THE INFLUENCE OF INNOVATION, ADVERTISING, QUALITY AND BRAND TRUST ON THE PURCHASE DECISIONS OF OPPO SMARTPHONES BY STUDENTS

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Abstract: This study aims to analyze the effect of product innovation, advertising, product quality and brand trust on purchasing decisions for Oppo smartphones. This research was conducted on the campus of the Pelita Indonesia Institute of Business and Technology, Faculty of Business, located on Jl. General Ahmad Yani no. 78-88 Pekanbaru. The population in this study were students of the Faculty of Business, Pelita Indonesia Institute of Business and Technology, totaling 2,671 people. The sample method was determined using the slovin formula so that 100 people were obtained. The sampling technique used was the accidental sampling technique. Data analysis in this study used multiple linear regression. Based on the partial research results, product innovation has no positive effect, while advertising, product quality, brand trust has positive effect on purchasing decision on faculty business student at Pelita Indonesia Institute Business and Technology.

Keywords: Innovation, Advertising, Quality, Brand and Purchasing

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1. Introduction

In this era of development of communication technology, people are presented with various kinds of tools that can be used to communicate easily. This technology is increasingly in demand because of its practicality, both by adults and children, this certainly provides a promising business area to date. Over time, technology companies, especially in the smartphone sector, are challenged and encouraged to create products that can meet market needs, especially in Indonesia itself, many smartphone brands have come and gone, even though they offer almost the same products, not all brands can maintain their existence in the market. In Indonesia, several brands that have been able to survive so far are Oppo, Vivo, Samsung, Xiaomi, and Apple.

Based on data from gs.statcounter Indonesia Mobile Vendor Market Share in 2021 Samsung controls 21.89%, in second place Oppo controls 21.70%, then in third place Xiaomi 19.92%, followed by Vivo 12.87%, and Apple 8, 45%. The smartphone search trend in Pekanbaru for the last five years has been dominated by *brands* Samsung is 28%, then the iPhone is in second place with 22%, Oppo which has market share control in Indonesia actually occupies the third position in search interest in Pekanbaru with a percentage of 20%, followed by Vivo with 17% and Xiaomi with 13%.

The importance of marketing strategy with product innovation is a very important part of the market, product innovation is a product that is perceived as something new by potential users (Silalahi & Onsardi, 2020).

According Silalahi and Onsardi (2020) research, product innovation has a positive result on purchasing dicision. Meanwhile Ermawati (2019), product innovation has a negative result on purchasing decision.

Advertising is a mass communication process that involves certain parties, these partiesare none other than advertisers who have made payments for services to a mass media for broadcasting advertisements, for example streaming platforms such as YouTube, social media,and broadcast programs on television. (Dewi & Fitriani, 2021). According Hutabarat and Santosa (2022) research, advertising has a positive result on purchasing decision. Meanwhile Tobing and Bismala (2015), advertising has a negative result on purchasing decision.

Product quality is very important for companies in creating a product, where a quality product is the main criterion for consumers in choosing the products offered by the company. Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes (Philip Kotler, (2012). It can be concluded that product quality is a dynamic conditionthat is interconnected although it can have a different definition, the product essentially has a specification for an item or service that can lead to satisfaction that meets or exceeds the expectations of consumers who use it. According to Tawas & Pandensolang's (2020) research, product quality has a negative result on purcashing decision. Meanwhile Igir, et al (2018), product quality has a positive result on purcashing decisions.

According to Wulandari & Nurcahya (2015), Brand trust will determine consumer purchases of brands and trust will potentially create high-value relationships. Brand trust is the customer's desire to depend on a brand with the risks it faces because of the expectation that the brand will give positive results (Noor, 2014). Lubis (2022) research, brand trust has a positive result on purchasing decision. Meanwhile Dewi and Fitriani (2021), brand trust has a negative result on purcashing decision.

Based on the previous description, a study is planned with the title "The Influence of Innovation, Advertising, Quality, and Brand Trust on Purchasing Decisions of Oppo Smartphones on Students" at Pelita Indonesia Institute Business and Technology Economic Faculty. Then the purpose of the research was to find out and analyze the influence of product innovation, Advertising, Product Quality, and Brand Trust on Smartphones Oppo Purchasing Decisions

2. Literature Review

Market Based View (MBV) Theory

The MBV theory states that the company's performance is determined by the unique positionof the company's strategic behavior in response to market competition (Hoskisson, Hitt and Ireland, 2004; Porter, 1980). This theory emphasizes the importance of the role ofa competitive market as a determinant of company behavior which then has implications for company performance. MBV theory is a modification of Industrial Organization theory into therealm of strategic management (Spanos and Liokas, 2001). Industrial Organization Theory is well known for its Structure-Conduct-Performance framework, that is, industrial structure determines industrial behavior and industrial performance (Bain, 1956; Mason, 1939). The industry structure in question consists of the number of buyers and sellers, product differentiation, entry barriers, cost structure, vertical integration and diversification (Scherer, 1980). The intended behavior consists of price behavior, product strategy, advertising, researchand innovation, factory investment and legal tactics (Scherer, 1980)

Definition of Product Innovation

Product innovation is a thing that has the potential to create people's thoughts and imaginations which ultimately create customers. In simple terms, innovation can be interpreted as a breakthrough related to new product innovation. Product innovation refers to product development and the introduction of new products that are developed and successfully marketed, this can be in the form of changes in product design, components, and architecture (Silalahi & Onsardi, 2020).

Product innovation measurement indicators according to(Sri & Sosianika, 2022) namely (1) *Relative Adventure*is a feeling of enjoying the advantages of an innovation whether it is better or comparable to the previous product, (2) *compatibility*is a comparison of compatibility between personal experience and the value of the product innovation itself, and can be seen through the suitability or consistency of each individual,(3) *Complexity*is an analysis of the complexity of understanding or using an innovative product, because the lower the level of difficulty or complexity in understanding and using an innovation, the easier it will be to adopt the innovation, (4) *trialability*is a trial activity carried out by individuals on innovation before adopting it which aims to see the advantages or benefits of the innovation, (5)*Observability*is the level of how the results of using an innovation can be seen by others. The easier it is for someone to see the results of an innovation, the more likely it is that the innovation will be adopted by a person or group of people. Visibility and ease of communication reflect the degree to which the results of using a new product are visible to friends and neighbours.

Definition of Advertising

Advertising is a process of mass communication involving certain sponsors, namely advertiserswho pay to the mass media that broadcast their advertisements (Dewi & Fitriani, 2021). Heridiansyah (2012) States thatAdvertising is one of the most widely used forms of promotion by companies in promoting their products.

Advertising measurement indicators according to (Tobing & Bismala, 2015)are: (1)*Mission*or missionThe purpose of advertising is to attract interest and encourage consumersto try or buy the products or services offered so that the advertiser must understand the target of the advertisement, the target market, market positioners, and the promotion mix.,(2)*Message*or advertising message must have a clear message from a product or item beingmarketed so that it can attract attention, arouse desire and generate or encourage consumers toobtain the goods or services offered,And The media used The selection of media in advertising is very important, the advertiser must pay attention to which media is often seen and used by consumers. In addition, advertisers must pay attention to the effectiveness of the costs used to make advertisements, this is because the effect of advertising notifications on public awarenessdepends on the reach, frequency and impact of advertisements from product or service advertisers.

Definition of Product Quality

According to Tjiptono & Fandy, (2015) product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Another definition of product quality is the degree achieved by characteristics related to meeting requirements (Lupiyoadi, 2013).

According to Lupiyoadi, (2013) product quality has several indicators, namely: (1) Performance, which refers to the core product character which includes the brand, attributes that can be measured from individual performance aspects. (2) Product diversity (features), which is measured subjectively by each individual.

(3) Conformance, which can be measured from the level of accuracy and time of completion including the calculation of errors.

Definition of Brand Trust

Brand trust is the customer's desire to depend on a brand with the risks it faces because of the expectation that the brand will give positive results (Noor, 2014). Brand trust can also be interpreted as the ability of a brand to be trusted, which is basedon consumer confidence that the product is able to fulfill the promised value and brand intention based on consumer confidence that the brand is able to prioritize consumer needs (Bastian, 2014).

According to (Zulfikar & Mikhriani, 2017), an indicator used to measure brand trust namely (1) *brandreliability*Is brand reliability that comes from consumer confidence that the product is able to fulfill the promised value or in other words the perception that the brand is able to meet needs and provide satisfaction. and (2) *Brand Intentions*which is based on consumerbelief that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly.

Definition of Purchase Decision

Purchasing decisions are thoughts or circumstances where individuals evaluate various optionsand decide on a choice of a product from many choices. The buying decision process is seen asan activity consisting of selecting, obtaining and evaluating (Silalahi & Onsardi, 2020).

Purchasing decision indicators are as follows (Silalahi & Onsardi, 2020): (1) Thestability of a product. In making a purchase, consumers will choose one of several existing alternatives. This choice is based on quality, quality, affordable prices, and other factors that can strengthen consumers' desire to buy a product, namely whether the product really wants tobe used or needed. (2) Habits in buying products, Consumer habits in buying products also influence purchasing decisions. Consumers feel that these products are too attached to their minds because they have felt the benefits of these products. Therefore, consumers will feel uncomfortable if they try new products and have to adjust again. They tend to choose products that are commonly used. (3) Providing recommendations to others. In making purchases, if consumers get benefits that are in accordance with a product, they tend to recommend the product to others. They want other people to feel that the product is very good and better than other products. (4) Make repeat purchases, consumer satisfaction in using a product will cause consumers to repurchase the product. They feel the product is suitable and in accordance with what they want and expect, in other words consumers will make continuous purchases after they feel comfortable with the product or service received. they tend to recommend the product to others. They want other people to feel that the product is very good and better than other products. (4) Make repeat purchases, consumer satisfaction in using a product will cause consumers to repurchase the product. They feel the product is suitable and in accordance with what they want and expect, in other words consumers will make continuous purchases after they feel comfortable with the product or service received. they tend to recommend the product to others. They want other people to feel that the product is very good and better than other products. (4) Make repeat purchases, consumer satisfaction in using a product will cause consumers to repurchase the product. They feel the product is suitable and in accordance with what they want and expect, in other words consumers will make continuous purchases after they feel comfortable with the product or service received.

Hypothesis
Effect of Product Innovation on Purchasing Decisions
According to (Soleh & Pawitri S, 2019) Factors that influence purchasing decisions are productinnovation. Innovation will increase the value of a product, produce a new product that can provide better solutions in the process of solving problems faced by consumers, and product innovation must be able to make products different from the consumer's perspective so that consumers are interested in buying them. Based on the results of research conducted by (Silalahi& Onsardi, 2020), (Santoso et al., 2020), (Almira & Sutanto, 2018),(Haudi et al., 2020), And(Joseph, 2021)which showsProduct innovation has a significant effect on purchasingdecisions. While results (Ernawati, 2019) show thatProduct Innovation has no significant effecton purchasing decisions. Based on this, the research hypothesis is as follows:
H1: Product Innovation has a positive influence on purchasing decisions for Oppo smartphonesfor students of the Pelita Indonesia Institute of Business and Technology (IBTPI)

The Effect of Advertising on Purchasing Decisions
*Advertising*is one of the most common ways companies use to direct persuasive communications to target markets. This media is considered the most effective in influencing consumers to make purchases (Malina, 2015). Based on research (Hutabarat & Santosa, 2022), (Dewi & Fitriani, 2021), (Bahi et al., 2020) who found thatAdvertising has a positive andsignificant influence on purchasing decisions. Whereas (Tobing & Bismala, 2015) who found thatAdvertising has no effect on purchasing decisions. Based on this, the research hypothesis isas follows:
H2: Advertising has a positive influence on Oppo Smartphone Purchasing Decisions for Students of the Pelita Indonesia Institute of Business and Technology (IBTPI)

The Effect of Product Quality on Purchasing Decisions

Product quality also has an importance that explains the reputation of the company that produces the product or service, reduces costs by producing products according to consumer expectations and needs, increases market share, demonstrates product responsibility and by producing quality products, the product also has the opportunity to be known and accepted. in the international market (Roberta S.Russell, 2010). The results of research conducted by Igir etal., (2018) show that product quality has a significant positive effect on purchasing decisions, but research conducted by Tunis and Martina, (2016) shows that product quality has a negativeeffect on purchasing decisions.
H3: Product quality has a positive effect on purchasing decisions for Oppo smartphones in students of the Pelita Indonesia Institute of Business and Technology (IBTPI).

The Effect of Brand Trust Against Purchasing Decisions
(Ramadhani et al., 2022)states that consumers believe that a brand that has a positive image is a guarantee of the quality of a product. If consumers trust a brand, consumers will make purchases of the goods or services they trust. Based on research(Santoso et al., 2020),(Zd & Bambang, 2022),(Wulandari & Nurcahya, 2015),(Ariyanti et al., 2020)And(Putra & Soebandi, 2019)who found that Brand Trust has an effect on Purchasing Decisions. Whereas(Dewi & Fitriani, 2021)in research found thatBrand Trust has no significant effect on PurchasingDecisions. Therefore the research hypothesis is as follows:
H4 :Brand Trust has a positive effect on purchasing decisions for Oppo smartphones for Pelita Indonesia Institute of Business and Technology Students (IBTPI)

Framework
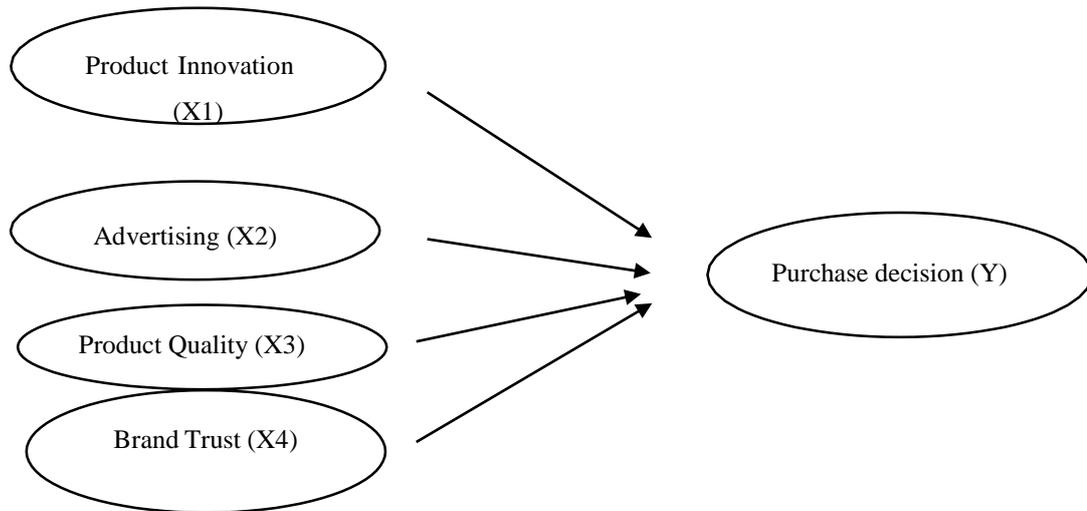
Source: Processed Data (2022)

Figure 1. Framework

3. Method

Place and time of research

This research was conducted at the Pelita Indonesia Institute of Business and Technology, business faculty, located on Jl. General Ahmad Yani No. 78-88 Pekanbaru, 28127 And On Jl. Srikandi, Delima, Kec. Tampan, Pekanbaru City, Riau 28292. This research was conducted from August 2022 to January 2023.

Population and Research Sample

In this study, the population is active IBTPI students at the Faculty of Business, totaling 2671 people in 2022. Sampling uses calculations using the Slovin formula with an error tolerance level of 10%.

$$n = \frac{N}{1 + Ne^2}$$

$n = \frac{2671}{1 + 2671 \ (0,1)^2}$ = 96.39 is rounded up to 100

Therefore, the number of research samples determined was 100 students from the population.The sampling technique that will be used is *Accidental Sampling method.*

Variable Operational Definitions
Product Innovation

Product innovation is one of the factors that need to be considered by oppo smartphones in order to attract customer attention and compete with other brands. Product innovation consists of several indicators, namely relative advantage, compatibility, complexity, trialability, and observability.

Relative advantage will represent a statement regarding the advantages of Opposmartphones felt by students. Compatibility will represent a statement regarding the suitabilityof using an Oppo smartphone by students. Complexity will represent a statement regarding howto use

Oppo smartphones by students. Triability will represent a statement regarding the advantages of Oppo smartphones by students. While observability will represent a statement regarding the results of the use of Oppo smartphones by students.

Advertising

Advertising is one of the most widely used promotional strategies, oppo smartphones must be observant in choosing advertising strategies in order to attract the attention of potential customers. Indicators related to advertising are mission, message, media. The mission will represent a statement regarding Oppo smartphone advertisements will encourage students to make purchases.

The message will represent a statement regarding Oppo smartphone advertisements providing clear information about the product. The media will represent statements regarding the ease of finding or viewing Oppo smartphone advertisements by students.

Product quality

Product quality is very important for oppo smartphones to pay attention to, this is because perceived quality will have an impact on consumer satisfaction so that it will encourage consumers to make purchasing decisions. Product quality indicators are performance, product variety, and conformity. Performance will represent a statement regarding the quality of the Oppo smartphone in accordance with student expectations. Product diversity will represent a statement regarding the convenience of students in finding spare parts and accessories for Oppo smartphones. Conformity will represent a statement regarding the suitability between price and quality of the Oppo smartphone.

Brand Trust

Brand trust is an important thing that must be maintained by companies, this is because brand trust can drive purchasing decisions and also maintain consumer loyalty. Indicators of brand trust are brand reliability and brand intentions. Brand reliability will represent a statement regarding the ability of Oppo smartphones to meet student needs. Brand intentions will represent a statement regarding the reliability of the Oppo smartphone in overcoming problems that arise, such as a warranty.

Purchasing Decision

Purchasing decisions are the results that will be made by consumers after evaluating a product. Indicators about purchasing decisions are stability in a product, habits in buying products, recommending products to others, and making repeat purchases. The stability of a product will be represented by the statement that I bought an Oppo smartphone because of its quality, quality, and affordable price. Habits in buying products will be represented by the statement I bought an Oppo smartphone because the brand has stuck with me. Recommending products toothers will be represented by statements. I suggested to my friends to use Oppo products as a smartphone choice.Making a repurchase will be represented by a statement that if I want to replace my smartphone, I will replace it with the Oppo brand

Data Types and Sources
The type of data in this study is divided into two, namely:
The type of data used in this study is divided into two, namely qualitative data, namely information data in the form of information or information as well as skills, characteristics, activities that are not in the form of numbers or numbers. Qualitative data in this study are data about respondents and company history. Quantitative data is data that can be measured by

numbers or numbers. In this study, quantitative data is population size and so on.

Data collection technique
Data collection techniques used in this study were (1) Documentation, (2) Interview, (3) Questionnaire

Data analysis method
Analysis of Respondent Characteristics
To determine the effect of product innovation, advertising, product quality and brand trust, respondents were asked to provide an assessment of the dimensions of product innovation, advertising, product quality and brand trust. The respondents will be divided based on age, gender, occupation and income.

Test Models
Simultaneous Test (Test F)
The F test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable (Ghozali, 2013). The basis for decision making in the simultaneous test is as follows (1) If Fcount > Ftable means that the independent variables simultaneously have a significant and influence on the dependent variable. (2)If Fcount <Ftable means that the independent variables simultaneously have no effect and are not significant on the dependent variable.

Determination Coefficient Test (R2)
In the coefficient of determination test, the measurement aims to determine the model's ability to explain variations in the dependent variable (Ghozali, 2013). The value of the coefficient ofdetermination is between zero and one.

Multiple Linear Analysis
In order to see how much influence the variable has product innovation, advertising, product quality, and brand trust on purchasing decisions, multiple linear analysis is used to state the relationship between the independent variables and the dependent variable and estimate the value of the dependent variable based on the value of the independent variable. The multiple linear analysis equation model for this study is

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e$$

Partial Test (t test)

The t test was carried out with the aim of showing how far the influence of one independent variable individually explains the variation of the dependent variable (Ghozali, 2011). Partial testing criteria with a significant level (a) 0.05 is as follows:(1) If tcount > ttable then Ha is accepted and Ho is rejected, which means that the independent variable partially has an influence on the dependent variable. (2) If tcount < ttable then Ho is accepted and Ha is rejected, this means that the independent variable partially has no significant effect on the dependent variable.

4. Result and Discussion

Characteristics of Research Respondents
The characteristics of the respondents used in this study were classified based on gender, age, gender, study program, semester, and income. The following will discuss the conditions of each of the demographic classifications of these respondents.

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Based on the results of the study, students at the Pelita Indonesia Institute of Business and Technology, Faculty of Business who purchased Oppo smartphones, had an age range of 20-30 years with a total of 97 people or 97% with female sex as many as 70% or 70 people, 53% or 53 one of them is an undergraduate student with a management study program. Then 77% or 77 respondents were 7th semester students with an average income or allowance of Rp. 1,000,000 to Rp. 5,000,000, - as many as 76 people or 76%.

Research Data Analysis
Simultaneous Test

The simultaneous test is used to see the independent variable on the dependent variable simultaneously by comparing F count with F table. If F count > F table then H0 is rejected and Ha is accepted, which means product innovation, advertising and brand trust jointly influence purchasing decisions.

Table 1. Model F Test

Variable	F	Sig.	F table	Information
Influence Product Innovation, Advertising, Product Quality and Brand Trust on Purchasing Decisions	*19,944*	*.000 b*	2.70	Significant Influence

Source: SPSS Processed Data

From table 1 it is known that the number of calculated F is 19,944 with a significance of .000. F table is obtained at 2.70. It is known that F count (19,944) > F table (2.70). It means simultaneously *product innovation, advertising, product quality* and brand trust influences purchasing decisions for Oppo smartphones among students at the Business Faculty of the Pelita Indonesia Institute of Business and Technology.

Coefficient of Determination

The coefficient of determination is used to find how much the independent variable contributes to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable to explain variations in changes in the dependent variable.

From table 2 it can be seen that the Adjusted R Square value is 0.632 or 63.2%, this explains that product innovation, advertising, product quality and brand trust can influence the decision to buy an Oppo smartphone for students at the Pelita Indonesia Institute of Business and Technology, Faculty of Business classified as not strong while the remaining 36.8% is influenced by other variables not examined in this study.

Multiple Linear Regression Equations

Multiple linear regression equations are used to describe the model of the relationship between the independent variables and the dependent variable.

Table 2. Multiple Linear Regression Analysis

	Model	Unstandardized Coefficients	
		B	std. Error
	(Constant)	7,858	3.014
	Product Innovation	001	094
1	*Advertising*	.437	.165
	Product Quality	.567	.108
	Brand Trusts	.763	.165

Source: SPSS Processed Data

Based on table 3, the multiple linear regression equation is obtained as follows: Y = 7.858 + 0.0001X$_1$+ 0.437X$_2$ + 0.567X$_3$ + 0.763X$_4$

From this equation it can be concluded that: (1) The constant value (a) is 7,858 meaning if*product innovation, advertising,*and brand trust is assumed to be 0, the decision to buy an Oppo smartphone for students at the Pelita Indonesia Institute of Business and Technology, Faculty of Business, is 7,858. (2) The regression coefficient value of 0.001 means that if product innovation increases by 1 unit, it can increase the decision to buy an Oppo smartphone for students of the Pelita Indonesia Institute of Business and Technology, Faculty of Business, by 0.001. (3) The regression coefficient value of 0.437 means that if advertising has increased by 1 unit, it can increase the purchasing decision of Oppo smartphones for students of the Pelita Indonesia Institute of Business and Technology, Faculty of Business, by 0.437. (4) The value of the regression coefficient is 0. 567 means that if product quality has increased by 1 unit, it can increase the decision to purchase an Oppo smartphone for students of the Pelita Indonesia Institute of Business and Technology, Faculty of Business, by 0.567. (5) The regression coefficient value of 0.763 means that if brand trust increases by 1 unit, it can increase the decision to buy an Oppo smartphone for students of the Pelita Indonesia Institute of Business and Technology, Faculty of Business, by 0.763.

Partial T test

T test is used to measure the influence of the independent variable partially on the dependentvariable.

Table 3. Partial Hypothesis Test

Model	T count	Sig.	T table	Information
Product Innovation	011	.991	1985	No Positive Influence
Advertising	2,645	010	1985	Positive Influence
Product Quality	5,249	*.000*	*1985*	Positive Influence
Brand Trusts	4,618	.000	1985	Positive Influence

Source: SPSS Processed Data

Where *product innovation* did not affect the purchasing decision of Oppo smartphones among Pelita Indonesia Institute of Business and Technology students. This is evidenced by the calculated T value (.011) < T table (1.985), therefore H1 is rejected and H0is accepted. (2) Based on the results of the research conducted, where advertising has a positiveinfluence on purchasing decisions for Oppo smartphones among Pelita Indonesia Institute of Business and Technology students. This is evidenced by the value of T count (2.645) > T table(1.985), therefore H2 is accepted and H0 is rejected. (3) Based on the results of the research conducted, where product quality has a positive influence on purchasing decisions for Oppo smartphones

among students at the Pelita Indonesia Institute of Business and Technology. Thisis evidenced by the value of T count (5.249) > T table (1.985), therefore H3 is accepted and H0is rejected. (4) Based on the results of the research conducted, where brand trust has a positiveinfluence on the purchase decision of buying an Oppo smartphone among Pelita Indonesia Institute of Business and Technology students. This is evidenced by the value of T count (4.618) > T table (1.985), therefore H4 is accepted and H0 is rejected. The following is a discussion of the results of the research that has been conducted.

The Influence of Product Innovation on Oppo Smartphone Purchasing Decisions in Business Faculty Students at Pelita Indonesia Institute of Business and Technology Based on the results of this study, the product innovation variable is said to have no significantpositive influence on the purchasing decision of Oppo smartphones among Pelita IndonesiaInstitute of Business and Technology students.

Of course, this contradicts the opinion of Mulyani & Nanda (2019) which states that the factor that influences purchasing decisions is product innovation. innovation will increase the value of a product, produce a new product that can provide better solutions in the process of solving problems faced by consumers, and product innovation must be able to make products different from the consumer's perspective so that consumers are interested in buying them. Product innovation has no effect on purchasing decisions in this study because the innovations made by Oppo on their smartphones are still relatively common even though they have created several unique innovations.

The results of this study are in line withresearch result(Ernawati, 2019)shows that Product Innovation has no significant effect on purchasing decisions. While the results of research conducted by (Silalahi & Onsardi, 2020),(Santoso et al., 2020),(Almira & Sutanto, 2018),(Haudi et al., 2020),And(Joseph, 2021)shows that Product Innovation has a significant positive effect on purchasing decisions.

The Effect of Advertising on Oppo Smartphone Purchasing Decisions in Business Faculty Students, Pelita Indonesia Institute of Business and Technology
Based on the results of the research conducted, advertising has a positive influence on the purchase decision of buying an Oppo smartphone for Pelita Indonesia Institute of Business and Technology students. This shows that the advertising carried out by Oppo smartphones is very good and the information provided is also clear, so that consumers can understand advertisements well.

This result is in line with the opinion(Malina, 2015)which states that advertising is oneof the most common ways companies use to direct persuasive communications to target markets. This media is considered the most effective in influencing consumers to make purchases. The results of this study are in line with research(Hutabarat & Santosa, 2022), (Dewi & Fitriani, 2021),(Bahi et al., 2020)who found that Advertising has a positive and significant influence on purchasing decisions.

Meanwhile (Tobing & Bismala, 2015) found that advertisinghad no effect on purchasing decisions.

The Influence of Product Quality on Oppo Smartphone Purchasing Decisions in Students of the Business Faculty of the Pelita Indonesia Institute of Business and Technology
From the results of data processing it can be seen that product quality (X3) has a positive and significant effect on purchasing decisions. From the questionnaire that was distributed as the material used in this study, it is known that consumers no longer doubt the quality of Oppo

smartphones because they meet the expectations and needs of consumers. This shows that the quality of Oppo smartphones so far has been able to meet consumer expectations, so that consumers do not hesitate in making purchasing decisions.

Product quality also has an importance that explains the reputation of the company that produces the product or service, lowers costs by producing products according to consumer expectations and needs, increases market share, demonstrates product responsibility and by producing quality products, the product also has the opportunity to be recognized and accepted in the world. international market (Roberta S.Russell, 2010).

The results of this study are in line with research conducted by Igir et al., (2018) showing that product quality has a significant positive effect on purchasing decisions. Meanwhile, research conducted by Tunis and Martina, (2016) shows that product quality has a negative effect on purchasing decisions.

The Influence of Brand Trust on Oppo Smartphone Purchasing Decisions in Students of the Business Faculty of the Pelita Indonesia Institute of Business and Technology

Based on the results of the research conducted, brand trust has a positive influence on the purchase decision of buying an Oppo smartphone for Pelita Indonesia Institute of Business and Technology students. This shows that the Oppo smartphone brand is well known by consumers so as to convince consumers in making purchasing decisions. Brand trust can also be interpreted as the ability of a brand to be trusted, which is basedon consumer confidence that the product is able to fulfill the promised value and brand intentionbased on consumer belief that the brand is able to prioritize consumer needs (Bastian, 2014).

The results of this study are in line with research (Santoso et al., 2020), (Zd & Bambang,2022), (Wulandari & Nurcahya, 2015), (Ariyanti et al., 2020) and(Putra & Soebandi, 2019)whofound thatBrand Trustsinfluence the purchase decision. Meanwhile (Dewi & Fitriani, 2021) in his research found thatBrand Trustsno significant effect on Purchase Decision.

5. Conclusions

Based on the results of research that has been conducted where: (1) The results showed that product innovation did not have a positive effect on purchasing decisions for Oppo smartphones for students at the Pelita Indonesia Institute of Business and Technology, Faculty of Business.(2) The results showed that advertising had a positive effect on purchasing decisions for Oppo smartphones among students at the Pelita Indonesia Institute of Business and Technology, Faculty of Business. (3) The results of the study show that product quality has a positive effect on purchasing decisions for Oppo smartphones for students at the Pelita Indonesia Institute of Business and Technology, Faculty of Business. (4) The results showed thatbrand trust had a positive effect on purchasing decisions for Oppo smartphones among studentsat the Pelita Indonesia Institute of Business and Technology, Faculty of Business.

Based on the results of the research, the suggestions that the writer can give are (1) The researcher suggests that future researchers are expected to be able to add other variables or use variables other than those that have been studied in this study in order to find out what factors can influence purchasing decisions.

By replacing other variables that have not been studied, it is hoped that it will bring benefits to its own smartphone product. (2) It is suggested to Oppo smartphone manufacturers to try to find different innovations on their smartphones.

Because consumers, students of the Faculty of Business, Pelita Indonesia Institute of Business and Technology feel that the product innovations offered this time are not unique and different

fromprevious products. In the future, the form of innovation offered will not only be in the form of design, can be in the form of enhanced features or performance.

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