



Relationship of Purchase Interest, Price and Purchase Decisions to IMEI Policy (Literature Review Study)

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Abstract: The Literature Review article on the Relationship of Buying Interest, Price and Purchase Decision to IMEI Policy is a scientific article that aims to build research hypotheses regarding the influence between variables used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar and sourced from other academic online media and uses Mendeley as a bibliography reference. The results of this Literature Review article are: 1) Buying Interest is related to IMEI Policy; 2) Price is related to IMEI Policy; and 3) Purchase Decision related to IMEI Policy. Apart from the 3 independent variables related to the dependent variable, there are other factors, namely Brand Image, Sales and Promotion.

Keywords: Buying Interest, Price, Purchase Decisions, IMEI Policy

INTRODUCTION

To reduce the circulation of illegal cellphones that are not registered with the Ministry of Industry, the government has made a policy of blocking IMEI on unofficial or unregistered smartphones. In addition to reducing the circulation of illegal smartphones, this policy is aimed at increasing state revenue. However, the policy made by the government has drawn protests from various circles, because illegal or unregistered smartphones have a cheaper selling price than smartphones that have an official warranty, especially on the iPhone brand.

Formulation of problem

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Is the Buying Interest related to IMEI Policy ?
2. Is the Price related to IMEI Policy ?

3. Is the Purchase Decision relate to IMEI Policy ?

LITERATURE REVIEW

IMEI Policy (*International Mobile Equipment Identify*)

According to Janu (2020) the IMEI policy is a policy in which smart phone products, handheld computers and tablets (HKT) which have been black market mobile phones have been rapidly entering Indonesia, so that it has the potential to harm the country and with the IMEI policy it encourages the productivity of the mobile phone industry in the country. (Hammood et al., 2020)

IMEI (International Mobile Equipment Identity) is a special identity used to identify a mobile phone.

IMEI policy has been studied by previous researchers, including: (Hammood et al., 2020)

Buying Interest

According to Kotler and Keller (in Adi, 2015) Purchase intention is a behavior where a buyer has a desire to choose, consume and use that wants a product offered.

According to Ferdinand (2006) regarding the indicators that form Consumer Buying Interest, namely:

- a. Transactional interest
- b. Referral interest
- c. Preferential interest
- d. exploratory interest

Buying interest has been researched by previous researchers, including: (Hernikasari, Ali, & Hadita, 2022), (Ali, Sastrodiharjo, & Saputra, 2022).

Price

According to Kotler and Armstrong (2010) price is the amount of money charged for a product or service or the sum of the value exchanged by consumers for the benefits of having or using the product or service.

According to Kotler and Armstrong translation of Sabran (2012: 52), regarding the indicators contained in the price, namely:

- a. Price affordability
- b. Price match with product quality
- c. Price competitiveness
- d. Price match with benefits

Prices have been studied by previous researchers, including: (F. Saputra, 2022), (Korowa, Sumayku, & Asaloei, 2018)

Purchase Decisions

According to Buchari Alma (2016: 96) Purchase Decision is a decision on a buyer that can be influenced by financial conditions, technology, politics, price, location and also the promotions carried out. So that it forms an attitude in consumers to process all information and make decisions in the form of responses that appear what products to buy.

According to Kotler & Armstrong (2016: 188), several indicators in the Purchase Decision are as follows:

- a. Product choice, where consumers can make decisions to buy goods or services for certain purposes.
- b. Brand choice, where consumers can make decisions about what brand to buy and use.
- c. Dealer choice, where consumers can make decisions about which coatings to visit.
- d. Time of Purchase, where consumers can make purchasing decisions regarding the time of purchase to be made.
- e. Number of Purchases, where consumers can make purchasing decisions regarding the number of goods or products to be purchased.
- f. Payment Method, where the consumer can make a decision regarding the payment method to be made, according to the condition of the buyer.

Purchasing decisions have been studied by previous researchers, including: (Ikhsani & Ali, 2017).

Table 1. Relevant Previous Research

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Korowa et al., 2018)	The Effect of Product Completeness and Price on Consumer Repurchase (Case Study of Freshmart Bahu Manado)	Have equations on the independent variable, namely Price	Has a difference in the research locus, namely at Freshmart Bahu Manado
2	(Ikhsani & Ali, 2017)	Purchasing Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)	Have similarities in the dependent variable, namely Purchase Decision and the independent variable, namely Price	Has a difference in the research locus, namely at Giant Mall Permata Tangerang
3	(Anwar & Adidarma, 2016)	The Effect of Trust and Risk on Buying Interest in Online Shopping	Have similarities in the variable of Buying Interest	Discussing Trust when Shopping Online
4	(Fasha, Robi, & Windasari, 2022)	Determination of Purchase Decisions Through Buying Interest: Brand Ambassador and Brand Image (Marketing Management Literature Review)	Have similarities in the variables of Purchase Decision and Purchase Interest	Have Differences in Brand Ambassador and Brand Image variables
5	(Hana, 2019)	Millennial Generation's Online Purchase Interest: The Effect of Trust and Service Quality	Have similarities in the variable of Buying Interest	Have differences in the variables of Trust and Service Quality

6	(Hammood et al., 2020)	A Review of User Authentication Model for Online Banking System based on Mobile IMEI Number	Have similarities in IMEI discussion	Has a difference in the discussion of the use of IMEI
7	(Y. Saputra, Rosihan, Spalanzani, Kumalasari, & Riyanti, 2022)	Consumer Behavior Analysis in Deciding Minimarket as a Place to Shop	Have similarities in determining Purchase Decisions	Has a difference in the object under study.

RESEARCH METHODS

In writing this scientific article, the researcher uses qualitative methods and literature studies or library research. By reviewing theory and reviewing previous articles that are relevant to this research, especially in the scope of Marketing Management. In addition, the researchers collected data sourced from the Google Scholar application and used Mendeley as a bibliography reference.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. And one of the reasons for conducting qualitative research is that this research is exploratory. (Limakrisna & Ali, 2016)

DISCUSSION

Based on theoretical studies and relevant previous research, the discussion of this literature review article in the concentration of Marketing Management is:

1. Relationship of Buying Interest to IMEI Policy

Purchase intention is a condition in which a person intends to make a purchase of an item or service. Buying interest can arise from various factors, including: product quality, price, brand image and service quality. By having a good quality product, it will further increase a person's buying interest, because it becomes an added value of an item and increases consumer perceptions regarding the durability of the product.

Regarding the IMEI policy carried out by the Ministry of Industry of the Republic of Indonesia, namely limiting network access to the use of cellphones that are not officially registered. This policy certainly benefits the government and also consumers who have an interest in official products.

Due to the IMEI policy, consumers will prefer official products with registered IMEI rather than buying illegal products whose IMEI is not registered with the Ministry of Industry for reasons of security and convenience.

Buying Interest is related to IMEI Policy, in line with research conducted by: (Ilhamalimy & Ali, 2021).

2. Relationship of Price to IMEI Policy

With the IMEI policy carried out by the government on smartphones that enter and are offered in the market. Of course, smartphones without official warranty and IMEI are not

cheaper than smartphones with official warranty, because they will pay more for taxes or state income.

However, if someone has purchased a smartphone with an unrecorded IMEI, they can also activate the IMEI to Customs. But you have to incur additional costs that make a smartphone that was previously purchased at a cheaper price to have the same price as an officially registered smartphone.

Prices are related to IMEI Policy, in line with research conducted by: (Sinurat, Lumanauw, & Roring, 2017).

3. Relationship of Purchase Decisions to IMEI Policy

There are two models of a person in making a purchase decision, especially in buying a smartphone, in this case the registered IMEI and unregistered IMEI. That is, they will decide to buy a smartphone whose IMEI has been registered with the Ministry of Industry even though the price offered is more expensive than buying Black Market products that are not registered with the IMEI.

Then there are consumers who prefer to buy a smartphone with an IMEI that is not registered with the Ministry of Industry, with the reason that the price offered is relatively cheap.

Purchasing Decisions are related to IMEI Policy, in line with research conducted by: (Ikhsani & Ali, 2017).

Conceptual Framework

Based on the formulation of the problem, theoretical studies and previous research as well as discussion of the influence between variables, the conceptual framework is obtained as follows:

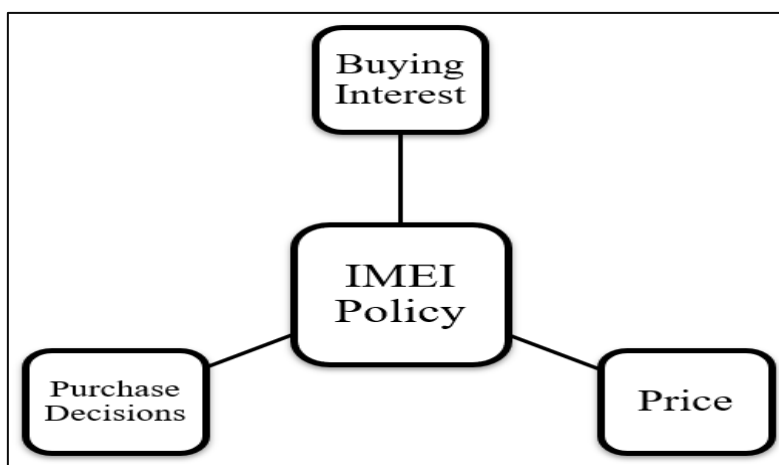


Figure 1. Conceptual Framework

Based on the conceptual framework above, then: Purchase Interest, Price and Purchase Decision are related to IMEI Policy.

Apart from the variables of Purchase Interest, Price and Purchase Decision related to IMEI Policy. There are other factors related to the IMEI Policy, including:

- 1) Promotion: (Ansori & Ali, 2017), (Andrian et al., 2021), (Kurniawan, D., Putra, C. I. W., & Sianipar, 2021), (Kurniawan, S., & Zen, 2021), (Manrejo & Sebayang, 2021), (Athalarik & Zahra, 2021), (Imaddudin, 2020), (Zahra, 2020), (Ala, 2017), (F. Saputra & Ali, 2022).
- 2) Brand Image: (Hernikasari et al., 2022), (Kurniawan, D., Putra, C. I. W., & Sianipar, 2021), (Soetoto, 2018), (Atmoko & Noviriska, 2022), (Nugraha, Rahmi, & Balsa, 2017), (Muzzamil, Fatimah, & Hasanah, 2021), (Mujab, Sukreni, Muzzamil, & Nainggolan, 2021), (Zahra, 2018), (Zulfah, Putri, & Pohan, 2020), (Ala, Prawira, Prabowo, & Gemael, 2021).
- 3) Sales: (F. Saputra, 2022), (H Anas, 2020), (Lantu & Irfana, 2019), (Pangkey, Irfana, & Irsan, 2019), (Kainde, Saimima, & Yurnal, 2021), (Yurnal & Ihsan, 2019), (Athalarik & Susanto, 2020), (Iksan, Imaddudin, & Athalarik, 2022), (Imaddudin, Sitanggang, Bachtiar, & Priyadi, 2022), (Widiantoro, Nursyamsi, & Imaddudin, 2021), (Erviani, Suciati, & Pohan, 2019), (Sinaga, Madonna, & Novrian, 2020), (Zahra, 2022).
- 4) Leadership: (Ali et al., 2022), (F. Saputra & Mahaputra, 2022), (Zen, Sukaesih, & Malik, 2022), (Sudiantini, Sastrodiharjo, Narpati, & Indrianna, 2022), (Dhianty, 2021), (Noviriska, 2019), (Sulistyanto, Dwinarko, Sjafrizal, & Mujab, 2020), (Dwinarko, 2019).
- 5) Government Policy: (F. Saputra & Ali, 2021), (Haryudi Anas, 2019), (Sianipar, 2019), (Manrejo & Ariandyen, 2022), (R. Saputra & Dhianty, 2022), (Corsini & Nugraha, 2021), (Sjafrizal, Dwinarko, & Madonna, 2020), (Arifianto, 2017), (Puspita, Polimpung, Irfansyah, Arifianto, & Prasajo, 2022), (Putra, Lawanis, Ala, & Bahtra, 2022).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the formulation of the problem, theoretical study and discussion above, the researcher concludes for further research, namely:

1. Buying Interest is related to IMEI Policy.
2. Prices are related to IMEI Policy.
3. Purchase Decisions is related to IMEI Policy.

Recommendation

Based on the conclusions above, in addition to buying interest, price and purchasing decisions factors related to IMEI policy. There are other factors that need to be investigated for further research, namely: Brand Image, Promotion and Sales.

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