

JAIDE

ISSN : 3032-1077

<https://doi.org/10.61796/jaide.v1i9.926>**THE INFLUENCE OF PRICE PERCEPTION, BRAND IMAGE, AND PRODUCT QUALITY ON BUYING INTEREST IN IPHONE SMARTPHONE PRODUCTS (A STUDY ON CONSUMERS IN SIDOARJO)****Angraini Putri Imawati**

Muhammadiyah University of Sidoarjo

Mochamad Rizal Yulianto*

Muhammadiyah University of Sidoarjo

rizaldo@umsida.ac.id**Rita Ambarwati Sukmono**

Muhammadiyah University of Sidoarjo

Received: Sep 15, 2024; Accepted: Sep 18, 2024; Published: Sep 21 2024;

Abstract: General Background: The rapid advancement of technology has significantly impacted consumer purchasing decisions, particularly in selecting smartphones. Consumers often consider factors like brand image, price perception, and product quality when choosing products. **Specific Background:** Among the vast range of smartphone options available, iPhone is a prominent choice, but the specific factors driving consumer interest in iPhone products, particularly in Sidoarjo, remain underexplored. **Knowledge Gap:** While much research has focused on general smartphone buying behavior, limited attention has been given to the specific interplay between price perception, brand image, and product quality in influencing buying interest for iPhones in regional markets like Sidoarjo. **Aims:** This study aims to examine the impact of price perception, brand image, and product quality on consumer buying interest in iPhone products in Sidoarjo, using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) analysis. **Results:** From a sample of 110 respondents, the findings reveal that price perception, brand image, and product quality all have a significant positive effect on consumer buying interest. The R-square value of 0.700 suggests that 70% of the variation in buying interest is explained by these three variables. **Novelty:** This study provides novel insights into the Sidoarjo market, demonstrating that these factors substantially drive iPhone purchase interest, with brand reputation and perceived product quality playing key roles. **Implications:** The results highlight the importance of enhancing brand image and maintaining high product quality to increase consumer interest, which could inform marketing strategies for smartphone brands targeting regional markets like Sidoarjo. Future studies could explore additional variables influencing buying interest, given that 30% of the variation remains unexplained by the current model.

Keywords: Price Perception, Brand Image, Product Quality, and Buying Interest

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

Along with the development of communication technology, interaction between individuals is getting easier. Smartphones are a useful technological innovation and are increasingly used by

people. Over time, the advancement of communication technology has made human communication easier. Smartphones have become a very useful technology and are increasingly used by people. With the advancement of technology, smartphones have become an important necessity in our daily lives. Everyone, regardless of age, has become accustomed to using smartphones. The development of smartphones such as Blackberry, iPhone, and Android has also brought changes in the form of mobile phones that have touch screens, the latest features, and attractive designs.

In Indonesia, many brands of Smartphones are used by the public with various prices, Apple is one of the companies whose sales are increasing over time. At this time Indonesia has become a very attractive market for mobile phone manufacturers around the world. With a large population and rapid technological developments, Indonesia is a strategic place to test the market and introduce the latest products. One of the most popular smartphones is the iPhone, which is produced by Apple and uses the iOS operating system [1]. The iPhone is one of the most expensive smartphones available in Indonesia [1]. Users can also easily install software by downloading the desired application through the Apple Store [1]. Therefore, the iPhone is nominated as one of the smartphones in the Top Brand Indonesia.

According to the CIRP report, the majority of iPhone users are teenagers [2]. 22% of those aged 18-24 use iPhone, and the 25-34 and 35-44 age groups are 27% and 23% respectively [2]. Many users of iOS products in the younger generation just want to follow the trend and enjoy the features available on iOS devices [2]. These features include clear shots and videos produced with stable quality [2]. The more sophisticated the iPhone features, the Apple Company will certainly continue to release the latest iPhone products every year [2].

Based on the image above, it can be seen that iPhone product sales are at the peak of *the Top Brand Index*, in 2024 with a percentage of 26.7%, while in 2023 there was a slight decline, namely with a percentage of 24.7% then in 2022 there was a decline again, namely with 13.2%. In 2021 it also showed that the iPhone was at a percentage of 15.9% and also in 2020 it experienced a decline of around 9.1%. This shows that in the last 5 years there has been a decline in sales of iPhone products and identifies a decline in buying interest. With the decline in sales figures, of course, it will be related to low buying interest. In 2020 to 2021, iPhone sales had increased, then in 2021 to 2022 iPhone product sales experienced a sudden decline, there are several reasons why iPhone sales have decreased. One of them is the emergence of competitors by offering cheaper prices is also one of the reasons for the decline in sales [3]. However, the increase in iPhone sales did not come by chance, but rather the increase in iPhone sales is due to iPhone's consistency in making quality smartphones by providing a good enough camera where many people are interested in using this smartphone in their daily lives [4].

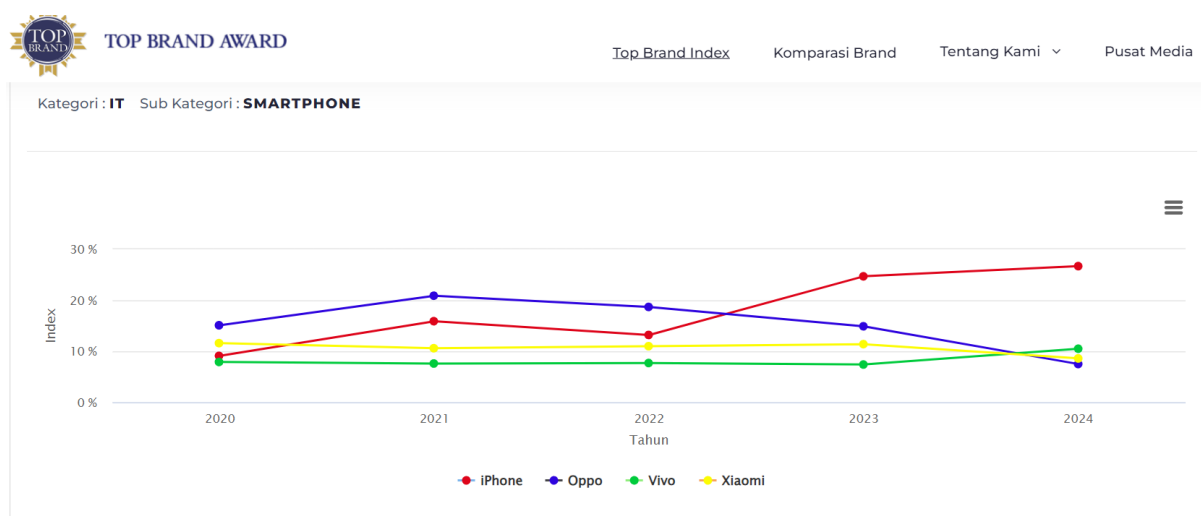


Image 1 Top Brand Index

There are several other factors that influence purchasing interest, namely price perception, brand image, and product quality. Price perception is the amount of money that consumers must pay to obtain the desired product or service. A good *Brand Image* is one of the factors that influence consumer purchasing interest. Companies with a positive *Brand Image* will create purchasing interest in the products offered, the stronger the *Brand Image* in the minds of customers, the greater the customer's confidence in choosing the product [6]. Furthermore, product quality is an important element that must be present and plays a role in determining consumer satisfaction after purchasing and using a particular product. If the product quality is good, then consumer expectations and needs will be met. Conversely, if the product quality is poor, then consumer expectations and needs may not be met [6]. Consumer purchasing interest is able to create motivation that is recorded in the minds of consumers and becomes a very strong desire [3].

From this study, price perception is a major factor in deciding whether a product is worth buying [7]. Although the price of iPhone products is often considered expensive by most consumers when compared to its competitors, the uniqueness of the iPhone lies in its operating system (iOS) which distinguishes it from other products. This so-called expensive price certainly has a reason, according to CNBC Indonesia, the iPhone has specially developed software and hardware where its users will get the best performance than other smartphones, the second reason is the expensive research and development costs where Apple needs a lot of time to do research and development every year and costs research that is not cheap [4].

Brand image is a perception of a brand that is a reflection of consumer memory of its association with the brand, which consists of company image, user image, and product image [7]. Company image is an impression formed in the minds of consumers about a company that offers a particular product [7]. User image refers to consumer perceptions of individuals who use the product, including their lifestyle and social status [7]. Meanwhile, product image is a concept felt by consumers related to the product brand, including product attributes, price, benefits, reputation, and guarantees provided [7].

One of the strategies that needs to be considered next is about product quality. Product quality has high significance for consumers because every consumer wants the products they buy to have good quality [7]. If the quality does not meet the standards, the product will generally be rejected even though it is still within reasonable limits or tolerances that have been set. Therefore, it is very important to pay attention to the product in order to avoid bigger mistakes in the future [7]. If consumers or customers feel dissatisfied, they tend to switch to competitors' products because the products offer good product quality that continues to develop [7].

Purchase interest occurs due to the influence that comes from within a person or external influences that encourage consumers to buy iPhone Smartphone products in Sidoarjo. Factors that influence the interest in buying iPhone smartphones are the main focus in this study, with the aim of producing findings that can help marketers and sellers in marketing iPhone smartphones [4]. Based on this study, in Yogyakarta, the interest in buying an iPhone is significantly influenced by Price Perception [4]. The interest of Yogyakarta people to buy an iPhone is significantly influenced by Brand Image [4]. The interest in buying iPhone products in Yogyakarta, it is proven that Product Quality has a significant influence [4].

However, the role of Price Perception, *Brand Image*, and Product Quality to increase purchase interest is still a debate among researchers. There are several previous studies that show the existence of *Evidence Gap*, namely the inconsistency between known phenomena and findings of evidence in the field. Price perception is the tendency of consumers to use price in assessing the suitability of product benefits [8]. In this study, price perception has a positive and significant effect on the decision to purchase iPhone products in Surabaya [8]. This shows how price perception affects the experience of buying iPhone products in Surabaya [8]. Higher price perception among consumers leads to higher purchase interest. [8]. However, other studies show that price perception does not have a significant effect on consumer interest in buying mobile phones by FEB Unsrat students [9]. Based on existing data, the motivation to buy mobile phones among FEB-Unsrat students is not influenced by price.

The price offered is in accordance with the interest in buying the mobile phone [9] .

Next is the role of *Brand Image* , perceptions and beliefs displayed through consumers' personal experiences regarding *brand image* have a positive and significant impact on consumer interest in purchasing iPhone products in Surabaya [8] . This shows that *Brand Image* greatly influences purchasing interest in iPhone products in Surabaya [8] . The higher the *Brand Image* of a product, the greater the consumer's desire to purchase [8] . Other studies say that brand image has a negative and significant influence on the purchasing interest of Blibli e-commerce consumers in the Batam city community [10] .

Then in this study, Product quality is a measure or level of excellence in which a product or service combines different features and benefits for customers [11] . Product quality has a positive and significant influence on the purchasing interest of students in Surabaya [11] . This is proven by the increasing consumer purchasing interest in iPhone products [11] . Quality product iPhone proven Because system its operation Work with Good And all the product launched with best specifications . Other research shows that product quality has no significant effect on the purchasing interest of Economics Students at Simalungun University [12] .

Based on the above background, there are quite diverse previous research results that have given rise to a *Research Gap* that will be a gap for researchers to review. Therefore, researchers are interested in examining the existing variables. So the author wants to conduct a study entitled " The Influence of Price Perception , Brand Image , and Product Quality on Consumer Purchase Interest of iPhone Smartphone Products (Study on Consumers in Sidoarjo)".

Methods

The research method used in this study is a quantitative method. Quantitative method is a research method using numbers and statistics in collecting and analyzing measurable data. The population involved in this study were smartphone users who were interested in buying an iPhone in Sidoarjo. The sampling technique used in this study was *simple random sampling* . *Simple random* sampling is a method of selecting samples from a population using a simple random method, namely each member of the population has the same opportunity to be sampled. Because the size of the population is unknown, this study uses the Lemeshow formula to determine the sample size.

$$n = \frac{Z^2_{1-\alpha/2} P(1-P)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = 96,04, \text{ dibulatkan menjadi } 100 \text{ orang}$$

n = Jumlah sampel.
 $Z^2_{(1-\alpha/2)}$ = derajat kepercayaan (95%, $Z = 1,96$).
 P = maksimal estimasi (50% = 0,5).
 d = alpha/ besar tolenrasi kelasalahan (10% = 0,1).

In the calculation, the result was 96.04 but rounded to 100 respondents obtained from the Lemeshow formula calculation. Rounding was done to achieve the minimum sampling eligibility in the PLS (*Partial Least Square*) range, which is 30 to 50, or 200 or more for large samples. In this study, the researcher decided to take a minimum sample of 100 samples. To obtain a representative sample, the researcher determined the sampling criteria in this study, namely the Sidoarjo area community aged 17 to 40 years who are currently or have previously been interested in buying an iPhone. The data sources used in this study are primary and secondary data sources. Primary data was obtained using a Google form that was shared with iPhone product users in Sidoarjo as respondents and by sharing the survey link via social media. While secondary data was obtained from other journals.

The instrument used to collect this data is a questionnaire. A questionnaire or better known as a survey is a method of collecting data by distributing questionnaires to respondents in the hope of providing answers to the questions asked [20] . Which is done online via Google Forms using a measurement scale called the Likert scale . The Likert scale is a scale used to measure the attitudes,

opinions, thoughts of a person or group towards a particular event in society [22] . This scale form contains 5 answers, namely strongly agree (SS), agree (S), neutral (N), disagree (TS), and strongly disagree (STS) with values 1 to 5 [22] .

The data analysis technique in this study uses PLS (*Partial Least Square*) hypothesis testing. PLS is software that can be used for *soft modeling analysis* because it does not require data measurement on a certain scale, thus allowing the use of a small number of samples (less than 100 samples) [23] . The analysis methods used include *Outer Model (Measurement Model)* analysis and also *Inner Model analysis* . *Outer Model analysis* is used to see the validity and reliability in measuring latent variables where the test of Outer Model analysis includes convergent validity test, discriminant validity test, reliability test. Inner Model (*Structural Model*) analysis is used to test the model or hypothesis. Structural Model analysis includes R Square , F Square and Hypothesis Test (*Path Coefficient*) [21] .

This study uses a type of research to determine the influence of independent variables, namely Price Perception (X1), *Brand Image* (X2), and Product Quality (X3), on the dependent variable, namely Purchase Interest (Y). This type of research uses descriptive statistical analysis techniques. Descriptive statistics are an analysis that uses mean, minimum, and maximum values to provide a general description of the characteristics of each research variable [15] .

Result and Discussion

Data Description

Based on the results of the data collection that has been carried out, the respondents in this study were taken as many as 100 people with 110 respondents with 55 men or 50% and 55 women or 50% where they were iPhone users in Sidoarjo.

Analysis Outer Model

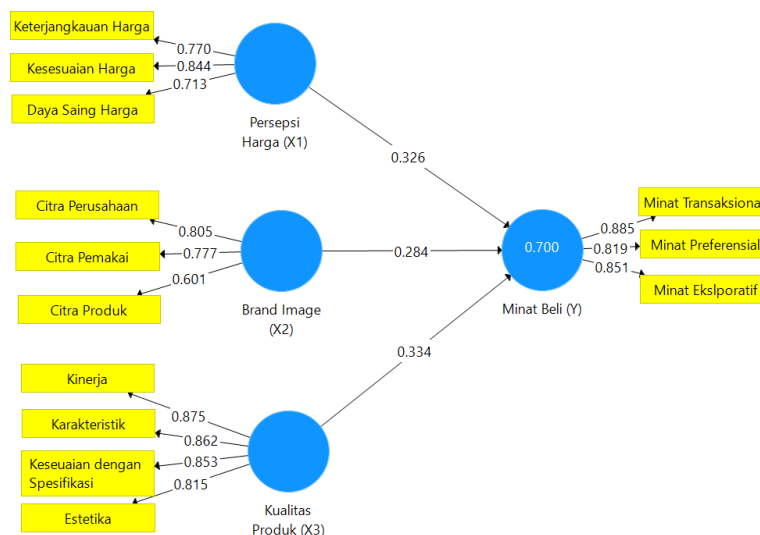


Figure 2 Convergence Validity Test

In Figure 2, it is explained that if the loading factor is >0.7 , it can be concluded that the indicators of the latent variables already have a good convergence validity value. Then the path coefficient, which connects price perception with buying interest, means that price perception contributes 0.326 units to buying interest, brand image contributes 0.284 units to buying interest, and product quality contributes 0.334 to buying interest.

Reliability Test

	Cronbach's Alpha	Composite Reliability
Persepsi Harga (X1)	0.577	0.775
Brand Image (X2)	0.873	0.913
Kualitas Produk (X3)	0.811	0.888
Minat Beli (Y)	0.675	0.820

Table 1 Reliability Testing

In Table 1, it is explained that the Cronbach's Alpha or Composite Reliability test >0.7 although 0.6 is acceptable. This shows that the latent variable has good realism, has good reliability. Then the AVE value is to measure the validity of convergence in addition to the loading factor, if the AVE value is >0.5 , then these indicators have good convergence validity.

Discrimination Validity Test

	Brand Image (X2)	Kualitas Produk (X3)	Minat Beli (Y)	Persepsi Harga (X1)
Brand Image (X2)	0.733			
Kualitas Produk (X3)	0.709	0.851		
Minat Beli (Y)	0.740	0.749	0.852	
Persepsi Harga (X1)	0.672	0.655	0.735	0.778

Table 4 Discriminant Validity

If the root value of AVE (0.733) $>$ between the correlation of other latent variables, it means that it has good discriminatory validity. So, it can be concluded that Brand image has good discriminatory validity, Product quality has good discriminatory validity, Buying interest has good discriminatory validity, and Price perception has good discriminatory validity.

Analysis Inner Model**R Square Test**

	R Square	R Square Adjusted
Minat Beli (Y)	0.700	0.691

Figure 5 R Square

The result of the R-square value of 0.700 is equal to 70% of the variation or change in buying interest is influenced by price perception, brand image, and product quality while the remaining 30% is explained by other reasons.

Path Coefficients

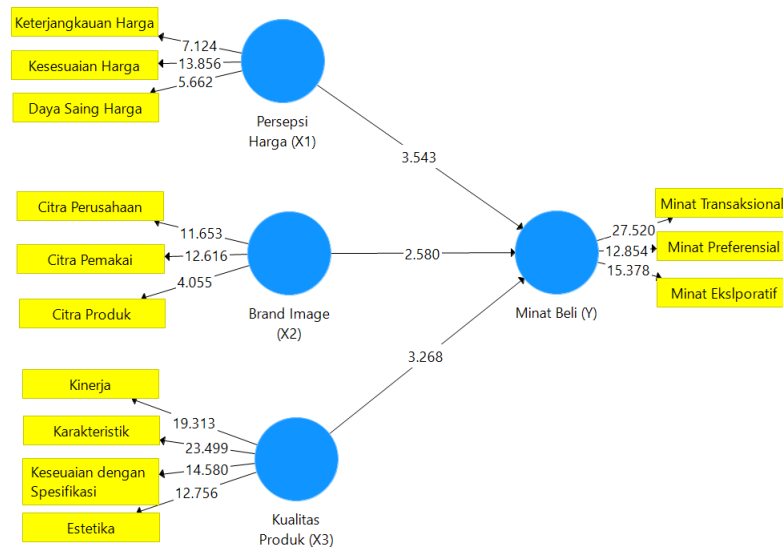


Figure 3 Boothstrapping

The results of this test are to minimize the problem of abnormalities in the study. The results of the test with boothstrapping from SmartPLS are as shown in the picture above. If the T Statistics value is >1.96, it can be concluded that price perception affects buying interest, brand image affects buying interest, and product quality affects buying interest, which means that the exogenous latent variable is significant.

F Square

	Brand Image (X1)	Kualitas Produk (X2)	Minat Beli (Y)	Persepsi Harga (X1)
Brand Image (X2)			0.133	
Kualitas Produk (X3)			0.163	
Minat Beli (Y)				
Persepsi Harga (X1)			0.172	

Table 4 F Square

The result of the F-square has a criterion of 0.02 having a small influence, 0.15 having a medium influence and 0.35 having a large influence on the structural level that can be explained by exogenous constructs.

Hypothesis test

Based on the results of hypothesis testing, it was found that the variables of price perception, brand image, and product quality had a significant effect on consumer buying interest in Sidoarjo. By looking at figure 8 if the tcount value > ttable and the P Value value > sig, then hypothesis testing is accepted.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X2) -> Minat Beli (Y)	0.284	0.298	0.119	2.381	0.009
Product Quality (X3) -> Purchase Interest (Y)	0.334	0.320	0.103	3.251	0.001
Price Perception (X1) -> Purchase Interest (Y)	0.326	0.323	0.098	3.335	0.000

Table 5 Hypothesis Test

X1 (Price perception) affects buying interest, this can be seen from the output of the path coefficient obtained by the $t_{table} > t_{table}$ ($3.335 > 1.96$) and the P Value $< sig$ ($0.000 < 0.05$), so that the hypothesis is accepted.

X2 (Brand image) affects buying interest, this can be seen from the output of the path coefficient obtained by the t_{count} value $> t_{table}$ ($2.381 > 1.96$) and the P Value value $> sig$ ($0.009 < 0.05$), so the hypothesis is accepted.

X3 (Product quality) affects buying interest, this can be seen from the output of the path coefficient obtained by the $t_{table} > t_{table}$ ($3.251 > 1.96$) and the P Value $< sig$ ($0.001 < 0.05$), so the hypothesis is accepted.

Discussion

The Influence of Brand Image on Buying Interest in Confession in Sidoarjo

Based on the results of the analysis with the t-test, it is known that the brand image partially has a positive and significant effect on consumer buying interest in Sidoarjo. This is supported by the respondents' answers to the statements in the questionnaire where most of the respondents gave a very agreeable answer to the first statement item, namely "I feel that Apple has a good reputation in terms of technology", it can be interpreted that consumers in Sidoarjo rely on the reputation of the Apple company is good.

The Effect of Product Quality on Buying Interest in Sidoarjo

Based on the results of the analysis with the t-test, it is known that product quality partially has a positive and significant effect on consumer buying interest in Sidoarjo. This is supported by the respondents' answers to the statements in the questionnaire where most of the respondents gave very agreeable answers on the second and third statement items, namely "I feel that the iPhone is able to carry out software updates well without reducing its performance" and "I feel that the iPhone has good physical endurance" This shows that consumers in Sidoarjo are interested and interested in buying an iPhone smartphone by looking at the the quality of the products contained in it.

The Effect of Price Perception on Consumer Buying Interest in Sidoarjo

Based on the results of the analysis with the t-test, it is known that price perception partially has a positive and significant effect on consumer buying interest in Sidoarjo. This is supported by the respondents' answers to the statements in the questionnaire where most of the respondents gave a very agreeable answer to the third statement item, namely "I will choose to buy an iPhone even though the price is higher than other brands", it shows that consumers in Sidoarjo are interested and interested in buying an iPhone smartphone even though the price is relatively high from other competitors.

Conclusion

Fundamental Findings: This study reveals that price perception, brand image, and product quality significantly and positively influence consumer buying interest in iPhone products in Sidoarjo, with these three variables explaining 70% of the variance in consumer buying interest. **Implication:** These findings underscore the importance for smartphone companies, especially Apple, to prioritize

brand image enhancement and maintain high product quality to attract more buyers in regional markets like Sidoarjo. **Limitation:** The study is limited to the Sidoarjo area, and the sample may not fully represent broader populations. Furthermore, it only examines three variables, leaving 30% of buying interest unexplained. **Further Research:** Future studies should include additional factors, such as consumer loyalty, advertising, or social influences, and expand the geographical scope to provide a more comprehensive understanding of smartphone buying behavior.

References

- [1] B. Hasmayni and J. S. Lumbanbatu, "Gambaran Lifestylifestyle pada Mahasiswa Fakultas Psikologi Pengguna Iphone di Universitas Medan Area," *J. TEKESNOS J. Teknol. Kesehat. dan Ilmu Sos.*, vol. 1, no. 1, pp. 9–16, 2019.
- [2] Lidia Pratama Febrian, "iPhone di Kalangan Milenial dan Gen Z," *Politek. Negeri Jakarta*, 2023, [Online]. Available: <https://journal.politekniknegerijakarta.ac.id/Selma/Index>
- [3] H. Against, K. Purchasing, and P. Product, "Price Perception on Purchasing Decisions on iPhone Mobile Phone Products (Study on Economic Education Students at University)," *Marketing*, 2019.
- [4] H. Against, M. Beli, P. Iphone, and DI Daerah, "THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTION ON BUYING INTEREST IN IPHONE PRODUCTS IN THE SPECIAL REGION OF YOGYAKARTA," 2023.
- [5] R. Oktavianto and NI Kusuma Wardhani, "The Influence of Product Innovation and Lifestyle on Samsung Smartphone Purchasing Decisions in Sidoarjo," *J. Competitive Marketer*, vol. 6, no. 1, p. 42, 2022, doi: 10.32493/jpkpk.v6i1.22754.
- [6] DAVID BAHARUL MAULANA, "THE EFFECT OF BRAND EQUITY, PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISIONS (CASE STUDY ON IPHONE SMARTPHONE CONSUMERS IN JEPARA CITY)," *Marketing*, no. 8.5.2017, pp. 2003–2005, 2022, [Online]. Available: www.aging-us.com
- [7] MD Ilhami and SD Sari, "The Influence of Product Quality and Brand Image on Consumer Satisfaction on iPhone Products in Bengkulu City," *J. Manaj. Modal Insa. And Business*, vol. 4, no. 1, p. 24, 2023, [Online]. Available: <https://jurnal.imsi.or.id/index.php/jmmib/article/view/153>
- [8] MJ Pratama and NI Kusuma W, "The Influence of Brand Image and Price Perception on Purchase Interest of iPhone Products in the Gubeng Area of Surabaya," *J-MAS (Jurnal Manaj. dan Sains)*, vol. 7, no. 2, p. 417, 2022, doi: 10.33087/jmas.v7i2.421.
- [9] GA Powa, SLHVJ Lopian, RS Wenas, and P. Kualitas....., "The Influence of Quality Products, Prices and Word of Mouth To Interest in Buying Consumers Handphone on Student Unsrat Feb," *J. EMBA*, vol. 6, no. 3, pp. 1188–1197, 2020.
- [10] B. Fransiscus and E. Husda, "The Influence of Brand Image, Sales Promotion and Brand Ambassador on Consumer Purchase Interest of Blibli E-Commerce in Batam City Society," *Pros. Semin. Nas. Soc. and Technol.*, pp. 536–541, 2022, [Online]. Available: <https://ejournal.upbatam.ac.id/index.php/prosiding/article/view/5308>
- [11] DM Susanto and KE Cahyono, "The Influence of Brand Image, Product Quality, and Price on iPhone Purchase Interest (Study on Students in Surabaya) Krido Eko Cahyono Indonesian College of Economics (STIESIA) Surabaya," *J. Science and Ris. Manaj.*, vol. 10 No. 1, pp. 1–2, 2021.
- [12] EOP Damanik, Zikra Kemala, and T. Sipayung, "The Effect of Price and Product Quality on Live Streaming of the TIKTOK Application on the Purchase Interest of Economics Students of Simalungun University," *Manaj. J. Econ.*, vol. 5, no. 2, pp. 90–104, 2023, doi: 10.36985/manajemen.v5i2.814.
- [13] G. Kurniawan, *Consumer Behavior*. Mitra Abisatya Publisher, 2020.
- [14] M. Yosef Tonce, SE., MM, Yoseph Darius Purnama Rangga, SE., *INTEREST AND PURCHASE DECISION: A REVIEW THROUGH PRICE PERCEPTION & PRODUCT QUALITY*. Indramayu West Java: CV. Adanu Abimata, 2022. [Online]. Available:

- <https://play.google.com/store/books/details?id=96NxEAAAQBAJ>
- [15] Aditya and Yasa, *Repurchase Intention: Perception of Price, Brand Image, and Product Quality*. Denpasar: PT MEDIA PUSTAKA INDO, 2024. [Online]. Available: https://www.google.co.id/books/edition/NIAT_BELI_ULANG_PERSEPSI_HARGA_BRAN_D_IMA/PnL8EAAAQBAJ?hl=id&gbpv=0
- [16] S. Prakarsa, "The Influence of Price Perception and Product Quality on Consumer Purchase Interest at Optic Sun's," *J. Manaj. Business and Entrepreneurship*, vol. 5, no. 1, p. 1, 2021, doi: 10.24912/jmbk.v5i1.10180.
- [17] MS Dr. (Cand) Aditya Wardhana, SE, MM, *Brand Image and Brand Awareness*, no. January. Bandung, 2020.
- [18] R. Daga, *Book 1, Image, Product Quality and Customer Satisfaction*, no. May 2017. Global RCI, 2019.
- [19] D. Harjadi and I. Arraniri, *Experiential Marketing & Product Quality in Satisfaction*. Cirebon: Insania Publisher, 2021.
- [20] Tamaulina B. Sembiring, Irmawati, M. Sabir, and I. Tjahyadi, *Textbook of research methodology (theory and practice)*. Karawang, West Java: CV Saba Jaya Publisher, 2023. [Online]. Available: <https://sabajayapress.co.id/>
- [21] DR Rahadi, *Introduction to Partial Least Squares Structural Equation Model (PLS-SEM) 2023*, no. July. Tasikmalaya, West Java, 2023.
- [22] MES Karimuddin Abdullah, Misbahul Jannah, Ummul Aiman, Suryadin Hasda, Zahara Fadilla, Taqwin, Masita, Ketut Ngurah Ardiawan, *Quantitative Research Methodology*. Pidie, Aceh: Muhammad Zaini Publishing Foundation, 2022.
- [23] T. Evi and W. Rachbini, *Partial Least Squares (Theory and Practice)*. Depok: CV TAHTA MEDIA GROUP, 2022.
- [24] N. Arianty and MM Walad, "Proceedings 2 nd Medan International Economics and Business THE IMPACT OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON BRAND TRUST WITH BUYING INTEREST AS VARIABLE INTERVENING IN SMARTPHONE I-PHONE PRODUCTS Proceedings 2 nd Medan International Economics and Business," vol. 2, no. 1, pp. 1409–1421, 2024.
- [25] N. N. I. Safitri and S. K. Prastiwi, "The Influence of Brand Image, Reference Group, Product Quality, And Product Variety, On Purchasing Decisions For Herbalife Shake Nutrition Products," *J. Bus. Manag. Rev.*, vol. 4, no. 11, pp. 898–911, 2024, doi: 10.47153/jbmr411.8582023.
- [26] T. D. Sulistio and Rina Fitriana, "the Impact of Brand Image and Consumers Trust on Purchase Decision At Starbucks Coffee Pontianak," *J. Sci.*, vol. 11, no. 2, pp. 719–730, 2022.
- [27] Arief Aulia Fahmy, Wiyadi Wiyadi, Muzakar Isa, and Zulfa Irawati, "The Influence of Brand Image and Price Perceptions on Purchasing Decisions Mediated by Consumer Buying Interest in Levi Strauss & Co," *Brill. Int. J. Manag. Tour.*, vol. 4, no. 1, pp. 117–136, 2024, doi: 10.55606/bijmt.v4i1.2672.
- [28] P. N. Gitaringga, B. Kurniawan, R. Hawik, and E. Indiworo, "Kilisuci International Conference on Economic & Business The influence of Product Quality, Product Innovation and Electronic Word of Mouth on Repurchase Intention is mediated by Customer Satisfaction in the Marketplace (Case study of Indomaret Semarang branch employees) Kilisuci International Conference on Economic & Business Vol . 2 Tahun 2024," vol. 2, pp. 833–843, 2024.
- [29] FNR Fadin, "The Influence of Packaging and Price on Consumer Buying Interest in Contemporary Beverage Products through Attitude as a Variable," *J. Econ. Resort.*, vol. 7, no. 1, pp. 11–19, 2024, doi: 10.57178/jer.v7i1.770.
- [30] HN Putri, "The Influence of Price, Brand Image, and Product Quality on Purchasing Intention in Indomie Consumers in The City of Surabaya," *JEMBA J. Econ. Bus. Accounts.*, vol. 1, no. 4, pp. 65–80, 2023, doi: 10.54783/jemba.v1i4.24.
- [31] NN Yuliana and R. Hamzah, "The Influence of Customer Value and Brand Image on Brand

- Loyalty Through Indihome Brand Trust (Case Study of Indihome Customers at Telkom Akses Madiun),” *J. Ekon. Bisnis Indones.* , vol. 17, no. 2, pp. 50–68, 2022.
- [32] Reyhan Nur Rabbani. Awin Mulyati. Ute Ch.Nasution, “The Influence of Product Quality, Price and Brand Image on iPhone Smartphone Purchasing Decisions in Sidoarjo,” *J. Din. Adm. Business* , pp. 1118–1127, 2023.
- [33] MA Akbar, K. Khotimah, F. Pasolo, and IA Labo, “Electronic Word Of Mouth (e-WOM) Influence on Purchase Intention Through Brand Image on Xiaomi Smartphones (Study on Students in Jayapura City),” *J. Polban* , pp. 1–17, 2019, [Online]. Available: <https://www.thenational.ae/business/technol>
- [34] B. Hermanto and Syahril, “Faculty of Economics and Business, Brawijaya University,” *J. Business Account.* , vol. 5, no. 1, pp. 42–50, 2018.
- [35] M. Prastiyani and S. Suhartono, “Analysis of the Influence of Price and Product Quality on Purchase Interest of Advan Smartphones Through Brand Image as an Intervening Variable in the Yogyakarta Region,” *J. Ris. Manaj. College of Economics. Widya Wiwaha Progr. Magister Manaj.* , vol. 7, no. 1, pp. 58–74, 2020, doi: 10.32477/jrm.v7i1.188.
- [36] DS Fatmalawati and AN Andriana, “The Influence of Brand Image, Price and Product Quality on Repurchase Interest of Cosmetics at PT. Paragon Technology and Innovation,” *JMB J. Manaj. and Business* , vol. 10, no. 1, pp. 177–186, 2021, doi: 10.31000/jmb.v10i1.4228.
- [37] CV Sitorus and AM Hidayat, “The Influence of Brand Image and Product Quality Towards Purchase Intention Buying Iphone in Bandung 2019,” *e-Proceeding Appl. Sci.* , vol. 5, no. 2, pp. 637–644, 2019.
- [38] G. Rumengan, AL Tumbel, W. Djemly, Rumengan, and AL Tumbel, "the Effect of Price Perception, Promotion, and Product Quality on Consumer Purchase Decisions on Oppo Smartphone Products in Manado," *Marketing* , vol. 10, no. 2, pp. 40–50, 2022.
- [39] I. Yuliyzar and A. Hakim, “Contribution of Brand Image, Brand Trust and Product Quality to Purchase Interest of Xiaomi Brand Smartphones,” *Dyn. Manag. J.* , vol. 4, no. 2, p. 40, 2020, doi: 10.31000/dmj.v4i2.3988.