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**THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON  
PURCHASING DECISIONS ON SAMSUNG BRAND SMARTPHONE PRODUCTS  
(A STUDY ON STUDENTS OF UPN "VETERAN" EAST JAVA)**

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**Abstract**

This study contains the influence of brand image, price, and product quality on purchasing decisions on Samsung brand smartphone products (a study on students of UPN "Veteran" East Java). This study aims to determine the influence of brand image, price, and product quality on purchasing decisions. The type of research used is quantitative, with a survey method that assesses Samsung Smartphone products in a questionnaire with a specific assessment. The questionnaire data in this study was processed using SPSS software. The population in this study, namely users who buy/use Samsung Smartphones among UPN "Veteran" East Java students, totaling 22.976 students. The sample used was 156 respondents. Meanwhile, the sampling technique in this study uses a nonrandom side/nonprobability sampling technique with several sample criteria for respondents used for the study, namely students of UPN "Veteran" East Java and have bought/used Samsung Smartphone products with data collection through the distribution of Google Forms. The results of the analysis in this study, namely Brand Image (X1), have a positive and significant effect on Purchase Decision (Y) on Samsung brand smartphone products in the study of UPN "Veteran" East Java students. Price (X2) has a positive and significant effect on Purchase Decision (Y) on Samsung brand smartphone products in the study of UPN "Veteran" East Java students. Product Quality (X3) has a positive and significant effect on Purchase Decision (Y) on Samsung brand smartphone products in the study of UPN "Veteran" East Java students. Brand Image, Price, and Product Quality (X1, X2, and X3) simultaneously have a positive and significant effect on Purchase Decision (Y) on Samsung brand smartphone products in the study of UPN "Veteran" East Java students.

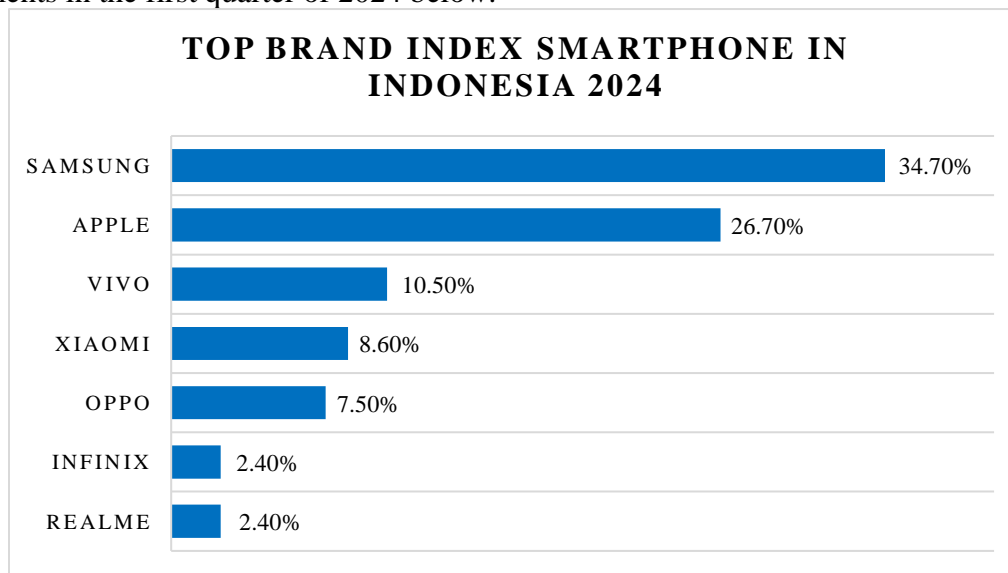
**Keywords:** Brand Image, Price, Product Quality, Purchase Decision

## INTRODUCTION

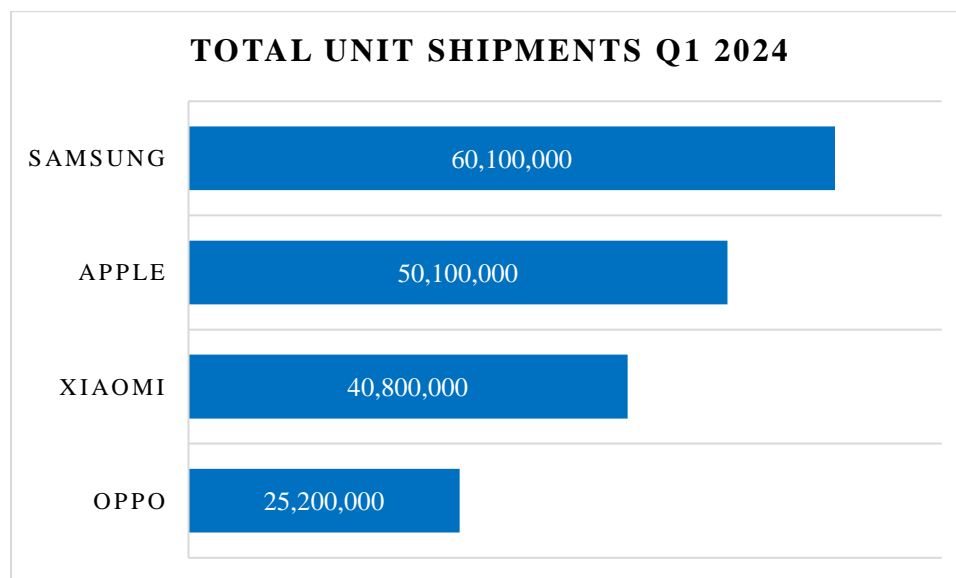
The tight competition in the smartphone industry encourages smartphone companies to continue innovating and presenting the latest features that attract consumer interest and needs, ranging from improved camera performance, and ergonomic designs, and extended battery capacity in smartphones. In addition, other factors that influence consumer purchasing decisions in choosing a smartphone include the other gadget each brand offers, such as integration with other smart devices or exclusive services that can only be used by specific users.

Based on the World Advertising Research Center (WARC) and data provided by the GSMA mobile trade body concerning data from Insider Monkey, which reviews countries with the most smartphone users in the world, in 2025, there will be a surge in smartphone use dominated by countries such as China, India, the United States, and Indonesia. Therefore, smartphone companies are expected to continue competing aggressively in this market. Indonesia has the fourth-largest population in the world. As of September 23, 2024, the population of Indonesia reached 283 million people according to Kata Data.

Samsung Electronics, established in 1969, has continuously expanded its global smartphone presence. Samsung smartphones have become the number 1 company in terms of top brands, according to Good Stats Indonesia. Samsung smartphones have become the number 1 top brand in Indonesia, beating its competitors, namely Apple, Vivo, and Xiaomi. In 2024, Samsung smartphones will become the king of smartphones in Indonesia. In addition, the IDC Quarterly Mobile Phone Tracker noted that Samsung smartphones became the best-selling smartphone products in Indonesia in the first quarter of 2024, with this being Samsung's success at the top of the Indonesian smartphone market. This can be seen in the diagram of the Top Brand Index of smartphones in Indonesia in 2024 and the total unit shipments in the first quarter of 2024 below.



**Figure 1.**  
**Diagram of Top Smartphone Brand Index in Indonesia in 2024**  
**Source: Good Stats Indonesia (2024)**



**Figure 2.**

**Total Unit Shipments Q1 2024**

Source: IDC Quarterly Mobile Phone Tracker (2024)

Based on the diagram, Samsung smartphones beat other brands of smartphones in terms of being the top brands in 2024 and the best-selling in the first quarter of 2024. In 2024, Samsung smartphones obtained a Top Brand Index of 34.7%, followed by Apple smartphones, which obtained a Top Brand Index of 26.7%. In the first quarter of 2024, Samsung smartphones obtained a total shipment of 60,100,000 units, beating Apple smartphones, which obtained 50,100,000 units.

In this data on diagram, Samsung Company can use it as an advantage that Samsung products can compete in the Indonesian market against other smartphone brands. This competitive advantage enables Samsung to consolidate its market position further by leveraging its brand image, price, and quality products across Indonesia.

This study aims to test the Y variable, namely the purchasing decision of UPN “Veteran” East Java students towards Samsung brand Smartphone products seen from product quality, price, and brand image. This study can provide knowledge about the characteristics and patterns of purchasing decision behavior of UPN “Veteran” East Java students. It can be used as reference information for smartphone companies, especially Samsung, as an addition to the right business strategy.

## REVIEW OF LITERATURE

### Marketing

According to Kotler (2021) in the marketing strategy book, marketing is a social activity and arrangement carried out to achieve specific goals, mainly by making products and exchanging them for money. Meanwhile, according to Tjiptono (2016), marketing is a series of activities or institutions that strive to create, communicate, deliver, and offer products or services owned by the company to clients, partners, or the community.

According to Kotler and Armstrong (2019), the marketing mix is a series of marketing tools companies use to achieve their goals in the target market. The marketing mix functions as a strategy designed to meet consumer needs and increase the company's competitiveness in the market.

According to Sudaryono (2016), there are marketing functions, namely as follows.

1. Exchange function, namely, consumers can make purchases of products from companies by buying the product through money or goods with products (barter)
2. Physical Distribution Function, namely, the product is run by placing the product. Namely stored by the company for buyers who need the product. In storing this product, maintaining inventory so that there is no shortage when needed.
3. Intermediary Function, an item from the company to the buyer is run through a third party marketing that links trading activities with physical distribution. Third party benefit activities, namely standardization of classification, information search and product financing.

### **Brand Image**

According to Kotler and Keller (2018) brand image is a consumer belief and perception that is reflected through associations formed in consumer memory. Meanwhile, according to Rahman (2022), brand image is a consumer's perception or opinion that arises when remembering a particular product. From several definitions, according to these experts, it can be concluded that brand image (Brand Image) is a customer's perception or opinion of a company or its products. The factors influencing brand image create a positive perception if these factors can improve a brand so that the image of a product or service can dominate the market. Factors that influence brand image include.

1. The quality of the product offered by the company.
2. Trusted by the public regarding the products sold and in demand by consumers.
3. The function or benefit of a product that can benefit buyers.
4. Risks related to the consequences that buyers may experience.
5. Low or high product prices purchased by consumers can affect the brand image in the long term.

Based on the factors influencing brand image, brand image has a fundamental role in the marketing strategy of a service or product. The primary function of brand image is market entry. Brands with a positive image have the advantage of being pioneers in the market. The brand image also plays an important role in the source of the product's added value; brand image is not only based on consumer experience but also includes preferences for certain brands considered superior quality in similar brands. With this, the factors of brand image it is expected to influence the purchasing decision of Samsung smartphones among of UPN "Veteran" East Java students. According to Koller and Keller (2016), brand image indicators are used in Samsung smartphone research.

1. Introduction, how much is the level of recognition of a Samsung Smartphone brand by buyers
2. Reputation, brand reputation in the Samsung Smartphone product brand
3. Attraction, which is what happens between a brand and Samsung Smartphone consumers, or an emotional relationship that arises between a brand and Samsung Smartphone consumers, for example, being happy to have a Samsung Smartphone product

#### 4. Loyalty, which is consumer loyalty in using Samsung Smartphone products

##### **Price**

According to Tjiptono (2020), Price refers to the monetary value assigned to a product, representing the amount consumers are willing to exchange for the benefits offered. Meanwhile, according to Kotler and Keller (2021:278), price is an element of the marketing mix that provides benefits and generates costs. Price can communicate the company's value positioning based on its products or brands. Price sensitivity is one of the main determinants in consumer decision-making, especially in products with highly competitive characteristics, such as smartphones. In this context, students, as a consumer segment with limited purchasing power, tend to show high price sensitivity. Students generally have financial limitations because they depend on funding sources from parents or scholarships, so they tend to consider the economic value of a product before making a purchase. In many cases, students will compare various brands and smartphone specifications to obtain a product with a price that is considered most commensurate with the benefits offered. Some factors influence the price of a product, namely as follows.

1. Production costs, this is what influences the selling price of a product in a business, production costs are divided into two, namely.
  - a) Fixed Costs, namely costs that do not change, for example, building rent and employee salaries.
  - b) Variable Costs, namely costs that change according to the amount of production, for example, raw materials and product distribution costs.
2. Market demand includes price elasticity and consumer preferences, namely, measuring the sensitivity of demand to price and consumer preferences and perceptions of product value that can affect price.
3. Competition includes competitor prices and market position, namely prices set by competitors that can affect pricing strategies. Pricing is also influenced by the product being positioned in the market.
4. Marketing strategy includes company objectives and market segmentation. Namely, pricing must be the same as company objectives such as increasing sales, maximizing profits, etc., and also pricing can be adjusted to different market segments according to consumer purchasing power needs.

With this factors of the price it is expected to influence the purchasing decision of Samsung smartphones among of UPN "Veteran" East Java students. According to Armstrong and Kotler (2018), there are several price indicators used to weigh and analyze Samsung Smartphone research.

1. Price affordability, namely the expectations of Samsung Smartphone buyers in purchasing. Samsung Smartphone buyers will find products whose prices can be reached by buyers according to their Smartphone specifications
2. Price suitability with product quality, namely, consumers generally do not feel burdened if they have to make purchases at relatively high prices if the quality of the Samsung Smartphone product is good
3. Price suitability with benefits, namely Samsung Smartphone buyers sometimes ignore the price of a product but prioritize the benefits of the product

4. Price competitiveness, namely, the Samsung Smartphone company sets the selling price of a Samsung Smartphone product by considering the prices of products sold by other competitors so that the products sold can survive in the market

### **Product Quality**

According to Yafie, Surhayono, & Abdillah (2016), product quality is one of the main positioning tools for marketers, product quality is also the activity of procuring goods according to the business carried out by the company with good quality or quality. Meanwhile, according to Kotler and Armstrong (2012), product quality is the ability of a product to display its function; this includes the time of use, reliability, ease of use and repair, and other values. In addition, According to Keller and Kotler (2016), marketers explain product quality according to the durability and use of buyers or markets. The following is a classification of products according to Kotler and Keller.

1. Product durability, namely nondurable goods and durable goods
2. Consumer or industrial goods, namely goods classified based on shopping habits, shopping goods according to quality, and unique goods

From the definition and classification of product quality it is expected to influence the purchasing decision of Samsung smartphones among of UPN "Veteran" East Java students. According to Widyasari and Setiyana (2019), five indicators of product quality can be used in Samsung smartphone research, namely.

1. Product characteristics, namely consumers know the advantages or other functions of Samsung Smartphone products that are not owned by other products
2. Conformity to specifications, namely consumers measure Samsung Smartphone products by the quality standards that have been set
3. Durability, namely, consumers assess a Samsung Smartphone product can be used by buyers for a long time and is still in good condition
4. Reliability, namely, consumers ensure that the Samsung Smartphone product produced will not be damaged
5. Design, namely consumers assess a Samsung Smartphone product from the specifications, appearance of the cellphone, color, and others

### **Purchase Decision**

According to Kotler and Keller (2016), consumer purchasing decisions are the final decisions individuals and households make to purchase goods and services for personal consumption. Meanwhile, according to Kosasih (2016), purchasing decisions are a problem-solving process that can be completed by recognizing problems, seeking information, evaluating alternatives, purchasing decisions, and post-purchase evaluations. In addition, there are seven parts to the purchasing decision process, according to Keller and Kotler (2016).

1. Initiator, the first individual who realizes a need or problem, requires a solution by purchasing a product or service
2. Influencer, an individual who provides influence who provides advice, opinions, or recommendations that influence the choice of product or service
3. Decision maker, an individual with the authority to determine a product or service to purchase.
4. Approver, an individual who permits a purchasing decision

5. Information recipient, an individual who controls the flow of information and access to specific purchasing options
6. Buyer, an individual who directly carries out the process of purchasing a product or service
7. User, a person who uses the service or product that has been received

From the definition and Role in the Purchasing Decision Process, Based on Keller and Kotler (2020), several indicators of purchasing decisions can be used in Samsung smartphone research.

1. Confidence in a Samsung Smartphone product refers to the level of consumer trust in the quality or benefits of the product provided
2. Habits that make product purchases, namely referring to consumer behavior that repeatedly chooses to buy Samsung Smartphone products, this habit is formed from previous good experiences with the product
3. Recommend products to others, namely consumers who feel comfortable with Samsung Smartphone products tend to share their good experiences and recommend Samsung Smartphone products to others
4. Repeat product purchases, namely satisfied consumers, will repurchase the same Samsung Smartphone product, which becomes consumer loyalty to Samsung Smartphone products

## RESEARCH METHOD

The type of research used is associative research with a quantitative approach through observation of the UPN “Veteran” East Java student population. Data were collected using a structured questionnaire distributed via Google Forms, consisting of closed-ended items measured on a Likert scale. According to Sugiyono (2019), associative research is a formulation of a research problem that has a relationship between two or more variables. Meanwhile, according to Sugiyono (2018), quantitative research is research based on positivism to examine a particular population or sample and random sampling with data collection using statistical data analysis instruments. Therefore, the data obtained is in the form of primary data and secondary data.

In this study, the author uses nonrandom sampling/nonprobability sampling with several sample criteria for respondents used for the study, namely as follows. UPN “Veteran” East Java students have bought Samsung Smartphone products. Besides that, UPN “Veteran” East Java students were chosen as the population to find out how much influence brand image, price, and product quality have on purchasing decisions for Samsung smartphone products among them.

Sampling measurements are carried out through statistics or based on research estimates to determine the sample size taken when researching an object. This sampling must be carried out in such a way that a sample is obtained that can describe the actual state of the population. The sample was obtained from a questionnaire by distributing a questionnaire created by the researcher with a Google Form online to UPN “Veteran” East Java students who purchased Samsung smartphone products. The population in this study, namely students of UPN “Veteran” East Java, totals 22,976 students. The sample calculation was carried out using the Slovin method using the following formula.

$$n = \frac{N}{1 + \frac{N \cdot E^2}{22.976}}$$

$$n = \frac{22.976}{1 + \frac{22.976 \cdot (0,08)^2}{22.976}}$$

$$n = \frac{22.976}{1 + 22.976 \cdot 0,0064}$$

$$n = \frac{22.976}{1 + 147,0464}$$

$$n = \frac{22.976}{148,0464}$$

$$n = 155,19$$

$$n \approx 156$$

Based on the calculation results from the formula above, the sample size needed in this study was obtained, namely 156 respondents of UPN “Veteran” East Java students who purchased Samsung smartphones.

**RESULTS AND DISCUSSION**

**SPSS Analysis**

**Simple Regression Analysis**

The Simple Linear Regression test results can be obtained by conducting a simple regression analysis test using the enter method through the SPSS test. The method and results of the Simple Linear Regression test are as follows.

**Table 1**  
**Variables Entered in the SPSS Simple Regression Analysis Test**

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
X1	Brand Image <sup>b</sup>		Enter
X2	Price <sup>b</sup>		Enter
X3	Product Quality <sup>b</sup>		Enter
a. Dependent Variable: Purchase Decision			
b. All requested variables entered.			

Source: Research Data, 2025

Table 1 explains the variables entered and the methods used. In this case, the variables entered are brand image, price, and product quality as independent variables and purchase decision as dependent variables using the enter method.

**Table 2**  
**Coefficient of Determination (R<sup>2</sup>) for Simple Regression between Each Independent Variable and Purchase Decision**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
X1	.686 <sup>a</sup>	.471	.468	1.805

X2	.667 <sup>a</sup>	.444	.441	1.849
X3	.606 <sup>a</sup>	.367	.363	1.975

a. Predictors: (Constant), Brand Image, Price, and Product Quality

Source: Research Data, 2025

In Table 2, the Brand Image variable shows the magnitude of the correlation/relationship value (R), which is 0.686. From the output, the coefficient of determination (R Square) is 0.471, which means that the influence of the independent variable (Brand Image) on the dependent variable (Purchase Decision) in UPN “Veteran” East Java students is 47.1%. In addition, the Price variable shows the magnitude of the correlation/relationship value (R), which is 0.667. From the output, the coefficient of determination (R Square) is 0.444, which means that the influence of the independent variable (Price) on the dependent variable (Purchase Decision) in UPN “Veteran” East Java students is 44.4%. Meanwhile, the Product Quality variable shows the magnitude of the correlation/relationship value (R), 0.606. From the output, the coefficient of determination (R Square) is 0.367, which means that the influence of the independent variable (Product Quality) on the dependent variable (Purchase Decision) in UPN “Veteran” East Java students is 36.7%.

**Table 3**  
**Results of the F Test of Simple Regression Analysis**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
X1	Regression	446.489	1	446.489	137.083	<,001 <sup>b</sup>
	Residual	501.588	154	3.257		
	Total	948.077	155			
X2	Regression	421.333	1	421.333	123.182	<,001 <sup>b</sup>
	Residual	526.744	154	3.420		
	Total	948.077	155			
X3	Regression	347.626	1	347.626	89.157	<,001 <sup>b</sup>
	Residual	600.451	154	3.899		
	Total	948.077	155			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Price, and Product Quality

Source: Research Data, 2025

In Table 3, the brand image variable is known that the calculated F value = 137,083 with a significance level of 0.001 <0.05, so the regression model can be used to predict the participation variable, or in other words, there is an influence of the Brand Image variable on the Purchase Decision variable in UPN “Veteran” East Java students. In addition, the price variable is known that the calculated F value = 123,182 with a significance level of 0.001 <0.05, so the regression model can be used to predict the participation variable, or in other words, there is an influence of the Price variable on the Purchase Decision variable in UPN “Veteran” East Java students. Meanwhile, the Product Quality variable is known that the calculated F value = 89,157 with a significance level of 0.001 <0.05, so the regression model can be used to predict the participation variable, or in other words, there is an influence of

the Product Quality variable on the Purchase Decision variable in UPN “Veteran” East Java students.

**Table 4**  
**Results of Simple Regression Analysis T-Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
X1	(Constant)	4.188	1.055		3.970	<,001
	Brand Image	.737	.063	.686	11.708	<,001
X2	(Constant)	4.185	1.113		3.761	<,001
	Price	.758	.068	.667	11.099	<,001
X3	(Constant)	3.545	1.373		2.582	.011
	Product Quality	.609	.065	.606	9.442	<,001

a. Dependent Variable: Purchase Decision

Source: Research Data, 2025

In Table 4, the Brand Image variable has a significance value from the T-test result table obtained from a significance value of  $0.001 < 0.05$ , so it can be concluded that H1, the Brand Image variable, has a positive and significant effect on the Purchase Decision variable in UPN “Veteran” East Java students according to the indicators Koller and Keller (2016), namely recognition, reputation, attraction, loyalty. In addition, the Price variable has a significance value from the T-test result table obtained from a significance value of  $0.001 < 0.05$ , so it can be concluded that H2, the Price variable, has a positive and significant effect on the Purchase Decision variable in UPN “Veteran” East Java students according to the indicators Armstrong and Kotler (2018), namely price affordability, price suitability with product quality, price suitability with benefits, and price competitiveness. Meanwhile, the Product Quality variable has a significance value from the T-test result obtained from a significance value of  $0.001 < 0.05$ , so it can be concluded that H3, the Product Quality variable, has a positive and significant effect on the Purchase Decision variable in UPN “Veteran” East Java students according to Widyasari and Setiyana (2019), namely product characteristics, conformity to specifications, durability, reliability, and design.

In contrast to the F-test, the T-test in simple regression analysis measures hypotheses 1 to 3, while the F-test in simple regression analysis does not measure the hypothesis but instead uses the F-test in multiple regression analysis to measure hypothesis 4.

**Multiple Regression Analysis**

The results of the Multiple Linear Regression test can be obtained by conducting multiple regression analysis testing using the enter method through the SPSS test. The methods and results of the Multiple Linear Regression test are as follows.

**Table 5**  
**Variables Entered in the SPSS Multiple Regression Analysis Test**

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method

X1, X2, X3	Brand Image, Price, Quality Product <sup>b</sup>	.	Enter
a. Dependent Variable: Purchase Decision			
b. All requested variables entered.			

Source: Research Data, 2025

Table 5 explains the variables entered and the methods used. In this case, the variables entered are Brand Image, Price, and Product Quality as independent variables and Purchase Decision as the dependent variable using the enter method. Before knowing the results of the T test and F test, it is necessary to calculate the results of the T test and F test to determine whether the independent variables influence the dependent variable. The results of the T and F tests are calculated as follows.

1. T Table Test

$$T \text{ table} = t (0,05/2 ; n-k-1) = t$$

$$T \text{ table} = t (0,025 ; 152) = 1,975$$

2. F Tabel Test

$$F \text{ table} = F (k ; n-k) = F$$

$$F \text{ table} = F (3 ; 153) = 2,66$$

**Table 6**  
**Results of the Determination Coefficient Test of Multiple Regression Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
X1, X2, X3	.771 <sup>a</sup>	.595	.587	1.589
a. Predictors: (Constant), Brand Image, Price, Product Quality				

Source: Research Data, 2025

In Table 6, the R Square value is 0.595, which shows the magnitude of the influence of variables X1, X2, and X3 simultaneously on variable Y, which is 59.5%. This means that the variables of brand image (X1), price (X2), and product quality (X3) simultaneously influence the purchasing decision variable (Y) by 59.5% in UPN “Veteran” East Java students.

**Table 7**  
**Results of F Test of Multiple Regression Analysis**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
X1, X2, X3	Regression	564.273	3	188.091	74.491	<,001 <sup>b</sup>
	Residual	383.804	152	2.525		
	Total	948.077	155			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Price, Product Quality						

Source: Research Data, 2025

Table 7 shows that the significance value for the influence of variables X1, X2, and X3 simultaneously on variable Y is 0.001<0.05. The calculated F value is 74.491>F table 2.66,

so it can be concluded that there is a positive and significant influence of H4 of variables brand image (X1), price (X2), and product quality (X3) simultaneously on variable purchase decision (Y) in UPN “Veteran” East Java students.

## CONCLUSION

Based on the results of research conducted by researchers on the Influence of Brand Image, Price, and Product Quality on Purchasing Decisions on Samsung Brand Smartphone Products (Study on UPN “Veteran” East Java Students), the following conclusions can be drawn:

1. The brand image variable (X1) positively and significantly affects the Samsung smartphone brand’s purchase decision variable (Y). This statement is supported by most respondents who are familiar with, consider, and are happy and loyal to having Samsung smartphone products.
2. Price variable (X2) positively and significantly affects the Purchase Decision variable (Y) on the Samsung Smartphone brand. This statement is supported by most respondents looking for affordable prices, quality that matches the price, considering prices with other brands of smartphones, and prioritizing the benefits of buying and having a Samsung Smartphone.
3. Product Quality (X3) positively and significantly affects the Samsung Smartphone brand’s Purchase Decision variable (Y). This statement is supported by most respondents measuring the quality of the established standards, products that can be used for a long time, products that are not damaged, and assessing products from product specifications in having a Samsung Smartphone.
4. Brand Image, Price, and Product Quality (X1, X2, and X3) simultaneously positively and significantly affect the Samsung Smartphone brand’s Purchase Decision variable (Y). This statement is supported by the majority of respondents being sure and believing in the quality or benefits of the decision to buy a product, having a habit of choosing to buy a product, recommending the product, and repurchasing Samsung Smartphone products.

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