

The Influence of Product Design, Features, and Quality Specifications on Interest in Buying an iPhone Mini

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Abstract

The purpose of this research is to determine the effect of product design, features, and quality specifications on the intention to buy the iPhone Mini and to see the effect of product design, features, and quality specifications simultaneously on the intention to buy the iPhone Mini. The method used is the quantitative method. The test implements data instrument testing, classic assumption testing, and hypothesis testing. Sampling implements non probability sampling technique with purposive sampling. The results of the sample acquisition consisted of 170 iPhone user respondents in all regions of Indonesia via Google from which had been distributed. The results of the study show that product design, feature, and specification quality variables partially and simultaneously have a significant effect on the intention to buy the iPhone Mini.

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1. Introduction

The growth of digitalization is growing rapidly along with changing times. As is the case with the increasing human need for the use of communication and information technology in the form of mobile phones. According to (Sadya, 2021) the percentage of cellphone users in Indonesia has increased by 1-3% every year, where the percentage of cellphone users in 2021 reached 65.87%, this percentage has increased compared to 2020 which was 62.84%. The need for mobile phones is not only limited as a communication tool and a tool to support the need for information, but also the need for the features and specifications contained in it (Amron, 2018). The increasing need causes the demand for cellphones to also increase. More and more cellphone companies are offering products with various specifications and features.

One company that is said to be successful in the global market is Apple. Apple products dominate the telecommunications industry with its diverse products and strong branding. Compared to other competitors, Apple has a unique value in its beautiful and attractive product designs. Its ability to develop innovative products in

terms of design and features in each series is expected to generate interest among its users. Purchase interest is defined as the consumer's activity of choosing a brand according to his wishes by collecting as many references as possible according to the consumer's wishes (Zainuddin, 2018).

According to (Purwanti, 2021) in Indonesia Apple products are in second place at 18% below Samsung in global market share in the third quarter of July-September 2022. The narrower gap between Samsung and Apple is due to Apple's development from the third quarter of 2021 to 2022 higher, namely 3% compared to Samsung's only 1%. This is thanks to the iPhone being one of Apple's flagship products which dominates sales with a contribution of 52% of Apple's revenue. Reporting from Business of Apps, compared to sales in 2020, iPhone sales in 2021 reached 242 million units, an increase of 22.9%.

Apple has launched the iPhone 12 and 13 series models in the last two years, namely the iPhone, iPhone Mini, iPhone Pro and iPhone Pro Max. The four iPhone series have several similarities and significant differences in screen size, rear appearance and specifications. Technology analysis company Counterpoint Research reported that within seven months the iPhone 12 series released in 2020 recorded sales of 100 million units. Quoting the Counterpoint report, the average selling price of the iPhone 12 series was at the highest iPhone sales point until 2020 with 76% of sales. The best-selling iPhone 13 series in recent years since its launch in November 2021 has delivered some of the best results in many places, accounting for almost three-quarters of sales (Kompas, 2023).

Recently, sales of small-screen cellphones have become less and less competitive with large-screen cellphones. During 2022, sales of cellphones with screen sizes of 5 to 5.5 inches will only be around 13.5%, while sales of cellphones with screen sizes above 6 inches will reach 40%. The low sales of the iPhone 12 and 13 Mini since they were launched was due to Apple misestimating consumer interest in small-screen cellphones, this made Apple feel like it had failed with its innovative product. Apple's worst sales made Apple not include the Mini model in the iPhone 14 series (Sadya, 2021).

Thus, it can be concluded that buying interest in the iPhone Mini is relatively low compared to other iPhone models. According to (Karundeng et al., 2019) buying interest is a step before making a real purchase and just starting to be interested in a product and still planning the purchase. Interest in buying an iPhone Mini shows the level of consumer willingness to buy an iPhone Mini. The cause of the lack of interest in buying an iPhone Mini is influenced by several factors such as product design, features and quality specifications.

Purchase interest occurs through a process of learning and observing a product which causes a consumer attitude reaction by wanting to buy a product (Oktarini et al., 2022). Purchase intention itself is a consumer's tendency towards the product being

offered to choose, use, consume, want or buy (Zainuddin, 2018). A person's buying interest has a big impact on product design to attract consumer buying interest (Wulandari & Wijaksana, 2021).

Purchase interest in this research is the level of iPhone users' willingness to buy an iPhone Mini based on their perception of product design, features and quality specifications. The constituent that can influence purchasing interest is good product design, because it will attract consumers to make purchases of certain products. Product design is the appearance of a product that is designed to provide attraction and differentiate it from other products in terms of its appearance (Samsudin et al., 2023).

Good design is an attraction for consumers so that the distinctive appearance of the product will make our product different from others and competitors (Sutiyem et al., 2019). Research results (Hidayat, 2017) state that product design significantly influences purchasing interest. Because the intended consumer target questions design as a symbol of perfection, manufacturers must be able to fulfill consumer demands. (Makaminang et al., 2022) proves that product design is a complete set of characteristics that influence the taste, manifestation and use of the product based on the buyer's needs.

Feature factors will also influence purchasing interest, where research (Riyanto & Masjud, 2017) explains that the features of a product will be able to attract consumers to try increasingly higher and more sophisticated technology. According to (Wijaya, 2015) features are characteristics with various functions and capabilities provided to meet needs. The presence of features can provide advantages to the product and give consumers a sense of satisfaction with a product. Research results (Amron, 2018) say that product quality influences features because good product quality will be more attractive to consumers. The most superior feature of the iPhone lies in its very good camera and the results never fail when used, the photos are always clear, clear and never blurry, unlike Android cellphones. Research results (Khoirunnisa & Dwijayanti, 2020) state that features have a relevant impact on buying interest.

According to (Wulandari & Wijaksana, 2021) quality is the extent to which a product meets specifications which are advantages and disadvantages of a product. Quality specifications are defined as the overall specifications that an item has to meet needs and shows the extent to which the product meets its specifications (Karundeng et al., 2019). The results of several previous studies state that quality has a significant effect on purchasing interest (Wulandari & Wijaksana, 2021). Research conducted (Retnowulan, 2017) states that the quality of specifications has a positive impact on buying interest, this is because the high quality specifications of an item are superior and can encourage consumer buying interest. Research (Arianto & Difa, 2020) concludes that the quality of specifications has a positive impact on purchasing

interest. A product can attract consumers' buying interest if the quality of the specifications offered meets consumer needs and the quality of the specifications is better than others (Irawan, 2020).

Based on the above phenomenon, it was concluded that the research wanted to analyze the influence of product design, features and quality specifications on decreasing intention to buy the iPhone mini in Indonesia.

2. Research Method

This research uses a quantitative type of research. The data used in this research is secondary and primary data. Secondary data comes from interviews and various literature from books, articles from journals and the internet. The primary data used was collected from respondents' answers via a questionnaire with a Google Form link distributed on social media Facebook, WhatsApp and Instagram to iPhone mini users in Indonesia. The questionnaire in this research measures respondents' perceptions as iPhone users regarding their willingness to buy an iPhone mini. The population in this research is iPhone users throughout Indonesia. The sample in this research was 166 respondents who were iPhone mini users. The sampling technique used is purposive sampling or determining samples based on certain comparisons, where certain considerations are selecting respondents who use iPhone mini because they already have experience using iPhone mini products and are considered capable of representing what is expected in exploring the research object. With a user age limit of over 16 years. Respondents aged 16 years are assumed to be able to think rationally and make good decisions.

3. Results

Validity test

The results of validity testing produce all calculated r numbers $> r$ table with r table being at 0.150 and all statements are significant because < 0.05 so all statements have been declared valid.

Reliability Test

The results of the reliability testing stated that the Cronbach's alpha product design variable number $0.805 > 0.60$ was declared tested, the Cronbach's alpha feature variable $0.854 > 0.60$ was declared tested, then the Cronbach's alpha specification quality variable $0.772 > 0.60$ was declared tested, then the overall Cronbach's alpha variable > 0.60 so that all variables are said to be reliable.

Normality test

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From the data analysis, the normality test with Kolmogorov Smirnov was fulfilled because of the Asymp points. Sig. (2-tailed) $0.195 \geq 0.05$ then it is stated that the data is normally distributed.

Multicollinearity Test

Table 1. Multicollinearity Test Results

Variabel	Collinearity Statistics	
	Tolerance	VIF
X1	.256	3.905
X2	.188	5.310
X3	.287	3.487

Source: Primary data processed, 2022

The test results for the tolerance number are > 0.10 and the VIF number is < 10 . So it can be said that there is no multicollinearity between variables.

Heteroscedasticity Test

Table 2. Heteroscedasticity Test Results

Variabel	Sig.
Desain Produk (X1)	.756
Fitur (X2)	.656
Kualitas Spesifikasi (X3)	.676

Source: Primary data processed, 2022

The test results show the Sig. > 0.05 then the data is said to be free of symptoms of heteroscedasticity.

t-test

Table 3. t-test results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	.142	.179		.792	.429
X1	.477	.087	.439	5.452	.000
X2	.267	.099	.254	2.703	.008
X3	.219	.079	.211	2.780	.006

Source: Primary data processed, 2022

The partial test results show that the calculated t point is $> t$ table, with the t table being 1.97 and the significant value for product design (X1), features (X2), and

specification quality (X3) is <0.05 . So it can be interpreted that the variables of product design, features and quality specifications have a relevant impact on purchasing interest. So the multiple linear regression equation is obtained as follows:

$$\text{Purchase Interest} = 0.142 + 0.477 * \text{product design} + 0.267 * \text{features} + 0.219 * \text{quality specifications} + e$$

From the regression equation, it can be explained that the constant score is 0.142, which means that if the variables of product design, features and quality specifications are constant or do not change then buying interest will not necessarily occur. The product design regression coefficient is 0.477, which means that consumers continue to think highly of product design so that their purchasing attention continues to increase. After that, the feature regression coefficient was 0.267, which means that consumers continue to think highly of the feature until their purchasing attention continues to increase. And the regression coefficient for specification quality is 0.219, which means that consumers continue to think highly of the quality of specifications so that their buying attention continues to increase.

F test

Obtaining the F test, calculated F score $>$ F table with F table is at 2.66 and the significant value shows <0.05 . So it can be interpreted that together the variables of product design, features and quality specifications have an impact on buying interest.

Coefficient of Determination Test

From the results of the coefficient of determination R square, it is stated that the variables of product design, features and quality specifications are able to explain the variable level of purchasing interest by 72.5%, the remaining 27.5% is explained by other variables outside this model.

4. Discussion

The Influence of Product Design on Buying Interest in the iPhone Mini

The results of hypothesis testing show that product design has a significant impact on attention to buying the iPhone mini. The higher the perception of product design, the higher the buying interest. This research is in line with (Putri & Sisilia, 2021), (Makaminang et al., 2022) and (Irvanto & Sujana, 2020) that product design has a positive and significant influence on purchasing attention, this is because product design functions as a form or form of aspect. The product image of an industry and product design that is able to respond to the ever-dynamic desires of consumers will be able to influence consumers to ultimately decide to buy. Product design should be able to attract consumer market share, because the majority of consumers are easily

attracted to an attractive, high-quality, unique design and there must be new innovations to expand market share (Indriani & Bambang Sumantri, 2021).

The Influence of Features on Buying Interest in the iPhone Mini

Features have a significant influence on buying interest in the iPhone mini. The product features are attractive and have certain characteristics so that consumers will continue to be interested in buying the product. In line with research (Rendy et al., 2021), (Wijaya, 2015) and (Kurnianingsih & Maharani, 2020) that features have a significant influence on consumer purchasing attention. This can be interpreted as continuing to improve the product's features until it continues to attract a lot of attention to use, and if the product features are reduced until it continues to get low attention to use. The features in the iPhone or in a product must be able to make it easier for consumers to use so that consumers do not feel confused when using the features of the iPhone mini, apart from that it will create a sense of satisfaction for iPhone users who are provided so that it will generate interest in buying a product because the features on the iPhone are not complicated. consumers to communicate, play on social media and view videos. The feature that consumers like most is usually the cellphone camera, where if the camera results are clear, consumers will feel satisfied. The camera feature on a cellphone is very important, especially since most people live not far from their cellphone and often immortalize their moments by taking photos, so it is not surprising that many consumers place more importance on the camera feature.

The Influence of Specification Quality on Interest in Buying an iPhone Mini

The quality of the specifications has a significant influence on interest in buying the iPhone mini. In line with research (Retnowulan, 2017), (Andi et al., 2020) and (Putri & Sisilia, 2021) the quality of specifications has a positive impact on purchase intention. It can be concluded that good quality specifications will have an influence on the level of consumer buying interest. Good quality specifications will influence consumer buying interest if the product offered has superior specifications compared to other products.

5. Conclusions and Suggestions

Conclusion

It can be concluded that product design has a positive and significant effect on buying interest in the iPhone Mini, meaning that the better the design of a product and in accordance with consumer perception, the more consumer buying interest it can increase. Features have a positive and significant influence on interest in buying an iPhone Mini, meaning that the features on the iPhone mini encourage interest in

using the iPhone mini to be higher if consumers get features and easy access to information from the product they are using. And the quality of the specifications has a positive and significant effect on interest in buying the iPhone Mini. Thus, to encourage buying interest in the iPhone Mini product that has been created, it is necessary to accurately estimate consumer interest before making a product innovation by considering the product design, features and quality of the specifications.

Suggestion

In this research, there are several limitations in the observation process, namely that sometimes some of the answers given by respondents do not match the actual situation. Another limitation is that the distribution of questionnaires in this research was carried out online so that it was not possible to directly monitor respondents in filling out the questionnaires given, so they could not know the respondents' seriousness in filling out the questionnaires. For future researchers, it is hoped that the results of this research can be used as a reference or reference by other parties in the future, and for future researchers it is hoped that they can add other variables outside of the variables that have been studied in this research in order to obtain varied results that can influence buying interest. iPhone mini in Indonesia.

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