

The Influence Of Motivational And Emotional Aspects On The Decision To Use Iphone Smartphones In Banjarmasin and Banjarbaru Regions

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Received: January, 27, 2025 **Revised:** January, 27, 2025 **Accepted:** January, 27, 2025

Abstract

This research aims to determine and analyze the influence of motivational and emotional aspects on the decision to use an iPhone smartphone in the Banjarmasin and Banjarbaru regions. The data analysis method used is quantitative, specifically correlational research. This type of research describes a general approach focusing on estimating covariance among naturally occurring variables. The purpose of correlational research is to identify predictive relationships using correlation techniques or statistical methods. The results of the study indicate that both motivational and emotional aspects have a significant simultaneous effect on the decision to use an iPhone smartphone in the Banjarmasin and Banjarbaru regions. Based on the research findings, it is known that both motivational and emotional aspects have a significant partial effect on the decision to use an iPhone smartphone in the Banjarmasin and Banjarbaru regions. Additionally, the research shows that the emotional aspect has a significant and dominant effect on the decision to use an iPhone smartphone in the Banjarmasin and Banjarbaru regions.

Keywords: Motivational Aspect, Emotional Aspect, Smartphone Usage Decision

DOI :
p-ISSN :
e-ISSN :

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1. Introduction

With the growing era, making technology increasingly advanced rapidly from year to year. In particular, the development of telecommunications technology in Indonesia is now experiencing very rapid progress. This is proven by the continued increase in the number of smartphone users every year.

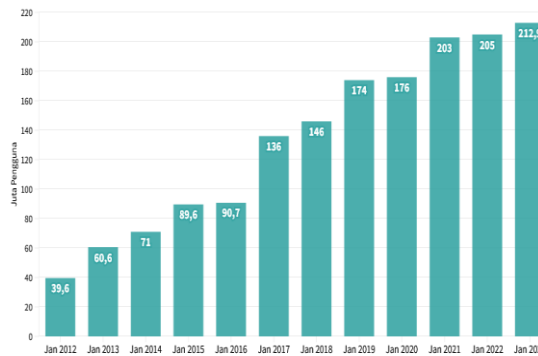


Figure 1: Smartphone User Data in Indonesia
 Source: (We Are Social, 2023)

Because smartphones have many advanced features that can facilitate everyday human life, smartphones are increasingly needed for survival.

In order to attract consumers to stay loyal to a product, the company must be able to make smart decisions. Furthermore, companies must be able to produce quality goods or products to create a good image so that they can become a standard of consumer lifestyle.

Tabel 2
Top Brand For Teens Index

No	Merek Smartphone	Top Brand Index					
		2017	2018	2019	2020	2021	2022
1	Samsung	38,2%	43,5%	46,1%	46,0%	38,0%	41,3%
2	Iphone	15,0%	13,81%	9,6%	9,1%	15,9%	13,2%
3	Oppo	9,5%	12,47%	15,0%	15,1%	20,9%	18,7%
4	Xiaomi	7,8%	13,05%	11,4%	11,6%	10,6%	11,0%
5	Asus	7,1%	2,47%	-	-	-	-
6	Lenovo	5,6%	2,52%	-	-	-	-

Sumber: (Top Brand Award, 2022)

This data shows that in 2022 there will be 13.2% of the population using iPhone smartphones compared to other brands.

Referring to statements (Schiffman and Kanuk, 2018) in determining purchase goals, consumer behavior is divided into motivational and emotional motives. Motivational motives are defined as drives. Encouragement is a movement of one's soul and behavior to action. While motive can be said to be a driving force which means something that can move humans to perform actions or behaviors, and in these actions there is a certain purpose. According to Umam (2018: 159). The definition of motivation is human behavior or behavior that can encourage someone to behave or not behave.

Products sold by Iphone Smartphones are in great demand by students, even though the price offered can be classified as a product at a very expensive price. From the description of the object of the study, researchers are interested in knowing the real purchase motives of each consumer who uses it. Is it true that the relatively cheap price is the main motive in making a purchase decision or there are other motives that encourage consumers to decide on an iPhone smartphone purchase.

So, the main problem in this study is the purchase decision the iPhone smartphone which is still low when compared to other smartphone brands, especially Android. Based on the description above, the author decided on a study entitled The Influence of Motivational and Emotional Aspects on the Decision to Use Iphone Smartphones in Banjarmasin and Banjarbaru Regions.

Research Objectives

1. To determine the influence of Motivational and Emotional Aspects simultaneously on the Decision to Use an iPhone Smartphone.
2. To determine the influence of Motivational and Emotional Aspects partially on the Decision to Use an iPhone Smartphone.
3. To find out the variables that have a dominant influence on the Decision to Use an iPhone Smartphone.

2. Research Design and Method

Types of Research

This type of research method used is quantitative, specifically correlational research.

Data Collection Techniques

The data collection techniques in the results of this study are as follows:

- a. Questionnaire
- b. Documentation and Literature Study

Data Analysis Techniques

This study used multiple linear regression method to test hypotheses with statistical analysis tools in the form of SPSS Version 21 software through the F-Test, T-Test, and Dominant Test.

3. Results and Discussion

The output results of SPSS 21 on the score data that have been made as seen in the table as follows:

1. Multiple Linear Regression Results

Tabel 2
Uji Persamaan Regresi dan Uji-t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.458	4.021		.114	.910
1 X1	.188	.093	.156	2.026	.046
X2	.782	.091	.659	8.566	.000

Sumber: Data Primer diolah (2023)

$$Y = 0.458 + 0.188 \cdot X1 + 0.782 \cdot X2$$

- a. The increase in the Motivational Aspect variable (X1) of 0.188 is positive, which means that there is a unidirectional relationship between the independent variable and the dependent variable, the value of the Motivational Aspect variable increases.
- b. The increase in the Emotional Aspect variable (X1) of 0.782 is positive, which means that there is a unidirectional relationship between the independent variable and the dependent variable, the value of the Emotional Aspect variable increases.

2. F-Test Results

Tabel 3
Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	934.847	2	467.423	55.368	.000 ^b
	Residual	785.112	93	8.442		
	Total	1719.958	95			

Sumber: Data Primer diolah (2023)

From the Anova Test or F test, the significance level of the sig value is obtained. = 0.000 (Sig. < 0.05) Because the probability is 0.000, the regression model can be used to determine the influence on the Decision to Use. Or together the independent variables affect the dependent variable.

3. t-Test Results

if the sig value <0.05 then the variable has a partial effect.

- a. The variable X1 Motivational Aspect obtained the value of sig. = 0.046 (Sig. < 0.05) is less than 0.05.
- b. The variable X2 Emotional Aspect obtained the value of sig. = 0.000 (Value Sig. < 0.05) is smaller than 0.05.

This means that both variables have a partial influence on the decision to use an iPhone smartphone.

4. Test Standardized Coefficients Beta (Dominant Test)

Based on the table above, it can be seen that variable X1 has a standardized coefficient value of 0.156, variable Aspect variable (X2).

Motivational and Emotional Aspects simultaneously influence the Decision to Use an iPhone Smartphone

From the Anova Test or F test, the significance level of the sig value is obtained. = 0.000 (Sig. < 0.05) Because the probability is 0.000, the regression model can be used to determine the influence on the Decision to Use. Or together the independent variables affect the dependent variable

The model summary table shows the value of R Value with a value of 0.534 or 53.4% is a correlation coefficient that shows the level of relationship between Motivational and Emotional Aspect variables to the Decision to Use an iPhone Smartphone. The correlation value shows a moderate level of relationship because it is between 0.400 to 0.599. This means that the research model is able to explain the change in Use Decision by 53.4%. While the rest (100%-53.4% = 46.6%) is explained by other factors.

Motivational and Emotional Aspects have a partial influence on the Decision to Use an iPhone Smartphone

The Motivational Aspect obtained the value of sig. = 0.046 (Value Sig. < 0.05) is less than 0.05, which means that partially the variable Motivational Aspect has a significant effect on the variable tied to the Decision to Use. So it can be concluded that motivation has a positive and significant influence on the decision to use an iPhone smartphone. Therefore, it can be concluded that, if the Motivational Aspect is high, then automatically the Decision to Use an Iphone Smartphone is also high or increasing. Vice versa if the Motivational Aspect is low then the Decision to Use an iPhone Smartphone is also low.

The motivational aspect can have a significant influence on a person's decision to use an iPhone smartphone. Motivation is an internal factor that drives individuals to act or take certain decisions. In the context of iPhone smartphone use, some of the motivational aspects that play an important role include:

Status and Prestige, Quality and Innovation, Apple ecosystem, User Experience, Customer Support and Service, Social Trends and Influences.

The Emotional Aspect obtained the value of sig. = 0.000 (Value Sig. < 0.05) is smaller than 0.05, which means that partially the variable Emotional Aspect has a significant effect on the variable tied to the Decision to Use.

So it can be concluded that the Emotional Aspect has a positive and significant influence on the Decision to Use an iPhone Smartphone. Therefore, it can be concluded that, if the emotional aspect is high, then automatically the decision to use an iPhone smartphone is also high or increasing. Vice versa if the Emotional Aspect is low then the Decision to Use an iPhone Smartphone is also low.

The emotional aspect plays a significant role in the decision to use smartphones, including the iPhone. Some of the significantly influential emotional aspects include: Confidence and Pleasure, Personal Identity, Technological Pleasure, Comfort and Safety, Emotional Linkage with Brand, Desire to Be Stylish and Look Modern, Linkage to Social Experiences

Variables that have a dominant influence on the decision to use an iPhone smartphone

Testing the dominant independent variable affects the dependent variable in one multiple linear regression model using the Standardized Coefficients Beta value. With the determination of the result, the higher the Beta value, the greater the effect on the dependent variable. Based on the table above, it can be seen that the Motivational Aspect variable has a standardized coefficient value of 0.156, the Emotional Aspect variable has a value of 0.659, thus the variable that has a dominant influence on the Decision to Use the Banjarmasin Traditional Market from is the Emotional Aspect variable.

The emotional aspect plays a significant role in the decision to use smartphones, including the iPhone. Some of the significantly dominant emotional aspects include: Confidence and Pleasure, Personal Identity, Technological Pleasure, Comfort and Safety, Emotional Linkage with Brand.

4. Conclusions

1. Based on research, it is known that motivational and emotional aspects have a significant effect simultaneously on the decision to use iPhone smartphones in the Banjarmasin and Banjarbaru areas
2. Based on research, it is known that motivational and emotional aspects have a significant partial effect on the decision to use iPhone smartphones in the Banjarmasin and Banjarbaru areas
3. Based on research, it is known that the emotional aspect has a significant and dominant influence on the decision to use iPhone smartphones in the Banjarmasin and Banjarbaru areas

Suggestion

Applicative suggestions to increase the influence of motivational and emotional aspects on the decision to use iPhone smartphones in the Banjarmasin and Banjarbaru areas can involve marketing strategies and direct interaction with consumers. Here are some applicable suggestions:

1. Local Launch Event: Hold an iPhone product launch event in Banjarmasin or Banjarbaru by inviting famous figures, local influencers, or the local technology community. These events can create buzz in the community and increase the potential interest of consumers.
2. Local Story-Based Campaigns: Collect and share local users' stories through local social media channels, billboards, or print media. Highlighting how iPhone has become an important part of everyday life and celebrating meaningful moments in the region.

3. Discount or Trade-In Program: Organizes a special discount or trade-in program for smartphone owners of other brands who switch to iPhone. This can provide economic incentives to potential customers to try the iPhone experience.
4. Participation in Community Events: Take an active part in community events, festivals, or charity activities in Banjarmasin and Banjarbaru. Supporting local events will build a positive image and increase emotional engagement with the local community.
5. Rewards and Loyalty Program: Create a special rewards or loyalty program for iPhone users in that region. Gifts, exclusive discounts, or access to premium services can be an incentive to maintain consumer loyalty

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