
Business, Accounting, Law-Economic, Finance and Social Science (BALEFASS)

Scholars Scientific Journal

ISSN (Online): xxxx-xxxx , ISSN (Print): xxxx-xxxx

<https://journal.arepublisher.com/index.php/balefass>

The Effect of Product Quality, Brand Image and Price Perception on Oppo Smartphone Repurchase Interest

Imron Rosadi ^{1*)}; Eri Marlapa ²⁾

¹⁾ rimron01@gmail.com, Universitas Mercu Buana, Indonesia

²⁾ eri.marlapa@mercubuana.ac.id, Universitas Mercu Buana, Indonesia

*) Corresponding Author

ABSTRACT

The increasingly fierce competition in the smartphone industry encourages companies to continue to innovate in retaining consumers, one of which is through increasing repurchase interest. This study aims to analyze the influence of product quality, brand image, and price perception on repurchase interest of OPPO smartphones in DKI Jakarta. This study uses a quantitative approach with a data collection method through distributing questionnaires to 180 respondents who are OPPO smartphone users. The sampling technique was carried out using purposive sampling, while data analysis used the Structural Equation Modeling (SEM) method with the help of SmartPLS 4 software. The results of the study indicate that product quality has a positive and significant effect on repurchase interest, while brand image and price perception do not have a significant effect on repurchase interest. This finding confirms that product quality is a major factor in increasing consumer loyalty to make repeat purchases, while brand image and price perception are not dominant factors.

Keywords: Product Quality; Brand Image; Price Perception; Repurchase Intention; Oppo Smartphone.

Submitted: 18-12-2025

Revised: 23-01-2026

Accepted: 03-02-2026

Article Doi:

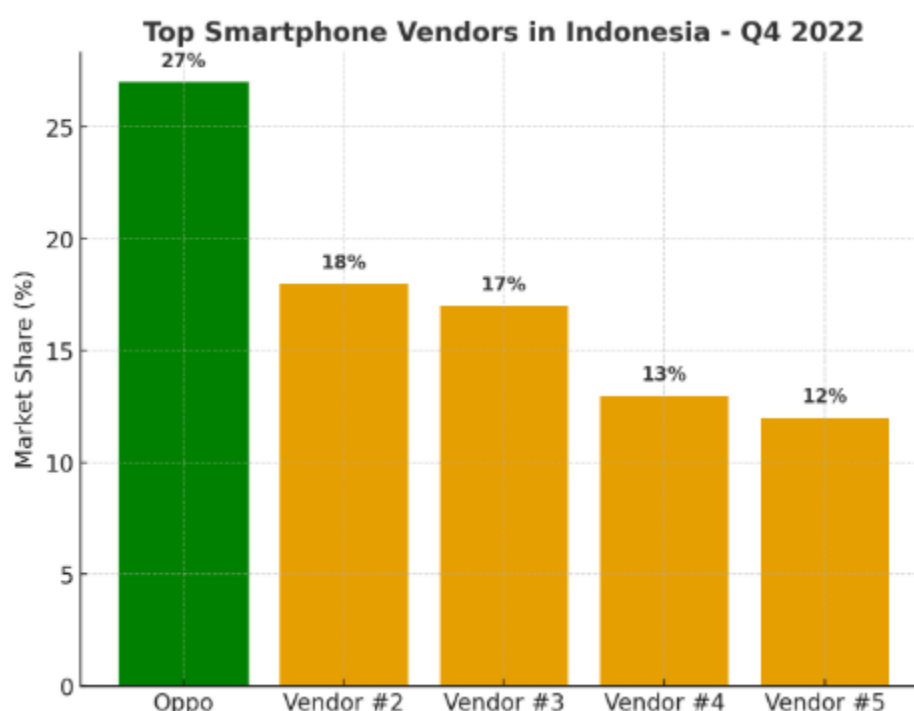
[http:](http://)

INTRODUCTION

A mobile phone is a technological product in the form of a mobile phone, which in modern terms is called a smartphone. OPPO is one such product currently widely used by Indonesians. Over the years, Oppo has produced mobile phones with various modern features to meet the needs and desires of the public. Here are the top smartphone vendors for Q4 2022:

Figure 1

Top Smartphone Vendors Q4 2022



Source: Oppo, 2024.

Oppo dominated the Indonesian smartphone market in the fourth quarter of 2022. Based on a report released by the firm Canalys in February 2023, Oppo obtained the highest market share, namely 27 percent. Chief Marketing Officer (CMO) Oppo Indonesia Patrick Owen said that this achievement is proof that the public demand and acceptance of Oppo products is quite high. "Various leading technological innovations in the smartphone industry, consumer-favorite flagship products, and Oppo's consumer-focused marketing strategy are three key strategies for Oppo to become a leading smartphone manufacturer," said Patrick. Patrick continued, innovation has long been Oppo's identity to provide convenience for consumers. In 2021, for example, Oppo developed a new form of smartphone with a rollable screen, namely the Oppo X 2021. Oppo also introduced a foldable smartphone, the Oppo Find N, which is practical and functional. In 2022, Oppo developed a stronger and less space-consuming foldable smartphone, namely the Oppo Find N2. In fact, Oppo also introduced a foldable screen technology without bending on the Oppo Find N2 Flip. Both of these products were introduced at the INNO Day 2022 event and will soon be available to Indonesian consumers. Oppo also developed another innovation in the neural processing unit (NPU). As The Portrait Expert, Oppo introduced the MariSilicon X NPU. MariSilicon X is an innovation developed by Oppo

to optimize camera function and image processing. This NPU is equipped with an artificial intelligence noise reduction (AINR) algorithm that can maintain pixel quality and skin tone detail in recorded photos and videos. Oppo also complements the portrait camera technology with an innovative 108-megapixel (MP) camera to create super-detailed photos.

Figure 1 shows data from the Central Statistics Agency (BPS) showing fluctuations in the value of oil and gas exports, which increased in 2022 but declined again in 2023. This phenomenon creates a discrepancy, as the oil and gas subsector's contribution to the national economy increases, while the financial performance of certain oil and gas companies experiences pressure. This condition indicates the potential for financial distress, namely financial difficulties that, if left unchecked, can lead to bankruptcy. Financial distress is generally caused by both internal and external factors. Internal factors include financial ratios, such as liquidity (the ability to meet short-term obligations), solvency (the ability to pay long-term obligations), profitability (the ability to generate profits), and sales growth (sales growth as an indicator of competitiveness). External factors can include government policies, global market conditions, and fluctuations in energy prices. Therefore, financial ratio analysis is crucial for predicting a company's potential for financial distress.

Numerous studies have been conducted on the influence of financial ratios on financial distress, but the results remain inconsistent. For example, some studies find that liquidity has a significant positive effect on financial distress, while others find a negative or no effect. Similar findings apply to solvency, profitability, and sales growth. These differing research findings create a research gap that requires further study, particularly in the oil and gas subsector, which plays a crucial role in the national economy but is vulnerable to global fluctuations.

Oppo is the only smartphone vendor in Indonesia that experienced an increase in the number of cellphone shipments. In the first quarter of 2023, the number of Oppo cellphone shipments was recorded at 1.8 million units. This number, according to IDC data, is the same as the number of Oppo cellphone shipments in the first quarter of 2022, which was 1.8 million. Although the number of shipments is the same, however, Oppo's market share in the first quarter of 2023 increased compared to the first quarter of 2022. Oppo now holds a market share of 23.3 percent from the previous year's 20.2 percent. IDC itself did not reveal the Oppo cellphone models that contributed to Oppo's growth in the first quarter of 2023. They also did not mention the reason why Oppo was the only smartphone vendor in Indonesia that grew. Oppo itself currently has several new cellphone models released in the January-March 2023 period. Three of them are the Oppo Reno8 T 4G, Oppo Reno 8T 5G, and Oppo A78 5G.

According to Kotler and Armstrong (2018:283), product quality is a product's ability to demonstrate its function. Oppo is known for consistently releasing innovative new products. Oppo also adapts its products to current trends. In other words, product development is better oriented towards market desires or consumer tastes. If a product is of good quality, consumers will not hesitate to purchase it.

According to Elmi Yunita (2020), perceived price is the sum of all the values consumers place on the benefits of owning or using a product or service. Oppo's prices are always competitive with its competitors. Oppo's prices are also in line with the product specifications it offers. Oppo must set prices that align with the benefits provided, as the company's price will influence consumers' purchasing decisions.

Brand image is a belief held by customers, embedded in their minds and memories. Brand image is a guideline customers use to evaluate a product when it is unfamiliar to them.

Customers tend to choose products with a good reputation or based on their own experiences (Darni and Marlina, 2021).

Customers retain memories of a brand associated with that reputation and become attached to it. The resulting product can contribute to customer satisfaction, which ultimately improves brand image. This aligns with research by Wijaya and Astuti (2018), which states that a better brand image impacts customer intention to repurchase, and vice versa.

LITERATURE REVIEW

2.1. Marketing Management

According to Kotler & Keller (2016), marketing management is a series of activities focused on creating value and exchange to meet consumer needs. In the context of consumer behavior, a widely used theory is the Theory of Planned Behavior (TPB) developed by Ajzen, which explains that the intention to engage in a behavior is influenced by attitudes, subjective norms, and perceived behavioral control. This is relevant in explaining consumers' tendency to make repeat purchases.

2.2. Repurchase Intention

Repurchase intention is a behavior that arises in response to an object that indicates a customer's desire to make a repeat purchase. Repurchase intention occurs when consumers make a repeat purchase for a second or more time, where the reason for the repeat purchase is primarily triggered by the customer's experience with the product and service (Dwiana & Nurcholis, 2025). Repurchase intention will certainly grow in consumers when consumers feel satisfaction and comfort with the product they previously purchased and want to use it again (Aswar & Haeruddin, 2025). According to Sahgira et al., (2025), repurchase intention is an individual's desire to continue using the same product, as well as the desire to recommend related products to others.

2.3. Product Quality

According to Kotler and Keller (2016), product quality is the physical condition, function, and nature of a product, both goods and services, based on the expected quality level such as durability, reliability, accuracy, ease of operation, product repair, and other product attributes with the aim of meeting and satisfying consumer or customer needs. According to Mawaddah et al., (2024), product quality is one of the keys to competition between business actors offered to consumers. Consumers always want to get quality products according to the price paid, although some argue that expensive products are quality products.

2.4. Brand Image

Brand image can be defined as a consumer's perception through experience with a particular brand. If a brand succeeds in creating a positive image, it is highly likely that customers will purchase the brand again (Malakiano & Ahmadi, 2025). According to Anggarini & Prastiwi (2025), brand image is a description of the alliance and trust of buyers about a particular brand. According to Kotler & Keller (2016), brand image is the impression in the customer's mind about a brand derived from experience with a particular brand that creates a brand image in the consumer's mind. Brand image is a consumer's attitude that prioritizes and prioritizes the brand over other brands (Laeli & Yani, 2025). A positive consumer image is highly likely that consumers will purchase the brand again and can be a foundation for a company in cultivating a positive corporate image. Based on the description above, brand image

is a consumer's response, both positive and negative, to a brand that sticks in the customer's mind

2.5. Price Perception

The amount of money charged for a good or service, or the sum of the monetary value exchanged by consumers for the benefits of owning or using that product or service (Hutasoit & Saputro, 2024). Price is the amount of money customers must pay for that product. According to the definition above, pricing policies are temporary, meaning producers must monitor market price developments and understand the company's position within the overall market situation (Abdullah et al., 2024). Price is the exchange value of a product or service expressed in monetary terms and is a primary consideration in purchasing decisions (Kusuma & Sukanti, 2024). Based on the definition above, it can be concluded that price is the amount of money consumers must pay in exchange for the benefits of a product or service. This dynamic nature is a key factor in purchasing decisions.

METHOD

3.1. Time and Place of Research

This research was conducted from January to July 2025. This research will be conducted on Oppo smartphone users with the research location in DKI Jakarta.

3.2. Research Design

This study employed a causal method, typically used to determine the possibility of a cause-and-effect relationship. The approach employed in this study was an associative quantitative approach, which aims to determine the influence or relationship between two or more variables (Khurshid et al., 2022).

3.3. Definition and Operationalization of Variables

3.3.1 Product Quality

According to Kotler & Keller (2016), product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of use, and other valued attributes. Product quality reflects the extent to which a product can meet consumer needs and expectations. Indicators used in this study include product performance, durability, features offered, aesthetics, and product conformance to specifications. Good quality products will increase consumer satisfaction and ultimately encourage repeat purchases.

3.3.2 Brand Image

According to Kotler & Keller (2016), brand image is a consumer's perception of a brand, reflected in the associations stored in their memory. Brand image represents the value, reputation, and trust consumers have in a product. Indicators of brand image include a recognizable logo, a good brand reputation, brand compatibility with consumers' lifestyles, brand popularity in the community, and the level of consumer trust in the brand. A positive brand image will strengthen consumer loyalty and influence repeat purchase decisions.

3.3.2 Price Perception

According to Monroe (2003), price perception is a consumer's view of the fairness and value of a product's price. Price is not only viewed as a nominal payment but also as an indicator

of product quality and value. Price perception indicators in this study include price fairness, affordability, price-to-quality ratio, price competitiveness compared to competitors, and the availability of discounts or promotions. Positive price perceptions will encourage consumers to make repeat purchases.

3.3.4 Repurchase Intention

According to Kotler & Keller (2016), repurchase intention is a consumer's tendency to repurchase a product based on a satisfactory previous purchase experience. Repurchase intention is an important indicator of consumer loyalty to a brand. Indicators of repurchase intention in this study include repurchase intention, the desire to make the product a primary choice, recommendations to others, and satisfaction that drives repeat purchases. The higher the consumer's repurchase intention, the greater the company's opportunity to maintain market share and increase profitability.

3.4 Population and Sample

The population in this study is all OPPO smartphone users in DKI Jakarta. This population was chosen because OPPO is one of the smartphone brands with high sales and market share in Indonesia, particularly in urban areas like Jakarta. The sample is a subset of the population and its characteristics. If the population is large and the researcher does not have the opportunity to study everyone in the population, for example due to limited resources, manpower, and time, the sampling method used in this study is purposive sampling, a sampling technique that uses specific considerations and characteristics. The criteria used are as follows:

Table 3.1
Research Sample Criteria

Sample Criteria
Consumers located in DKI Jakarta
Potential consumers who have purchased Oppo smartphones

Source: data processed by the author, 2024.

If the sample size is too large, for example 400, the method becomes very sensitive, making it difficult to obtain a goodness of fit measure. Therefore, the number of samples in this study was determined based on the opinion of Abdullah et al., (2022) where the ideal and representative sample size depends on the number of question items in the research indicators multiplied by 5-10. The number of questions used is 20 indicators, so the minimum number of samples is 5 times the number of indicators or $20 \times 5 = 100$ samples and the maximum is $20 \times 10 = 200$ samples. Therefore, it can be concluded that the minimum number of samples used is 200 samples and the maximum is 200 samples. In this study, 180 samples were used.

3.5 Data Collection Techniques

The data collection technique used was through the distribution of questionnaires. The questionnaire was constructed using a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). This instrument was used to measure the independent variables, namely product quality, brand image, and price perception, and the dependent variable, namely repurchase intention. Data collection was carried out directly with respondents who are consumers of OPPO smartphones in the DKI Jakarta area. By using this

method, researchers were able to obtain primary data in the form of respondents' answers to statements that reflect the indicators of each research variable

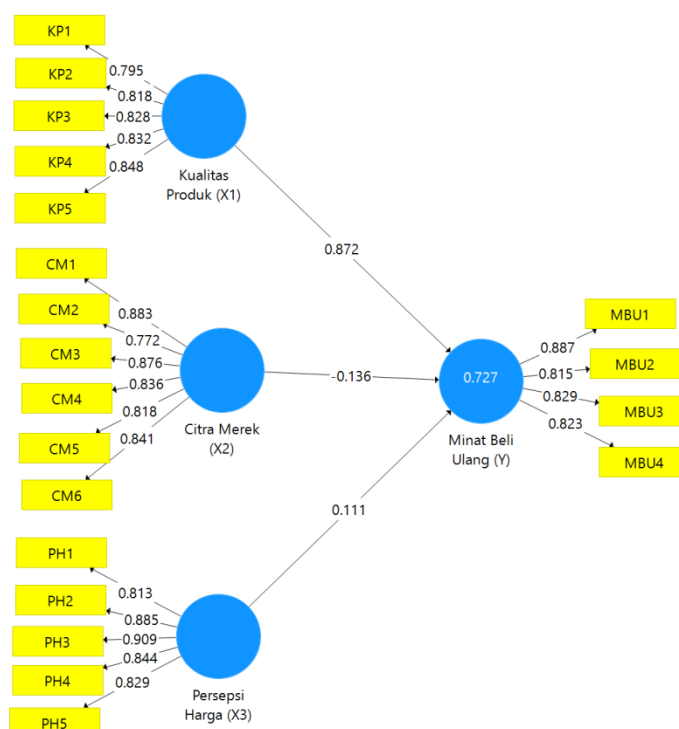
RESULTS AND DISCUSSION

4.1 Results

Measure Model (Outer Model)

Figure 4.9

Convergent Validity Test Result (Outer Loadings)



Source: Smart PLS Processing Results, 2024.

Based on Figure 4.2 and Table 4.9, all indicators for each construct have outer loadings of ≥ 0.70 , indicating that these indicators are valid and meet the outer loading criteria.

Table 4. 1

Convergent Validity Test Results (Cross Loadings)

Variables	Indicators	Brand Image (X2)	Product Quality (X1)	Repurchase Intention (Y)	Price Perception (X3)
Brand Image (X2)	CM1	0.883	0.818	0.655	0.782
	CM2	0.772	0.729	0.622	0.716
	CM3	0.876	0.692	0.520	0.749
	CM4	0.836	0.657	0.535	0.697
	CM5	0.818	0.673	0.628	0.666

	CM6	0.841	0.722	0.578	0.808
Product Quality (X1)	KP1	0.650	0.795	0.697	0.699
	KP2	0.883	0.818	0.655	0.782
	KP3	0.609	0.828	0.759	0.657
	KP4	0.638	0.832	0.723	0.626
	KP5	0.782	0.848	0.658	0.801
Repurchase Intention (Y)	MBU1	0.610	0.738	0.887	0.693
	MBU2	0.481	0.658	0.815	0.529
	MBU3	0.585	0.670	0.829	0.547
	MBU4	0.688	0.775	0.823	0.699
Price Perception (X3)	PH1	0.676	0.702	0.662	0.813
	PH2	0.774	0.785	0.698	0.885
	PH3	0.790	0.762	0.645	0.909
	PH4	0.767	0.742	0.584	0.844
	PH5	0.766	0.692	0.573	0.829

Source: Smart PLS Processing Results, 2024.

Discriminant validity can be tested by observing the factor loadings, which must be >0.7 , or by comparing the square root of the AVE with the correlation values between model constructs (Ghozali, 2021). Table 4.9 shows that discriminant validity results >0.7 or greater indicate good discriminant validity.

Table 4. 2

Results of the Average Variance Extracted Test

Variabel	Avarage Variance Extraced	Information
Product Quality (X1)	0.679	Valid
Brand Image (X2)	0.703	Valid
Price Perception (X3)	0.734	Valid
Repurchase Intention (Y)	0.704	Valid

Source: Smart PLS Processing Results, 2025.

According to (Ghozali, 2021), the average variance extracted value indicates that each construct has a value > 0.50 . This indicates that each construct is valid and meets the requirements for average variance extracted.

Table 4. 3

Discriminant Validity Test (Fornell Larcker)

	Product Quality (X1)	Brand Image (X2)	Price Perception (X3)	Repurchase Intention (Y)
Product Quality (X1)	0.858			
Brand Image (X2)	0.724	0.839		
Price Perception (X3)	0.709	0.742	0.839	
Repurchase Intention (Y)	0.770	0.671	0.824	0.888

Source: Smart PLS Processing Results, 2025.

Table 4.12 shows that the loading factor value for each construct is greater than the value for the other constructs. This indicates that the latent variable meets the discriminant validity criteria.

Table 4. 4

Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Keterangan
Product Quality (X1)	0.882	0.883	Reliabel
Brand Image (X2)	0.915	0.918	Reliabel
Price Perception (X3)	0.909	0.913	Reliabel
Repurchase Intention (Y)	0.860	0.863	Reliabel

Source: Smart PLS Processing Results, 2025.

The data processing results in Table 4.12 show that Cronbach's alpha measures the lower limit of a construct's reliability, while composite reliability measures the actual reliability of a construct. The rule of thumb used for composite reliability is a value greater than 0.7 and a Cronbach's alpha value greater than 0.7 (Ghozali, 2021).

4.1 Structural Model Test Results (Inner Model)

Table 4. 5

Test Results R²

	R Square	R-square adjusted
Repurchase Intention (Y)	0,727	0,722

Source: Smart PLS Processing Results, 2025.

Based on Table 4.14, it shows that the R-Square value of the repurchase intention construct has a value of 0.727. This indicates that the exogenous variables of product quality, brand image, and price perception can explain the endogenous variable, namely repurchase intention, by 0.727 or

72.7%, and the remaining 27.3% is explained by other exogenous variables such as service quality, usage decisions, perceived ease of use, and perceived comfort.

Table 4. 6
Q-Square Test Results

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Product Quality (X1)	900.000	900.000	
Brand Image (X2)	1080.000	1080.000	
Price Perception (X3)	900.000	900.000	
Repurchase Intention (Y)	720.000	361.884	0.497

Source: Smart PLS Processing Results, 2025.

The Goodness of Fit Test of the structural model in the inner model uses the predictive-relevance (Q²) value. A Q-square value greater than 0 (zero) indicates that the model has predictive relevance. Based on Table 4.15, if the Q-square value is 0.497, which means it has a value > 0, so the model has relevant predictive value. It can be concluded that this research model has good predictive

Table 4. 7
Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values	Information
Product Quality (X1) -> Repurchase Interest (Y)	0.872	0.866	0.091	9.579	0.000	Positive and significant impact
Brand Image (X2) -> Repurchase Intention (Y)	-0.136	-0.137	0.094	1.445	0.149	No Influence and not significant
Price Perception (X3) -> Repurchase Intention (Y)	0.111	0.117	0.101	1.090	0.276	No positive and significant impact

Source: Smart PLS Processing Results, 2025.

Based on Table 4.15 above, the results of the research model hypothesis testing are as follows:

1. Product quality (X1) has a t-statistic of $9.579 > 1.96$, a p-value of $0.000 < 0.05$, and an original sample value of 0.872. Therefore, the first hypothesis is accepted, meaning product quality has a positive and significant effect on repurchase intention.
2. Brand image (X2) has a t-statistic of $1.445 < 1.96$, a p-value of $0.149 > 0.05$, and an original sample value of -0.136. Therefore, the second hypothesis is rejected, meaning brand image has a negative and significant effect on repurchase intention.

Price perception (X3) on repurchase interest has a t-statistic value of $1.090 < 1.96$ and a p-value of $0.276 > 0.05$ and an original sample value of 0.111, so the third hypothesis is rejected, which means that price perception has a positive and insignificant effect on repurchase interest.

CONCLUSION

Based on the research data and discussions presented in the previous chapters, the following conclusions are draw:

1. The product quality variable (X1) has a positive and significant effect on Oppo smartphone purchase intention. This indicates that the better the perceived product quality, such as performance, durability, and features, the higher the consumer's intention to repurchase.
2. The brand image variable (X2) has no effect on repurchase intention. This is because consumers prioritize product quality and user experience over brand perception.
3. The price perception variable (X3) has no effect on repurchase intention. This is because consumers prioritize product quality and user satisfaction over price when deciding to repurchase

REFERENCES

- Abdullah, A., Machmud, R., & Juanna, A. (2024). Pengaruh Kepercayaan Konsumen dan Pengalaman Pembelian Terhadap Minat Beli di Online Shop Shopee (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Gorontalo). *Jurnal Ilmiah Wahana Pendidikan*, 10(7), 102–114. <https://doi.org/10.5281/zenodo.10969309>
- Abdullah, K., Jannah, M., Aiman, U., & Hasda, S. (2022). *Metodelogi Penelitian Kuantitatif* (N. Saputra (ed.)). Yayasan Penerbit Muhammad Zaini.
- AisNandi, G., & Amron, A. (2024). Pengaruh Citra Merek, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Samsung Di Kota Semarang. *Jurnal Maneksi (Management Ekonomi Dan Akuntansi)*, 13(2), 513–524. <https://doi.org/10.31959/jm.v13i2.2358>
- Amarudin, A., Priyanda, R., & Agustina, T. S. (2022). *Metodelogi Penelitian Kuantitatif* (F. Sukmawati (ed.)). Pradina Pustaka. <https://doi.org/978-623-99688-7-8>
- Anggarini, R. P., & Prastiwi, S. K. (2025). The Influence of Green Marketing, Lifestyle, And

- Brand Image on Repurchase Intention. *Global Review of Economics and Business Strategies*, 1(1), 054–070.
- Anshori, M., & Iswati, S. (2019). *Metodologi Penelitian Kuantitatif: Edisi 1*. Airlangga University Press.
- Aprilia, Y., & Andarini, S. (2023). Pengaruh Product Quality dan Brand Trust terhadap Repurchase Intention Melalui Customer Satisfaction sebagai Variabel Intervening pada Produk Kecantikan Brand Somethinc. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 3193–3205. <https://doi.org/10.47467/alkharaj.v5i6.3649>
- Aswar, N. F., & Haeruddin, M. I. W. (2025). Pengaruh Artificial Intelligence Activities Terhadap Repurchase Intention Melalui Customer Experience Pada Pengguna Grab Food Delivery di Kota Makassar. *Paradoks: Jurnal Ilmu Ekonomi*, 8(2), 738–747. <https://doi.org/10.57178/paradoks.v8i2.1206>
- Asyraf, F., Montazeri, M., Haidar, & Romdonny, J. (2024). Product Quality and Price its Influence on the Decision to Purchase a Realme Handphone on Libra Cell. *Indonesian Journal of Business Analytics*, 4(2), 549–562. <https://doi.org/10.55927/ijba.v4i2.8522>
- Bahalwan, F., & Indayani, L. (2025). Pengaruh Labelisasi Halal, Inovasi Produk, Harga Terhadap Keputusan Pembelian pada Produk Makanan dan Minuman Impor dalam Kemasan. *Syntax Idea*, 7(4), 646–659. <https://doi.org/10.46799/syntaxidea.v7i4.12819>
- Dwiana, A. A., & Nurcholis, L. (2025). Peran Customer Experience, Loyalty Program, dan E-Service Quality Terhadap Repurchase Intention Gopay Melalui Customer Satisfaction Pada Gen Z Semarang. *ECo-Buss*, 8(1), 179–192. <https://doi.org/10.32877/eb.v8i1.2483>
- Fadillah, M. R., & Batu, R. L. (2023). No TitlePengaruh Harga, Kualitas Produk, Promosi terhadap Keputusan Pembelian Smartphone Xiaomi (Studi Kasus pada Followers Instagram Xiaomi). *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(1), 179–187. <https://doi.org/10.47467/elmal.v5i1.3482>
- Firdausy, S. B. K., Maharani, D. D., & Sakti, D. B. (2024). Pengaruh Persepsi Kualitas, Brand trust, dan Brand satisfaction Terhadap Repurchase Intention Pada UMKM di Sektor Pemasaran Produk Makanan. *Sanskara Manajemen Dan Bisnis*, 2(3), 179–190. <https://doi.org/10.58812/smb.v2i03.417>
- Ghozali, I. (2021). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, 3/E. Univesitas Diponegoro.
- Ghozali, I. (2023). *Partial Least Square (Konsep, Teknik dan Aplikasi) Smart PLS 4.0*. Yoga Pratama.
- Hadzafi, A. I., & Arifin, S. (2024). Pengaruh Citra Merk, Kualitas Produk, Product Knowledge Terhadap Repurchase Intension Pada Gongso Kopi. *Accounting and Management Journal*,

-
- 8(1), 52–60. <https://doi.org/10.33086/amj.v8i1.6264>
- Hamizan, M., & Abu, N. H. (2023). An Analysis of the Effect of Price and Quality on Customer Buying Patterns: An Empirical Study of iPhone Buyers. *International Journal of Interactive Mobile Technologies*, 17(18), 118. <https://doi.org/10.3991/ijim.v17i18.42917>
- Hardani, et al, Hardani, H., Andriani, H., & Utami, E. F. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi (ed.)).
- Hasanawi, H., Fadilah, K. N., & Yuliawati, Y. (2025). Pengaruh Customer Experience, Kualitas Produk dan Inovasi Produk terhadap Repurchase Intention pada Wanita Pengguna Hijab Produk Rabbani. *AKSIOMA : Jurnal Sains, Ekonomi Dan Edukasi*, 2(5), 966–981. <https://doi.org/10.62335/aksioma.v2i5.1238>
- Holbert, R. L., Dias, N. C., Hardy, B. W., & Amieson, K. H. (2021). Exploring the Role of Media Use Within an Integrated Behavioral Model (IBM) Approach to Vote Likelihood. *Journal American Behavioral Scientist*, 65(3), 412–431.
- Hondo, I. K. (2024). The Effect Of Self-Congruity And Brand Credibility On Purchase Decisions With Purchase Intention As A Mediating Variable: An Empirical Study On Apple Macbook Pro Products In Surabaya. *Journal of Entrepreneurship*, 3(2), 65–85. <https://doi.org/10.56943/joe.v3i2.596>
- Hutasoit, S. T. M., & Saputro, A. H. (2024). Pengaruh Promosi, Kualitas Pelayanan, Dan Pengalaman Pembelian Terhadap Minat Beli Ulang Di Marketplace Lazada. *Jurnal Ekonomi, Manajemen, Dan Akuntansi*, 10(1), 654–663. <https://doi.org/10.35870/jemsi.v10i1.2065>
- Ichtiar, N. I. A. Z., Suhud, U., & Kusumaningtyas, D. P. (2025). Pengaruh Influencer Marketing, E-WOM, Brand Image Terhadap Purchase Intention dan Purchase Decision Produk Jennskin Deodorant Di TikTok Shop. *Jurnal Rumpun Manajemen Dan Ekonomi*, 2(4), 244–257. <https://doi.org/10.61722/jrme.v2i4.5661>
- Iman, F. (2024). Pengaruh Kualitas Produk, Promosi, dan Desain terhadap Keputusan Pembelian Smartphone OPPO di Kecamatan Driyorejo Kabupaten Gresik. *Jurnal Riset Manajemen*, 2(3), 455–469. <https://doi.org/10.54066/jurma.v2i3.2311>
- Indriani, K., & Arifiansyah, R. (2025). Pengaruh EWOM, Brand Trust, dan Persepsi Harga terhadap Keputusan Pembelian di Restoran Subway. *Journal of Artificial Intelligence and Digital Business*, 4(2), 1945–1951. <https://doi.org/10.31004/riggs.v4i2.694>
- Khurshid, M., Abdullah, M., & Khan, M. H. (2022). Factors Affecting Electronic Word of Mouth and Leading towards Purchasing Decision in the Smartphone Industry of Pakistan. *NUML International Journal of Business & Management*, 17(1), 1–15. <https://doi.org/10.52015/nijbm.v17i1.95>

- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Boston : Pearson Education.
- Kusuma, I. B. K. D., & Sukanti, N. K. (2024). Pengaruh Kualitas Produk Dan Pengalaman Membeli Terhadap Minat Beli Ulang Pada Warung Babi Guling Pande Egi Gianyar. *Jurnal IndraTech*, 5(2), 9–17. <https://doi.org/10.56005/jit.v5i2.153>
- Laeli, I. H., & Yani, D. A. (2025). Pengaruh Brand Image, Sosial Media Marketing Dengan Mediasi Purchase Intention Terhadap Purchase Decision Pada Produk Sepatu Compas. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2), 3689–3696. <https://doi.org/10.31004/riggs.v4i2.1084>
- Mairani, F., & Lubis, N. W. (2024). Pengaruh Kesadaran Merek dan Asosiasi Merek Terhadap Keputusan Pembelian Smartphone Oppo (Studi Kasus Konsumen Counter Oppo Plaza Millenium Medan). *Al-Mikraj: Jurnal Studi Islam Dan Humaniora*, 5(1), 397–413. <https://doi.org/10.37680/almikraj.v5i01.5803>
- Malakiano, G., & Ahmadi, M. A. (2025). Pengaruh Brand Image, Brand Awareness, dan Product Quality Terhadap Repurchase Intention Produk Skincare Skintific. *Jurnal Riset Multidisiplin Edukasi*, 2(1), 170 –191. <https://doi.org/10.71282/jurmie.v2i1.29>
- Mawaddah, W., Rini, E. S., & Fawzee, B. K. S. (2024). Pengaruh Social Media dan Kualitas Produk terhadap Repurchase Intention Melalui Kepuasan Pelanggan pada UMKM Alfahmi Konveksi. *Jurnal Manajemen Dan Sains*, 9(1), 454–460. <https://doi.org/10.33087/jmas.v9i1.1674>
- Mudaber, A. Z., Hamyar, M. A., & Mayar, S. (2024). Identifying the Factors Influencing Youths Decision in Afghanistan for the Purpose of Smartphone Purchasing. *Journal of Humanities & Social Sciences Studies (JHSSS)*, 6(9), 110–123. <https://doi.org/10.32996/jhsss.2024.6.9.13>
- Mufashih, M., Maulana, A., & Shihab, M. S. (2022). Pengaruh Kualitas Produk, Electronic Word of Mouth dan Citra Merek Terhadap Repurchase Intention di Kedai Coffee-to-Go Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(10), 17215–17234. <https://doi.org/10.36418/syntax-literate.v7i10.13043>
- Panjaitan, F. A. B. K., Juharsah, M., Amirul, A. D. U., & Oktaviani, P. H. (2024). The Role Of Price Perception In Interest In Buying Smartphones Through Optimization Of Product Quality And Brand Image. *Journal of Application Business & Management*, 10(2), 447. <https://doi.org/10.17358/jabm.10.2.447>
- Purwanto, A., & Prayuda, R. Z. (2024). The Role of Brand Image, Brand Experience, Influencer Marketing and Purchase Interest on Consumer Purchasing Decisions of Handphone. *PROFESOR: Professional Education Studies and Operations Research*, 1(1), 1–5. <https://doi.org/10.7777/profesor11>
- Purwanto, N., & Budiyo, B. (2022). *Theory of Planned Behavior (Implementasi Perilaku*

- Electronic Word of Mouth pada Konsumen Marketplace) (Cetakan I). Literasi Nusantara Abadi.
- Qolbi, N., & Hermansyah, T. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Sanford Di Sinar Mart Batam. *Jurnal AL-AMAL*, 2(1), 50–57.
- Ramdani, D. W., & Kusumahadi, K. (2023). The Effect Of Brand Image And Electronic Word Of Mouth In Social Media Instagram Toward On Purchasing Decision Of Xiaomi Smartphone. *Jurnal Pamator*, 16(3), 477–491. <https://doi.org/10.21107/pamator.v16i3.20719>
- Realino, D., & Parera, Y. P. P. (2025). Pengaruh Green Product, Brand Image dan Environmental Awareness terhadap Purchase Intention BudiSun Resort Maumere. *Nian Tana Sikka : Jurnal Ilmiah Mahasiswa*, 3(4), 161–179.
- Sahgira, N. N., Dewi, H. P., & Harahap, Z. C. M. (2025). Pengaruh Customer Experience, Review Product dan Perceived Value terhadap Repurchase Intention Konsumen Shopee pada Mahasiswa Universitas Battuta. *AKADEMIK: Jurnal Mahasiswa Humanis*, 5(2), 1039–1053. <https://doi.org/10.37481/jmh.v5i2.1441>
- Salsabiil, M. F., & Kusuma, N. I. (2023). The Influence of Brand Love and Hedonistic Lifestyle on the Purchasing Decision of Iphone Smartphones (A Study on Iphone Users From Generation Z in Surabaya). *Indonesian Journal of Business Analytics*, 3(3), 583–588. <https://doi.org/10.55927/ijba.v3i3.4836>
- Satriadi, S., Hendrayani, E., Siwiyanti, L., & Nursaidah, N. (2021). *Manajemen Pemasaran* (M. Suardi (ed.); Cetakan I). Samudra Biru.
- Schiffman, L. G. (2019). *Consumer Behavior*. Pearson Education.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kulitatif Dan R & D*.
- Suryawardani, B., & Wulandari, A. (2020). Determinant Factors of Customers Switching Behavior to Customer Satisfaction and Loyalty in Online Transportation Users in Bandung. *Jurnal Dinamika Manajemen*, 11(1), 12–26. <https://doi.org/10.15294/jdm.v11i1.21432>
- Viorentina, D., & Santoso, S. (2023). Influence of Brand Image, Product Quality, and Lifestyle on Smartphone Purchase Decision in Indonesia. *Expert Journal of Marketing*, 11(1), 25–33.