

EFFECT OF WORD OF MOUTH, PRODUCT QUALITY, AND PRICE ON XIAOMI SMARTPHONE PURCHASE DECISIONS

(Case Study of West Bekasi Residents)

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***Abstract** - This study aims to determine the effect of Word of Mouth, Product Quality, and Price on Purchasing Decisions of Xiaomi Smartphones in West Bekasi. This research was conducted using a purposive type of Non-Probability sampling technique that is sampling technique with certain considerations. The consideration chosen is the Xiaomi smartphone users who have made a purchase decision of 100 respondents. This study uses path analysis. The data used in this study are primary and secondary data. Data collection techniques using questionnaires. The results of the research prove that (1) word of mouth influences the purchasing decision of Xiaomi smartphone; (2) product quality influences the purchasing decision of Xiaomi smartphone; and (3) price influences the purchasing decision of Xiaomi smartphone.*

***Keywords:** word of mouth, product quality, price, and purchasing decision*

I. PENDAHULUAN

The development of the business world from all sectors, both the goods sector and the service sector, is currently growing. One of the sectors that is experiencing very rapid development is telecommunication technology, this is shown by the increasing number of smartphone users. Consumer choices on smartphones are increasingly diverse. Currently, smartphones are no longer considered luxury goods, but have become a basic need for almost all individuals because the use of telecommunications devices is currently considered to facilitate one's work. Especially in the increasingly sophisticated digital era, all information from all centers of the world is easy to obtain.

Competing in Indonesia starting from smartphone brands that have long been known to the public such as Samsung to new brands that have enlivened the smartphone market in Indonesia such as Xiaomi, Oppo, Vivo, Realme, and others. This kind of smartphone market causes intense competition among competitors in the telecommunications business.

Gambar 1.1 Top Five Smartphone Vendors in Indonesia

| 2018 | | 2019 | |
|-----------|--------------|-----------|--------------|
| Vendor | Market Share | Vendor | Market Share |
| SAMSUNG | 27.0% | SAMSUNG | 26.9% |
| MI Xiaomi | 20.7% | OPPO | 21.5% |
| OPPO | 19.7% | VIVO | 17.0% |
| VIVO | 11.8% | MI Xiaomi | 16.8% |
| REALME | 1.6% | REALME | 6,1% |

Sumber : IDC Quarterly Mobile Phone Tracker 2019 (For Internal Use Only)

Figure 1.1 above shows that in 2018 Samsung still occupies the first position of the largest smartphone vendor in Indonesia. This South Korean vendor has widened the gap with Chinese vendors who dominate the top five. Samsung achieved a market share of 27.0%. Furthermore, Xiaomi is in the runner up position, this Chinese vendor controls a 20.7% market share. Then, in 3rd and 4th place there are other Chinese vendors, namely Oppo and Vivo which dominate the Indonesian cellphone market 19.7% and 11.8%. And, the 5th position is occupied by the newcomer brand Realme smartphone with a market share of 1.6%.

In 2019, there was a change from the Top Five Smartphone Vendors in Indonesia, namely Oppo, which increased its market share to 21.5%, and Vivo, which increased its market share to 17.0%. The two vendors managed to shift the position of Xiaomi, which was previously in 2nd place to 4th place with a market share of 16.8%. And, the last position is still occupied by Realme with an increase in market share to 6.1%.

Xiaomi was founded by eight partners on June 6, 2010. In the first phase of investment investor funding, including Temasek Holdings, a Singapore government-owned investment company, Chinese capital financing firm IDG Capital and Qiming Venture Partners, and processor developer company Qualcomm. On August 16, 2010, Xiaomi officially launched an Android-based Firmware, namely MIUI. Xiaomi released its first smartphone in August 2011 and experienced a rapid increase in market share in China which made it the largest smartphone company in China in 2014. In 2017 Xiaomi became the 5th largest smartphone company in the world. The price of a Xiaomi smartphone is almost equal to the price of its raw material, without sacrificing the quality and performance of the components. (mi.com)

II. Literatur Review

2.1 Research Review

The first research was conducted by Suri Amilia and M. Oloan Asmara Nst (2017). This research was conducted to examine the effect of brand image, price and product quality on purchasing decisions for Xiaomi brand cellphones in Langsa city, this study uses quantitative methods by conducting observations, interviews, and questionnaire and using multiple linear regression. The results of the study concluded that the price and product quality had an effect on purchasing decisions.

The second research was conducted by Nurmin Arianto and Adzmi Fahmi Albani (2018). This study was conducted to examine the influence of product quality and price on smartphone purchasing

decisions at the Samsung Store Mall Bintaro. The results showed that product quality and price significantly influence smartphone purchasing decisions at Samsung Store Mall Bintaro, this study uses a quantitative method which is carried out by distributing questionnaires. The analysis used in this research is the validity test and reliability test. The results of the study concluded that product quality and price had an influence on purchasing decisions.

The third research was conducted by Ahmad Nazarudin et al., (2019) This research was conducted to examine the effect of price and promotion on purchasing decisions for Asus brand laptops in management students. This study used quantitative methods, data collection techniques used questionnaires, and the sampling used purposive sampling . Data analysis using descriptive analysis method. The results showed that the price had an effect on purchasing decisions.

The fourth research was conducted by Ganda Manurung et al., (2018). This study was conducted to examine the effect of brand equity and word of mouth on purchasing decisions for Oppo smartphones (survey of STIE Sultan Agung students in semester VI of the 2016/2017 academic year). This research uses quantitative methods, data collection techniques using questionnaires, interviews, and documentation. Sampling using purposive sampling. Data analysis used multiple linear regression analysis and correlation test. The results showed that word of mouth had an effect on purchasing decisions.

The fifth research was conducted by Kadek Ayuk Riska Oktavenia and I Gusti Agung Ketut Sri Ardani (2019). This research was conducted to examine the effect of product quality on purchasing decisions for Nokia mobile phones with brand image as a mediator. This research uses quantitative methods, data collection techniques using a questionnaire. Sampling using nonprobability sampling, especially accidental sampling or convenience sampling. Data analysis used Partial Least Square (PLS) Analysis. The results showed that product quality had a significant positive effect on purchasing decisions, brand image had a significant positive effect on purchasing decisions, product quality had a significant positive effect on their image and brand image mediated the effect of product quality on purchasing decisions.

The sixth study was conducted by Amron Amron (2018), this study was entitled The Influence of Brand Image, Design, Feature, and, Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. Data collection techniques in this study using a questionnaire. Sampling using purposive sampling method. Data analysis used the coefficient of determination (KD). Data management using SPSS. The results showed that the variables of brand image, product design, features, and prices have an effect on the purchasing decisions of users on Apple iOS smartphones.

The seventh study was conducted by Devisha Singh, and A.S. Suresh (2019) this research is entitled Factors affecting Consumer Purchase Decision for Smartphones in India. Data collection techniques in this study using a questionnaire. Sampling using Non-Probability / Convenience Sampling. The results show that the results of this study indicate that respondents know about Xiaomi as a smartphone brand, and respondents know about the brand names Redmi and Mi, this result is ironic because Xiaomi is the brand name for Redmi and Mi phones. Purchasing factors Word of Mouth, Advertisements Micro Influencers, Co-workers, Online Reviews, Personal Research, and Family and Friends influence this research.

The eighth research was conducted by Dewi Muliasari (2019), this study was entitled The Effect of Product Price and Product Quality on Purchasing Decisions for Samsung Brand Handphones Among STIE AAS Surakarta. Data collection techniques in this study using a questionnaire. Sampling using purpose sampling method. Data analysis used Classical Assumption Test and Hypothesis Test. The results showed that the purchasing decision variable can be explained by the variable price and product quality has a positive effect on purchasing decisions.

2.2 Definition of Marketing

According to Kotler and Keller (2016) states that: "marketing is meeting needs profitability", the meaning of this expression is that marketing is something that is done to meet every need (consumer needs) in ways that benefit all parties. The formal definition offered by the American Marketing Association (AMA) cited by Kotler and Keller (2016), the definition of marketing is as follows: "Marketing is an organizational function and a series of processes for creating, communicating, and providing value to customers in a way that benefits organizations and stakeholders. interests ". The marketing definition put forward by these experts can be seen that marketing is a system of interconnected business activities aimed at planning, distributing and promoting goods and services carried out by companies to meet consumer wants and needs.

2.3 Word of Mouth

Word of mouth (word of mouth) usually occurs when consumers or customers talk about services, brands, and product quality that have been used to others. According to Priansa (2017: 339) word of mouth is a marketing activity in providing information on a product or service from one consumer to another consumer to talk about, promote and want to sell a brand to others.

According to Sunyoto (2015: 159), that customers will talk to other customers or other people about their experience using the product they buy, so advertising through word of mouth is a reference from other people, this reference is done by word of mouth and this advertising activity is very simple but surefire way to sell products. Communication according to Dimiyati (2016: 21) is defined as the exchange and sharing of meaningful and timely information informally, between buyers and sellers.

2.4 Product Quality

According to Kotler and Keller (2016: 347) Product quality is the ability of a product to carry out its functions, these capabilities include durability, reliability, accuracy produced by the product as a whole. Companies need to continue to improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases.

2.5 Price

According to Suparyanto (2015: 141), price is the amount of something that has a general value in the form of money that must be sacrificed to get a product. According to Kotler and Keller (2016: 484), there are four indicators that characterize prices, namely: (1) Price affordability, (2) Price compatibility with product quality, (3) Price compatibility with benefits, (4) Price according to ability or competitiveness price.

2.6 Purchasing Decision

According to Kotler and Keller (2016: 198), the purchase decision process is an evaluation stage, consumers form preferences between brands in each choice and can also form an intention to buy the most preferred brand. In carrying out purchase intentions, consumers can produce as many as five sub-categories: brand, dealer, quantity, time, and payment method.

According to Kotler and Keller (2016: 200) Consumer decisions to modify, delay, or avoid purchasing decisions are strongly influenced by one or more types of perceived risk:

1. Functional risk: The product does not meet expectations.
2. Physical risks: This product threatens the physical health or health of the user or other person.
3. Financial risk: The product is not worth the price paid.
4. Social risks: This product generates embarrassment in front of others.
5. Psychological risk: The product affects the mental health of the user.
6. Time risk: Product failure generates an opportunity cost of finding another satisfactory product.

III. Research Methode

The strategy used in this study is to use a quantitative approach, namely a causal associative research strategy. Causal associative research is research that aims to determine cause and effect (Sugiyono, 2017: 37). In this study, the causal associative research strategy was used to explain the effect of word of mouth (X1), product quality (X2), and price (X3) on purchasing decisions (Y). Population is not just the number of objects / subjects studied, but includes all the characteristics / properties possessed by the subject or object (Sugiyono, 2017: 80).

The population in this study were residents of West Bekasi who used Xiaomi smartphones whose number and size were not known with certainty. The sampling technique used was non-probability sampling purposive type. Sugiyono (2017: 84) states that non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples. Meanwhile, purposive is a sampling technique with certain considerations.

The type of data used in this study is primary data. According to Sugiyono (2017: 137) primary data is data that comes from original or first sources, which researchers collect to answer problems found in research which are obtained directly from sources, both interviews and through questionnaires. The primary data collection method used in this study was a questionnaire. The questionnaire is a way of collecting data by giving questions / written statements to respondents to be asked for answers about word of mouth, product quality, prices, and purchase decisions.

Tabel 3.1. Skala *Likert* for Research Instruments

| No. | Skala | Keterangan | Skor |
|-----|-------|---------------------|------|
| 1 | SS | Sangat Setuju | 4 |
| 2 | S | Setuju | 3 |
| 3 | TS | Tidak Setuju | 2 |
| 4 | STS | Sangat Tidak Setuju | 1 |

Sumber : Sugiyono (2017: 93)

IV. RESEARCH RESULTS AND DISCUSSION

Respondent Data

The following is a description of the identity of the research respondents consisting of gender, age, occupation, and income:

Tabel 4.1. Data Profil Responden

| Keterangan | Total | Persentase |
|-----------------------|-------|------------|
| Jumlah Sampel | 100 | 100% |
| Jenis Kelamin: | 36 | 36 |
| Laki – laki | 64 | 64 |
| Perempuan | | |

| | | |
|------------------------------|----|----|
| Usia: | | |
| 13 – < 18 Tahun | 11 | 11 |
| 18 – < 23 Tahun | 40 | 40 |
| 23 – < 28 Tahun | 28 | 28 |
| 28 – 32 Tahun | 5 | 5 |
| > 32 Tahun | 16 | 16 |
| Pekerjaan: | | |
| Pelajar/Mahasiswa | 40 | 40 |
| Karyawan Swasta | 32 | 32 |
| Wiraswasta | 4 | 4 |
| ASN | 1 | 1 |
| Lainnya | 23 | 23 |
| Pendapatan Perbulan : | | |
| < Rp 500.000 | 37 | 37 |
| Rp 500.000 – Rp 2.000.000 | 12 | 12 |
| Rp 2.000.000 – Rp 5.000.000 | 33 | 33 |
| Rp > 5.000.000 | 18 | 18 |

Sumber : Data diolah 2020

The table above shows as many as 64 users or 64% of respondents are dominated by female gender. The remaining 36 users or 36% of the respondents were male. Most of the respondents were aged 18 - <23 years as many as 40 users (40%), 11 users aged 13 - <18 years (11%), 28 users aged 23 - <28 years (28%), ages 28 - 32 5 users (5%), and 16 users > 32 years old (16%). In addition, based on table 4.1 it can be seen that 40 users (40%) are dominated by students, 32 users (32%) work as private employees, 4 users (4%) work as entrepreneurs, 1 user (1%) work as ASN, and 23 users (23%) in other occupations. As for the monthly income, it is dominated by the category <Rp. 500,000 as many as 37 users (37%), and the Rp. 500,000 - Rp. 2,000,000 category puts the lowest position at 12 users (12%).

4.2. Convergent Validity

Convergent Validity is done by looking at the item reliability (validity indicator) which is indicated by the loading factor value. Loading factor is a number that shows the correlation between the score of a question item with the score of the indicator construct that measures the construct. The loading factor value is greater than 0.70 which is said to be valid.

Tabel 4.2. Outer Loading

| Korelasi Indikator dengan Variabel | Loading Factor | T-statistic | Keterangan |
|------------------------------------|----------------|-------------|------------|
| X1.1 <- X1 Word of Mouth | 0.924 | 45.519 | Valid |
| X1.2 <- X1 Word of Mouth | 0.937 | 52.848 | Valid |
| X1.3 <- X1 Word of Mouth | 0.948 | 98.756 | Valid |
| X2.1 <- X2 Kualitas Produk | 0.865 | 30.071 | Valid |
| X2.2 <- X2 Kualitas Produk | 0.872 | 29.335 | Valid |

| | | | |
|------------------------------|-------|--------|-------|
| X2.3 <- X2 Kualitas Produk | 0.781 | 14.628 | Valid |
| X2.4 <- X2 Kualitas Produk | 0.834 | 17.834 | Valid |
| X2.5 <- X2 Kualitas Produk | 0.75 | 12.521 | Valid |
| X2.6 <- X2 Kualitas Produk | 0.855 | 25.01 | Valid |
| X2.7 <- X2 Kualitas Produk | 0.88 | 28.187 | Valid |
| X2.8 <- X2 Kualitas Produk | 0.857 | 29.935 | Valid |
| X3.1 <- X3 Harga | 0.866 | 23.655 | Valid |
| X3.2 <- X3 Harga | 0.904 | 34.156 | Valid |
| X3.3 <- X3 Harga | 0.909 | 38.145 | Valid |
| X3.4 <- X3 Harga | 0.914 | 31.32 | Valid |
| Y.1 <- Y Keputusan Pembelian | 0.846 | 28.174 | Valid |
| Y.2 <- Y Keputusan Pembelian | 0.706 | 8.794 | Valid |
| Y.3 <- Y Keputusan Pembelian | 0.763 | 12.971 | Valid |
| Y.4 <- Y Keputusan Pembelian | 0.869 | 36.517 | Valid |
| Y.5 <- Y Keputusan Pembelian | 0.868 | 23.302 | Valid |
| Y.6 <- Y Keputusan Pembelian | 0.896 | 47.841 | Valid |
| Y.7 <- Y Keputusan Pembelian | 0.802 | 15.578 | Valid |

Sumber : Tampilan Output PLS

From table 4.2 it can be seen that some validity values for each indicator of each latent variable are good because they have a loading factor value of more than 0.70.

Tabel 4.3. Composite Reliability, Cronbach Alpha, dan AVE

| | Cronbach's Alpha | Reliabilitas Komposit | Rata-rata Varians Diekstrak (AVE) |
|----------------------------|------------------|-----------------------|-----------------------------------|
| WORD OF MOUTH | 0.93 | 0.955 | 0.877 |
| KUALITAS PRODUK | 0.939 | 0.95 | 0.702 |
| HARGA | 0.92 | 0.944 | 0.807 |
| KEPUTUSAN PEMBELIAN | 0.92 | 0.936 | 0.678 |

Sumber : Output PLS

From table 4.3 it can be seen that the construct (word of mouth, product quality, price, and purchase decision) has a good value because it has a composite reliability value of more than 0.60 and an AVE value of more than 0.50.

4.3. Discriminant Validity

Discriminant validity is used to ensure that each concept of a latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the greatest loading value with other loading values against other latent variables. The results of discriminant validity testing were obtained as follows:

Tabel 4.4. Discriminant Validity

| | <i>Word Of Mouth</i> | Kualitas Produk | Harga | Keputusan Pembelian |
|-------------|----------------------|------------------------|--------------|----------------------------|
| X1.1 | 0.924 | 0.662 | 0.545 | 0.721 |
| X1.2 | 0.937 | 0.712 | 0.555 | 0.745 |
| X1.3 | 0.948 | 0.768 | 0.7 | 0.856 |
| X2.1 | 0.736 | 0.865 | 0.631 | 0.706 |
| X2.2 | 0.723 | 0.872 | 0.601 | 0.715 |
| X2.3 | 0.653 | 0.781 | 0.541 | 0.69 |
| X2.4 | 0.62 | 0.834 | 0.684 | 0.668 |
| X2.5 | 0.519 | 0.75 | 0.416 | 0.589 |
| X2.6 | 0.506 | 0.855 | 0.635 | 0.657 |
| X2.7 | 0.635 | 0.88 | 0.714 | 0.788 |
| X2.8 | 0.709 | 0.857 | 0.711 | 0.81 |
| X3.1 | 0.446 | 0.562 | 0.866 | 0.662 |
| X3.2 | 0.579 | 0.684 | 0.904 | 0.738 |
| X3.3 | 0.698 | 0.727 | 0.909 | 0.798 |
| X3.4 | 0.575 | 0.683 | 0.914 | 0.692 |
| Y.1 | 0.731 | 0.744 | 0.669 | 0.846 |
| Y.2 | 0.519 | 0.538 | 0.675 | 0.706 |
| Y.3 | 0.606 | 0.557 | 0.626 | 0.763 |
| Y.4 | 0.732 | 0.778 | 0.647 | 0.869 |
| Y.5 | 0.671 | 0.642 | 0.72 | 0.868 |
| Y.6 | 0.79 | 0.814 | 0.736 | 0.896 |
| Y.7 | 0.706 | 0.749 | 0.589 | 0.802 |

Sumber : Output PLS

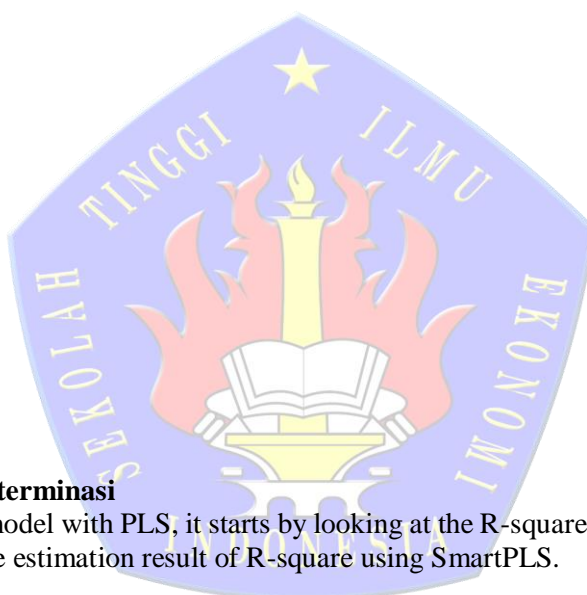
4.4. Uji Kecocokan Model

This model fit test is used to determine whether a model has a fit with the data. Table 4.5 is the result of the outer VIF value using SmartPLS.

Tabel 4.5. Nilai *Outer VIF*

| | VIF |
|-------------|--------------|
| X1.1 | 3.414 |
| X1.2 | 3.899 |
| X1.3 | 4.085 |

| | |
|------|-------|
| X2.1 | 3.716 |
| X2.2 | 3.737 |
| X2.3 | 2.245 |
| X2.4 | 3.04 |
| X2.5 | 2.02 |
| X2.6 | 3.542 |
| X2.7 | 3.984 |
| X2.8 | 3.332 |
| X3.1 | 2.698 |
| X3.2 | 3.345 |
| X3.3 | 3.655 |
| X3.4 | 4.087 |
| Y.1 | 3.608 |
| Y.2 | 2.083 |
| Y.3 | 2.385 |
| Y.4 | 3.886 |
| Y.5 | 3.898 |
| Y.6 | 4.507 |
| Y.7 | 2.889 |



4.5. Uji Koefisien Determinasi

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable. Table 4.6 is the estimation result of R-square using SmartPLS.

Tabel 4.6. Nilai R-Square

| | R Square | R Square Adjusted |
|----------------------------|----------|-------------------|
| KEPUTUSAN PEMBELIAN | 0.845 | 0.84 |

Sumber: Output PLS

Table 4.6 shows the value of Adj. The R-square for the purchasing decision variable is obtained at 0.845. This means that simultaneously the variables of word of mouth, product quality, and price can explain their effect on purchasing decisions by 84.5% and the remaining 15.5% is influenced by other variables.

4.6. Hypotehsist Test

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 4.7 provides the estimated output for testing the structural model.

Tabel 4.7. Path Coefficients

| | Sampel Asli | T Statistik | P Values |
|--|--------------------|--------------------|-----------------|
| Word of Mouth → Keputusan Pembelian | 0.383 | 6.563 | 0.000 |
| Kualitas Produk → Keputusan Pembelian | 0.302 | 4.782 | 0.000 |
| Harga → Keputusan Pembelian | 0.336 | 5.216 | 0.000 |

Sumber : Output PLS

V. Conclusions and Suggestion

5.1 Conslusions

Based on the results of hypothesis testing in this study, it can be concluded that there is an influence between word of mouth, product quality and price on purchasing decisions of Xiaomi smartphones, as follows:

1. Based on the results of the study, it shows that word of mouth has an effect on purchasing decisions for Xiaomi smartphones with a significance of below 5%.
2. Based on the results of the study, it shows that the quality of the product has an effect on purchasing decisions for Xiaomi smartphones with a significance of below 5%.
3. Based on the results of the study, it shows that the price has an effect on the purchase decision of a Xiaomi smartphone with a significance below 5%.

5.2 Suggestion

Based on the research results obtained, the researcher can provide suggestions that can be used as material for management consideration in making policies, especially regarding word of mouth, product quality, and prices on purchasing decisions for Xiaomi smartphones.

1. Xiaomi Smartphone manufacturers should further improve the features of their products so that consumers feel satisfied and recommend xiaomi smartphones to others so as to encourage others to buy xiaomi smartphones.
2. Xiaomi Smartphone Manufacturers should further increase the resilience of their products so that consumers can use xiaomi smartphones for a period of more than 5 years.
3. Xiaomi Smartphone manufacturers should further improve the quality of their products so that consumers are satisfied with the price paid to buy a Xiaomi smartphone and manufacturers can compete with other competitors.
4. Xiaomi Smartphone Manufacturers should intensify promotions so that the public is more familiar with and interested in purchasing a Xiaomi smartphone.

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