Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones

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ABSTRACT

Purpose: The research aims to examine the determinants that influence the decision to buy a smartphone. Several factors there are product quality, price, market, promotion were examined to prove the purchase decision and show the effects of the consumer decision in buying a Samsung Galaxy smartphone in Bandar Lampung city.

Design/methodology/approach: This study uses questionnaire data of respondents. The analysis method in this study uses the Partial Least Square analysis method (PLS).

Findings: The findings of this study reveal that the low level of purchase decisions Samsung Galaxy smartphones can be damaged by good product quality, more affordable prices for consumers, ease when making pre-orders in the marketplace and attractiveness as well as power promotion of brand ambassadors.

Paper type: Research paper

Keyword: Purchase Decision, Product Quality, Price, Market, Promotion

I. INTRODUCTION

Smartphone market opportunities are growing rapidly. This market makes *smartphone* manufacturers from various parts of the country competing to offer *smartphones* with the latest features but at more affordable prices. Various emerging brands make consumers faced with various choices and must be selective in choosing a smartphone to suit the needs of these consumers, because of this, manufacturers need to advertise or promote to provide product information for consumers. The role of the brand is no longer just as a name or differentiator with competing products, but has become the most important factor in competitive advantage (Sulistyawati, 2011; Putra, 2016). Price is the similarity of an exchange rate with money or other goods in order to get benefits from an item or service for individuals or groups at a certain time and place (Tjiptono, 2020). Prices will exist when using a product, service, or when a credit payment is required (Kotler & Keller, 2021). Purchasing decisions made by consumers are important for companies, especially for companies that issue products with the same type and characteristics in a market. Attracting consumers to make purchasing decisions is a challenge for companies not only from business competitors but these challenges arise from various factors that influence consumers in making purchases of a product, especially in certain areas.

Samsung *galaxy smartphone* is an android product originating from South Korea, the brand is very popular among the public, then Samsung is a brand that has been operating for a very long time, namely for 82 years and always presents quality product innovations. Smartphone sales data in the global market for the Samsung brand occupy the top position with the most sales, namely 274.5 million units with a market share of 20%. After Samsung there is the Apple brand which is in second place with 230.1 million units. Then in third place is the Xiaomi brand 191.2%. In fourth place was the Oppo brand with sales of 145.1 million units, followed by the Vivo brand with sales of 129.9 million units. From the data listed above, it can be interpreted that smartphone competition in the global market is very tight. In Indonesia, Samsung smartphone users are more in demand among the public than other smartphone brands. Recognition regarding Samsung cellphones is required because it is a cellphone that is widely known by all elements of society, both in Indonesia and throughout the world . (Vindiana & Lestari, 2023)

The city of Bandar Lampung is one of the cities in the province of Lampung, where the population has used smartphones of various brands. The average smartphone user is from the age of 15 and over, where the population aged 15 and over in Lampung airports in 2021 is 510,483 people based on data from the Lampung Province BPS. The following data on the number of smartphone users from various brands can be seen in the table below:

Table 1. The Data of Smartphone User Bandar Lampung City

No	Smartphone Brand	Number of smartphone users	Percentage of users (Year of 2021)	Amount
1	Huawei	510,483	19.6%	100,054
2	Samsung	510,483	18.9%	96,481
3	apples	510,483	15.8%	80656
4	Vivo	510,483	9.8%	50,027
5	Xiaomi	510,483	9.7%	49,516
6	Oppo	510,483	9.1%	46,453
7	Etc	510,483	17.1%	85,761

Data source: Canalys Smartphone Market Pulse Analysis 2021/Kompas.com (Data processed)

Based on table 1 above, the number of users of the Huawei smartphone brand in Bandar Lampung is around 100,054 people, then Samsung galaxy smartphone users are around 96,481 people, and Apple brand smartphone users are around 80,656 people. Vivo smartphone users are around 50,027 users, then Xiaomi are around 49,516 users and Oppo smartphones are around 46,453 users. Meanwhile, smartphone users with other brands are around 85,761. Based on the data listed above, there are 96,481 Samsung galaxy smartphone users, which is 18.9% of the 510,483 smartphone users in Bandar Lampung City. Previous research related with purchasing decision consumers have inconsistency result, Vindiana & Lestari (2023) provide empirical evidence that product quality has a significant effect on purchasing decisions for Samsung smartphones. Contrary with Supu et al. (2021) which found that partially product quality has no significant effect on Samsung Smartphone Purchase Decisions. The results of other studies show that product quality has no significant effect on purchasing decisions for Oppo smartphones. This indicates that product quality is not a determining factor in purchasing decisions (Septiani & Prambudi, 2021). Listighfaroh (2019) documents that the influence of product quality, price and promotion on purchasing decisions. This research is to examine the effect of product quality, price perception, marketplace, brand ambassadors partially and simultaneously on purchasing decisions of Samsung galaxy smartphones in Bandar Lampung City.

A. Literature Review
1. Product Quality And Purchasing Decisions
Product quality can influence consumers in making a purchase decision. Product quality is the company's effort to give characteristics to a product in order to meet consumer expectations (Suryani & Batu, 2021). According to Kotler and Armstrong (2004) in the book (Firmansyah, 2019) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation and

product repair as well as other product attributes. The quality of the products owned by the Samsung Galaxy smartphone is very good, starting from the design, speakers and screen design which uses a super AMOLED panel with an elegant and also thin design that makes it easy to hold, even other brands such as Oppo and Vivo also rely on super AMOLED panels made by Samsung. . From this explanation, it can be interpreted that the product quality of the Samsung galaxy smartphone is very good and is not only ogled by consumers but also ogled by other manufacturers. According to the results of the study (Suryani & Batu, 2021) stated that product quality partially has a positive effect on purchasing decisions. The results of the study stated that product quality partially and simultaneously had a positive and significant effect on the decision to purchase smartphone products (Suartina;, 2021).

H1: Product quality has affected purchasing decision of Samsung Galaxy Smartphones.

2. Price Perceptions and Purchasing Decisions

Perceived price is what consumers sacrifice to get a product (Rahman & Hidayati, 2021) . According to (Wariki et al., 2015) Perceived price is a person's view of the suitability of the price of a product and the price of a product against the financial ability to obtain the product. . Currently there are many smartphone brands that provide many features that can be used to facilitate all activities but by offering a more affordable price compared to the Samsung Galaxy Smartphone where Samsung provides the same features but at a higher price. According to the results of previous studies, prices have negative and insignificant results on purchasing decisions. That is, the best price is not a reason for someone to buy a Xiaomi Smartphone. When the price offered is getting cheaper, consumers are even more doubtful about the quality offered, conversely when the price offered is higher, consumers are more confident in deciding to buy a Smartphone (Maghfiroh, 2019). Meanwhile, according to the results of the study (Susanto, 2021) that Simultaneously Price has a significant influence on Oppo Smartphone Purchase Decisions. The results of the study (Triadi et al., 2021) state that prices simultaneously and significantly influence purchasing decisions. Price affects the decision to buy a Samsung Galaxy Smartphone.

H2: Price perception has affected the purchasing decision of Samsung Galaxy Smartphone.

3. Marketplace And Purchasing Decisions

Marketplace also has an important role in influencing consumers in making purchasing decisions Gumanti et al (2022). According to (Ardy & Nainggolan, 2022) a marketplace is a website that provides buying and selling facilities for shops. *Marketplace* and traditional markets have almost the same concept. *Marketplace* provides a place to sell and helps sellers to meet buyers and make payments easily. The Samsung Galaxy S20 BTS Edition was successfully sold out in less than an hour after the pre-order was officially opened. During the pre-order period, Samsung's marketing manager said that there were twice as many enthusiasts as the Samsung Galaxy BTS or Z Flip compared to the previous generation. Pre-orders can be made at several marketplaces, namely Tokopedia, Shopee, Blibli and the Samsung.com website. The results of research (William & Aripradono, 2020) show that the marketplace has a significant effect on purchasing decisions. Whereas in (Nurul Hidayah et al., 2022) states that the marketplace has an effect on increasing sales .

H3: Marketplace has affected the purchasing decision of Samsung Galaxy Smartphones

4. Brand Ambassadors and Purchasing Decisions

According to Andini & Lestari (2021) A brand ambassador is a celebrity who has a passion for the brand and can influence and invite consumers to buy or use a product being promoted. Brand ambassadors usually use artists who are well-known because they have a large fan following. According to Nurwanti & Aulia (2022) defines a brand ambassador as someone who acts as a representative for certain products or services from a brand and has a major impact on sales of these products or services. Meanwhile, according to (Jamiat, 2021) brand ambassadors are figures known for their achievements in different fields from the product groups they support and their involvement is commonly referred to as *brand endorsers* or *brand ambassadors*. According to the results of research (Brestilliani, 2020) brand ambassadors have a positive and significant effect on purchasing decisions. according to the results of research (Janingeum et al, 2020; Susanto, 2021) that Simultaneously Price has a significant influence on OPPO Smartphone Purchase Decisions. The results of research conducted by (Alamsyah et al., 2021) state that there is a significant influence from the brand image variable on purchasing decisions.

H4: Brand Ambassadors has affected the purchasing decision of Samsung Galaxy Smartphones

5. Product Quality, Price Perception, Brand Ambassador *Marketplace* and Purchasing Decision

According to Kotler and Armstrong (2004) in the book (Firmansyah, 2019) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. According to (Wariki et al., 2015) . Perceived price is a person's view of the suitability of the price of the product and the price of the product against the financial ability to obtain the product. Currently there are many smartphone brands that provide many features that can be used to facilitate

Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani

all activities but by offering a more affordable price compared to the Samsung Galaxy Smartphone where Samsung provides the same features but at a higher price. According to (Ardy & Nainggolan, 2022) a marketplace is a website that provides buying and selling facilities for shops. *Marketplace* and traditional markets have almost the same concept. *Marketplace* provides a place to sell and helps sellers to meet buyers and make payments easily. According to (Nurwanti & Aulia, 2022) defines a brand ambassador as someone who acts as a representative for certain products or services from a brand and has a major impact on sales of these products or services. Product quality, Perceived Price, Marketplace and Brand Ambassador influence purchasing decisions.

H5: Product Quality, Price, Market Place, and Brand Ambassadors has affected the purchasing decision of Samsung Galaxy Smartphones
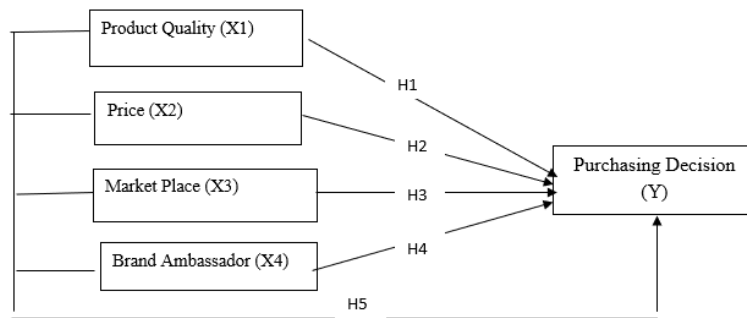

Figure 1 Conceptual Framework

II. METHODS

A. Data and Respondents

According to Arikunto (2005) data collection techniques are methods that can be used by researchers to collect data. How to show something that is abstract, cannot be realized in objects that are visible to the eye, but can only be shown by the user. Data collection is a systematic and standard procedure for obtaining the necessary data. There is always a relationship between the method of data collection and the research problem to be solved (Nazir, 2005). Collecting data in this study is by distributing questionnaires.

B. Definition and Operationalization Variables

Table 2. Definition of Operational Variables

Variable	Dimensions	Indicator	Statement	Scale
Product (X1)	*Product quality*	*1. performance* *2. additional features (features)* *3. reliability* *4. compliance with specifications* *5. Durability* *(Tjiptono, 1997)*	*1. The performance of the Samsung galaxy smartphone is very good* *2. The features provided by the Samsung Galaxy Smartphone are in accordance with user needs* *3. Samsung Galaxy smartphones are very reliable in helping user activities* *4. Samsung galaxy smartphone meets standard specifications*	*Ordinal Scale*

			5. Samsung Galaxy smartphones are not easily damaged and last long when used.	
Price (X2)	*Price Perception*	*1. conformity of price with product quality* *2. Price comparison with competitors* *3. financial ability* *(Sumiyati & Soliha, 2020)*	*1. the price given by the Samsung galaxy smartphone is in accordance with its good quality.* *2. The prices provided by Samsung Galaxy smartphones can compete with the prices of other brands.* *3. The prices provided by Samsung Galaxy smartphones are very affordable for consumers.*	*Ordinal Scale*
Place (X3)	*Marketplaces*	*1. system quality* *2. quality of information* *3. Quality of service* *(DeLone & McLean, 2003)*	*1. The masketplace system (online buying and selling application) is easy to use when buying a Samsung Galaxy smartphone* *2. The information provided about the Samsung galaxy smartphone is quite clear.* *3. Respond to consumers very well and quickly*	*Ordinal Scale*
Promotion (X4)	*Brand Ambassador (Brand Ambassador)*	*1. Visibility (Popularity)* *2. Credibility (Expertise)* *3. Attraction* *4.Power* *(Maulida & Kamila, 2021)*	*1. The popularity of Samsung Galaxy Smartphone Brand Ambassadors can make consumers interested in buying Samsung galaxy smartphone products* *2. Brand Ambassador Samsung Galaxy Smartphones can create a feeling of trust in consumers to buy products* *3. Attractiveness of Brand Ambassadors can make consumers interested in buying Samsung galaxy smartphone products* *4. Achievements of Smartphone Brand Ambassadors can make*	*Ordinal Scale*

Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani

Purchase Decision (Y)	Buying decision.		consumers interested in buying a Samsung Galaxy smartphone	Ordinal Scale
		1. desire to use the product	1. there is a desire of consumers to use Samsung galaxy smartphones	
		2. the desire to own the product	2. the desire of consumers to have a Samsung galaxy smartphone	
		3. interest in the product	3. there is a sense of consumer interest in buying a Samsung galaxy smartphone	
		4. Take the time to get the product	4. Consumers will take the time to get Samsung Galaxy smartphone products	
		5. know the function of the product	5. consumers know the function of each feature of the Samsung galaxy smartphone	
		(Adiwidjaja, 2017)		

C. Analysis Method

Data analysis in this study uses the Partial Least Suare (PLS) approach. PLS is a component- or variant-based Structural Equation Modeling (SEM) model. SEM and PLS are an alternative technique in SEM analysis where the data used does not have to be normally distributed multivariate (Oda et al., 2014; Haryono, S. (2017). Besides being able to be used to confirm theories, PLS can also be used to explain and whether there is a relationship between latent variables. SEM PLS can simultaneously analyze constructs formed by reflective and formative indicators.

III. RESULTS AND DISCUSSION

The description of the respondents in this study explains the characteristics of the respondents based on the age of the respondent, the job of the respondent, the term of use of the consumer. The following are the results of the description of the respondents for each characteristic:

Table 3 Respondent Demographics

Frequency Test Based on Characteristics		Frequency (Person)	Presentation (%)
	18 – 21	10	8.3%
	22–25	68	56.7%
Age	26–28	35	29.2%
	29 – 32	6	5.0%
	>33	1	0.8%

Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani

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	Student / Student	*20*	*16.7%*
Work	*Employee*	*59*	*49.2%*
	Self-employed	*19*	*15.8%*
	Etc	*22*	*18.3%*
	< 2 years	*48*	*40%*
Term of Use	*2 years*	*31*	*25.8%*
	3 – 4 Years	*37*	*30.8%*
	5 – 6 Years	*4*	*3.3%*

Data source: Data processed in 2023

The results of the data frequency test show that the characteristics of the respondents are based on age, the users of the Samsung Galaxy Smartphone product are dominated by respondents aged 22-25 with a percentage of 56.7%. the results of the data frequency test show that the characteristics of respondents are based on work, users of the Samsung Galaxy Smartphone product are dominated by job respondents as employees with a percentage of 49.2%. The results of the data frequency test showed that the characteristics of the respondents based on the period of use, the users of the Samsung Galaxy Smartphone product were dominated by respondents who used Samsung for a period of 3-4 years with a percentage of 30.8%.

Data processing techniques using the SEM method based on *Partial Least Square* (PLS) testing to see the Fit Model of a study (Ghozali, 2006). There are three criteria in the use of data analysis techniques with SmartPLS to assess the outer model, namely Converegent Validity, Discriminant Validity and Composite Reability. Convergent validity of the measurement model with reflected indicators is assessed based on the correlation between the item score/component score estimated by the PLS software. The individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. However, according to Chin, 1998 (Ghozali, 2006) for the early stages of research, the development of a measurement scale for a loading value of 0.5 to 0.6 was considered sufficient. In this study used a loading factor limit of 0.50.
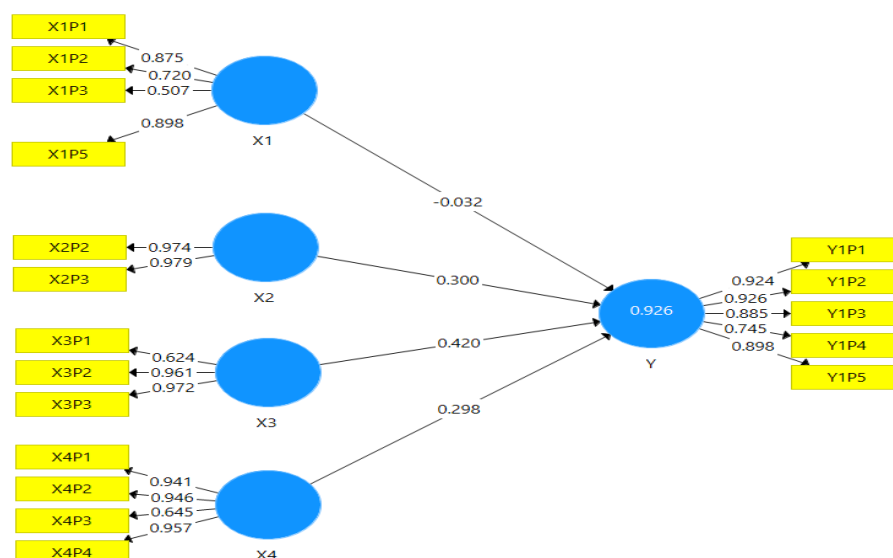

Figure 2. Structural Model

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The results of processing using SmartPLS outer loading in each variable where the value of the outer model or the correlation between the construct and the variable shows that all loading factors have values above 0.50.

Table 4.Outer Loadings (Measurement Model)

Variable	Statement	Model
Product Quality (X1)	X1P1	0.875
	X1P2	0.720
	XIP3	0.507
	XIP4	-
	XIP5	0.898
Price Perception (X2)	X2P1	-
	X2P2	0.974
	X2P3	0.979
Marketplaces (X3)	X3P1	0.624
	X3P2	0.961
	X3P3	0.972
Brand Ambassador (X4)	X4P1	0.941
	X4P2	0.946
	X4P3	0.645
	X4P4	0.957
Purchase Decision (Y)	Y1P1	0.924
	Y1P2	0.926
	Y1P3	0.885
	Y1P4	0.745
	Y1P5	0.898

Source: Data Processing with PLS 2023

Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani

The results of processing using Smart PLS can be seen in the *outer loading table* for each variable where the outer model value or the correlation between the construct and the variable shows that all loading factors have values above 0.50.

Table 5. Composite Reability and Average Variance Extracted (AVE)

Variable	Composite Reability	Average Variance Extracted (AVE)	Conclusion
Product quality	0.845	0.587	reliable
Price Perception	0.976	0.953	reliable
Marketplaces	0.898	0.752	reliable
Brand Ambassador	0.932	0.778	reliable
Buying decision	0.944	0.771	reliable

Source: Smart PLS Report output

From table 5 above, *Composite Reability* show that each construct or variable has a *Composite Reability value* above 0.7 and AVE above 0.5 which indicates that the *Consistency Interval* of endogenous variables is product quality, price perception, marketplace and brand ambassador then the exogenous variable is the purchase decision.

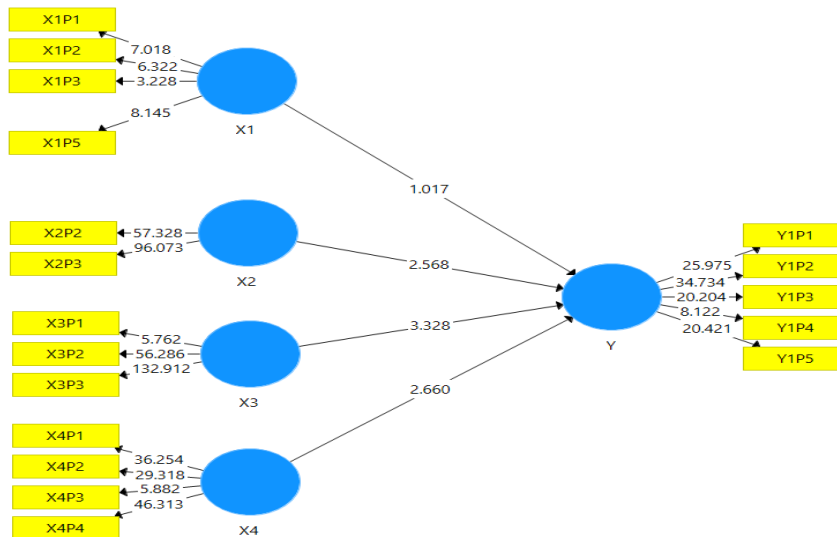## A. Structural Model Testing (*Inner Model*)

Figure 3. Bootstrapping Model Results

B. The Results of Hypothesis Test

Hypothesis testing in this study used a real level of 10% or Alpha (0.1) following the results of the *Path Coefficients test* in this study:

Table 6. Path Coefficients (Partial Test)

Hypothesis	Path	Original Sample (O)	T Statistics	P Values
H1	X1 -> Y	-0.032	1.017	0.309
H2	X2 -> Y	0.300	2,568	0.011
H3	X3 -> Y	0.420	3,328	0.001
H4	X4 -> Y	0.298	2,660	0.008

Source: Data Processing With PLS, 2023

The results of hypothesis based on Table 6, show that the first hypothesis of the effect of product quality on purchasing decisions obtained a coefficient T (count) of 1.017. If the T (count) value is compared to t (table) 1.960 this shows that the T (count) value is greater than the t (table) value, but if the T (count) value is less than t (table) then H0 is accepted. Thus, the results of testing the hypothesis state that the product quality variable has no effect on purchasing decisions because T(count) is less than 1.960. The results of other studies show that product quality has no significant effect on purchasing decisions for Oppo smartphones. This shows that product quality is not a determining factor in purchasing decisions (Septiani & Prambudi, 2021) . The results of testing the second hypothesis the effect of product quality on purchasing decisions obtained a coefficient T (count) of 2.568. If the T (count) value is greater than t (table) 1.960 this shows that the T (count) value is greater than the t (table) value. Thus, the results of hypothesis testing state that the price perception variable influences the Purchase Decision. The results of the study (Triadi et al., 2021) state that the perception of price simultaneously and significantly influences purchasing decisions. The results of this study state that price perception influences the purchase decision of the Samsung Galaxy Smartphone.

The results of testing the third hypothesis of the influence of the Marketplace on Purchase Decisions obtained the value of the coefficient T (count) of 3.328. If the T (count) value is compared to t (table) 1.960 this shows that the T (count) value is greater than the t (table) value. Thus the results of testing the hypothesis state that the Marketplace variable has an effect on Purchasing Decisions. The results of testing the fourth hypothesis of the influence of the Marketplace on Purchase Decisions obtained the value of the coefficient T (count) of 2.660. If the T (count) value is compared to t (table) 1.960 this shows that the T (count) value is greater than the t (table) value. Thus the results of testing the hypothesis state that the Brand Ambassador variable has an effect on Purchasing Decisions.

In addition to the partial hypothesis test, an F test was also carried out which was used to find out whether simultaneously (simultaneously) the independent variables had an effect or had no effect on the dependent or dependent variable, the following are the results of the F test:

	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1234,224	4	308,556	207,214	,000 [b]
	residual	171,243	115	1,489		
	Total	1405,467	119			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand ambassador, Product Quality, Marketplace, Price Perception

Simultaneous test results Perceived price, marketplace and brand ambassador obtained an F test value of 207.214 > F-(table) > 1.99, then a significance value of 0.000 <0.5 then simultaneously variable X affects variable Y. This shows that high The low decision to purchase Samsung Galaxy smartphones can be reflected in good product quality, more affordable prices for consumers, convenience when pre-ordering in the marketplace and the attractiveness and promotional power of brand ambassadors.

Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani

V. CONCLUSION

This study aims to examine several determinant factors in smartphone purchasing decisions in Bandar Lampung. Based on the results of data analysis and hypothesis testing that has been done, empirical evidence shows that price perception, Marketplace, Brand Ambassadors have no effect on Samsung galaxy smartphone purchasing decisions. While product quality has no effect on purchasing decisions for Samsung galaxy smartphones. Subsequent research can expand research by adding other factors that may influence purchasing decisions that have not been studied in this study so that research results can better describe real conditions over the long term.

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Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani

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Determinant Factors Affecting Consumer Decisions in Purchasing Smartphones
Indra Jaya, Yuliani