and Selling Counters located in Sumpungan Village, Kadipiro RT 05 RW 06, Banjarsari District, Surakarta City. Bless Phone sells various second android and iPhone cellphones ranging in price from hundreds of thousands to millions. The problem that occurs at Bless Phone Solo is that the price of second handphones sold is much cheaper than similar competitors, the condition of second handphones sold is also normal nominus and continues to offer prices below the market, but the quantity of sales at Bless Phone Solo is less than similar competitors who offer more expensive prices and continue to be crowded with consumers.

Purchasing Decision is a stage where consumers actually make purchases which are influenced by several factors ranging from price, promotion, location, product warranty, quality, service convenience and others.

Price is the sum of the values provided by customers to benefit from the

ownership or use of a good or service (Budianto, 2020: 276).

Promotion is an activity of offering products or services to consumers by influencing and inviting them to buy a product.

Product Warranty is a promise, guarantee and responsibility given by the seller or manufacturer to consumers who are entitled to a product that is sold.

The formulation of problems related to the background above is whether the Price, Promotion and Product Warranty Variables have a partial or individual effect on purchasing decisions for second cellphones at Bless Phone Solo and whether the Price, Promotion and Product Warranty Variables have a simultaneous or joint effect on purchasing decisions for second cellphones at Bless Phone Solo.

This study aims to determine the effect of the variables Price, Promotion and Product Warranty whether they have a partial and simultaneous effect on purchasing decisions for second cellphones at Bless Phone Solo.

Research requires a framework to clarify the direction of the research:



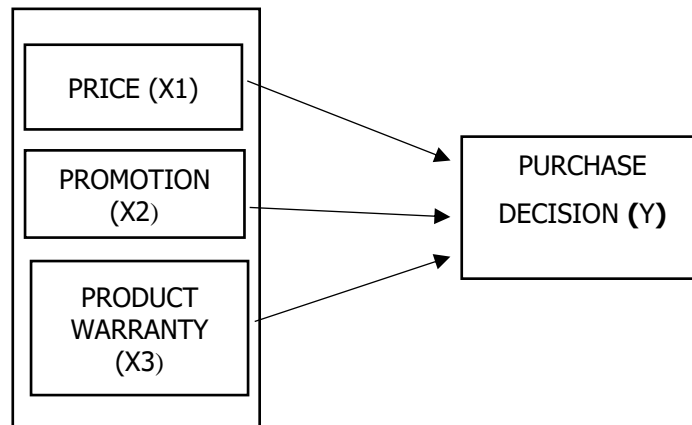


Figure 1. Framework  
Source: (Agustin Endah, 2022)

Dependent Variable : Purchase Decision (Y)

Independent Variable : Price (X<sub>1</sub>)  
Promotion (X<sub>2</sub>)  
Product Warranty (X<sub>3</sub>)

Description : Partial Effect (H<sub>1</sub>-H<sub>3</sub>)  
: Simultaneous Effect (H<sub>4</sub>)

## 2. LITERATURE REVIEW

### Price

Price is one of the centers of attention of buyers, where many of the buyers certainly tend to compare prices to find the cheapest price and of course by getting good product quality. Price is the amount of money that must be paid to get the right to use the product (Thariq et al., 2020). In addition, price is an important factor for consumers in deciding whether to make a transaction or not. **H<sub>1</sub>** : It is suspected that Price has a Partial effect on Purchasing Decisions for second cellphones.

### Promotion

Promotion is an activity of offering products/services to potential customers with the aim of getting attention, inviting, influencing, reminding and convincing potential customers to buy a particular product because the goods being sold have advantages and quality that are different from competitors. The most effective promotion now is through online media, such as WhatsApp, Facebook, Instagram, Tiktok, Shoppe, Tokopedia, and so on. **H<sub>2</sub>** : It is suspected that Promotion has a Partial Effect on Purchasing Decisions for second cellphones

### Product Warranty

One way to win customer trust is to provide a guarantee for the goods they buy, because if there is damage to the goods purchased, they can be returned to the store or factory for repairs, or can be exchanged for other goods. Warranty is a promise or guarantee given by the seller or manufacturer to consumers which is their right to a product that is sold. **H<sub>3</sub>** : It is suspected that the Product Warranty has a



Partial effect on the Purchase Decision of a second cellphone

### Purchase Decision

Purchasing Decision is a stage where after considering various information, consumers actually purchase a product which is influenced by several things, namely (Price, Promotion, Location, Product Warranty, quality, convenience, service factors).  $H_4$ : It is suspected that price, promotion and product warranty simultaneously affect the purchase decision of a second cellphone.

### 3. METHOD

The object of this research is the Bless Phone Solo Counter, with the population in this study being all consumers who buy second handphones at Bless Phone Solo. The sampling technique in this study uses purposive sampling technique, namely determining specific characteristics in accordance with the research objectives, the specific characteristics in question are Respondents who have bought second handphones at Bless Phone Solo and Respondents who are at least 17 years old, because they are

considered to be able to understand the questionnaire given.

In determining the number of samples, this study uses Roscoe's sample size theory, namely if the research will carry out multivariate analysis (correlation or multiple regression), the number of sample members is at least 10 times the number of variables studied. In this study there are 4 variables, namely 3 independent variables and 1 dependent variable. Then the sample taken is 10 multiplied by 4, namely 40 samples. The data collection method uses a survey method by distributing 18 questionnaire statement items to respondents to answer and using a Likert scale of 1 to 4. The results of data collection using a questionnaire were tested first with an instrument test, namely the validity and reliability tests, then the classical assumption test was carried out, namely the normality test, multicollinearity test and heteroscedasticity test, then hypothesis testing and multiple linear regression using SPSS.

### 4. RESULT AND DISCUSSION

#### Validity Test

**Table 1. Price Variable Validity Test Results (X1)**

X	r count	r table	Description
H1.1	0,872	0,312	Valid
H1.2	0,853	0,312	Valid
H1.3	0,839	0,312	Valid
H1.4	0,703	0,312	Valid
H1.5	0,642	0,312	Valid

Source Data Processed (2024)

The statement items on the Price Variable are declared valid because r count is

greater than r table.

**Table 2. Promotion Variable Validity Test Results (X2)**

X	r count	r table	Description
P2.1	0,684	0,312	Valid



P2.2	0,783	0,312	Valid
P2.3	0,639	0,312	Valid
P2.4	0,735	0,312	Valid
Source Data Processed (2024)			

The statement items on the Promotion Variable are declared valid because r count is greater than r table.

**Table 3. Product Warranty Variable Validity Test Results (X3)**

X	r count	r table	Description
GP3.1	0,835	0,312	Valid
GP3.2	0,819	0,312	Valid
GP3.3	0,830	0,312	Valid
GP3.4	0,790	0,312	Valid

Source Data Processed (2024)

The statement items on the Product Warranty Variable are declared valid because r count is greater than r table.

**Table 4. Purchase Decision Variable Validity Test Results (Y)**

Variable Y	r count	r table	Description
KP1.1	0,698	0,312	Valid
KP1.2	0,747	0,312	Valid
KP1.3	0,652	0,312	Valid
KP1.4	0,814	0,312	Valid
KP1.5	0,726	0,312	Valid

Source Data Processed (2024)

The statement item on the Purchase Decision Variable is declared valid because r count is greater than r table.

### Reliability Test



**Table 5. Price Variable Reliability Test Results (X1)**

Cronbach's Alpha	N of Items
.839	5

Source Data Processed (2024)

The results of processing the Reliability Test on the Price Variable are declared reliable because the Cronbach Alpha value is greater than 0.6.

**Table 6. Promotion Variable Reliability Test Results (X2)**

Cronbach's Alpha	N of Items
.656	4

Source Data Processed (2024)

The results of processing the Reliability Test on the Promotion Variable are declared reliable because the Cronbach Alpha value is greater than 0.6.

**Table 7. Product Warranty Variable Reliability Test Results (X3)**

Cronbach's Alpha	N of Items
.834	4

Source Data Processed (2024)

The results of processing the Reliability Test on the Product Warranty Variable are declared reliable because the Cronbach Alpha value is greater than 0.6.

**Table 8. Results of the Purchasing Decision Variable Reliability Test (Y)**

Cronbach's Alpha	N of Items
.764	5

Source Data Processed (2024)

The results of processing the Reliability Test on the Purchasing Decision Variable are declared reliable because the Cronbach Alpha value is greater than 0.6.

#### **Classical Assumption Test**



**Table 9. Normality Test Results**

Asymp. Sig. (2-tailed)	.200 <sup>c,d</sup>
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Source Data Processed (2024)

**Table 10: Multicollinearity Test Results**

Variables	<i>Tolerance</i>	VIF	Conclusion
X1	.552	1.811	Multicollinearity Free
X2	.503	1.987	Multicollinearity Free
X3	.568	1.761	Multicollinearity Free

Source Data Processed (2024)

Data is declared free of multicollinearity if the tolerance value is greater than 0.1 and the VIF value is smaller than 10.

Heteroscedasticity Test

**Table 11: Heteroscedasticity Test Results**

Variable X	Sig.
HRG_TOTAL	.316
PMS_TOTAL	.113
GRS_TOTAL	.117

Source Data Processed (2024)

Data is declared not to occur symptoms of heteroscedasticity if the significance value is greater than 0.05.

### Hypothesis Test

Multiple Linear Regression Analysis

**Table 12. Multiple Regression Test Results**

Variable X	Regression Coefficient
X1	.160
X2	.486
X3	.364

Source Data Processed (2024)

Multiple Linear Regression Equation:

$$Y = 0.160X_1 + 0.486X_2 + 0.364X_3 + e$$



The regression equation above can be summarized as follows:

1. Price has a regression coefficient of 0.160 and is positive, so it means that the better the price is, the higher the Purchasing Decision. This means that if the regression coefficient of the other variables is constant, then a 1% change in price is assumed to increase the Purchasing Decision by 0.160.
2. Promotion has a regression coefficient of 0.486 and is positive, so it means that the better the promotion, the higher the
- 4.

Purchasing Decision. This means that if the regression coefficient of the other variables is constant, then a 1% change in promotion is assumed to increase the Purchasing Decision by 0.485.

3. Product Warranty has a regression coefficient of 0.364 and is positive, so it means that the better the Product Warranty, the higher the Purchasing Decision. This means that if the regression coefficient of the other variables is constant, then a 1% change in Product Warranty is assumed to increase the Purchasing Decision by 0.364.

Partial Significance Test (t statistical test)

**Table 13. t-test results**

Variables	t count	t table	Sig
X1	1,011	2,02619	0,319
X2	2,857	2,02619	0,007
X3	2,249	2,02619	0,031

Source Data Processed (2024)

1. The t value for the Price variable (X1) 1.011 is smaller than the t table 2.0261 with a significant level of  $0.319 > 0.05$  so that  $H_0$  is accepted and  $H_1$  is rejected, meaning that price has no partial effect on purchasing decisions.
2. The t value for the Promotion variable (X2) 2.857 is greater than the t table 2.0261 with a significant level of  $0.007 < 0.05$  so that  $H_0$  is
- 4.

rejected and  $H_2$  is accepted, meaning that promotion has a partial effect on purchasing decisions.

3. The t value for the Product Warranty variable (X3) 2.249 is greater than the t table 2.0261 with a significant level of  $0.031 < 0.05$  so that  $H_0$  is rejected and  $H_3$  is accepted, meaning that the product warranty has a partial effect on purchasing decisions.

Simulant Significance Test (F Test)



**Table 14. F Test Results**

<b>F<sub>count</sub></b>	<b>F<sub>table</sub></b>	<b>Significance</b>	<b>Interpretation</b>
10,106	2,859	.000 <sup>b</sup>	H4 accepted

Source Data processed (2024)

The value of  $F_{\text{count}} 10.106 > F_{\text{table}} 2.859$  and the Significance value is smaller than 0.05 (Sig 0.000 < 0.05), it can be concluded that H0 is rejected and H4 is accepted, the variables Price, Promotion and Product Warranty together have an effect on Purchasing Decisions.

Judging from the Adjusted R Square, the percentage of contribution of the influence

of the independent variables, namely Price, Promotion and Product Warranty on Purchasing Decisions is 0.412 or the variation in the independent variables used in the model is able to explain 41.2%, while 58.8% is influenced by other variables not examined in this study.

## 5. CONCLUSION AND POLICY IMPLICATION

### Conclusion

Based on the results of testing the existing variables, the following conclusions are obtained:

1. The price variable has no partial effect on purchasing decisions. In this research object, the price variable is not the main thing, because everything returns to the ability of consumers to buy a product. There are some consumers who think the price of 3 million is too expensive for purchasing a *second cellphone*, and choose to buy a new cellphone, while the price of 3 million for consumers who already know and understand the specifications of the *cellphone*, what the market price is, they will consider that the price is cheap in the market.
2. Promotion variables partially affect purchasing decisions. This is because

promotions that are carried out continuously on social media and continue to *update stock units* indirectly attract the attention of consumers to ask questions, influence and invite consumers to buy products, besides that, promotions can also reach consumers widely out there.

3. The Product Warranty variable has a partial effect on purchasing decisions. This is because the main priority of consumers in purchasing *second handphones* is the guarantee of trust in providing a *personal* product warranty, to anticipate unwanted things such as *units* that are suddenly damaged or experience problems outside of user damage (*human error*).
4. Price, Promotion and Product Warranty variables simultaneously influence the decision to purchase a *second cellphone*.



## Policy Implication

Researchers suggest that future researchers conduct more in-depth research by adding factors other than price, promotion and product warranty, because it is possible that by adding or replacing with other variables that are not yet in this study, will find better conclusions or results, such as product specifications, product quality and condition, service quality, *brand image*, purchase bonuses, and so on.

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