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# ANALYSIS OF FACTORS THAT INFLUENCE PURCHASE INTENTION IN SAMSUNG SMARTPHONES

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### ABSTRACT

Samsung smartphones are one of the leading smartphone brands present in Indonesia. In 2019-2023, the market share of Samsung smartphones has decreased. This is due to the large selection of smartphone products present in Indonesia and other consumer complaints that make consumers reconsider their choices. This research aims to reveal: (1) the influence of product quality on purchase intention for Samsung smartphones, (2) the influence of price perception on purchase intention for Samsung smartphones, and (3) the influence of product quality and price perception on purchase intention for Samsung smartphones. The research is quantitative research using survey techniques. The sampling technique is purposive sampling with a sample size of 105 respondents. The data was analyzed using multiple linear regression analysis with the help of SPSS version 25. The research shows that (1) product quality has a positive and significant effect on purchase intention for Samsung smartphones, (2) price perception has a positive and significant effect on purchase intention for Samsung smartphones, and (3) product quality and price perception have a positive and significant effect on purchase intention for Samsung smartphones. Based on the results of this study, the Samsung company should optimize product quality and review the pricing strategy for Samsung smartphones.

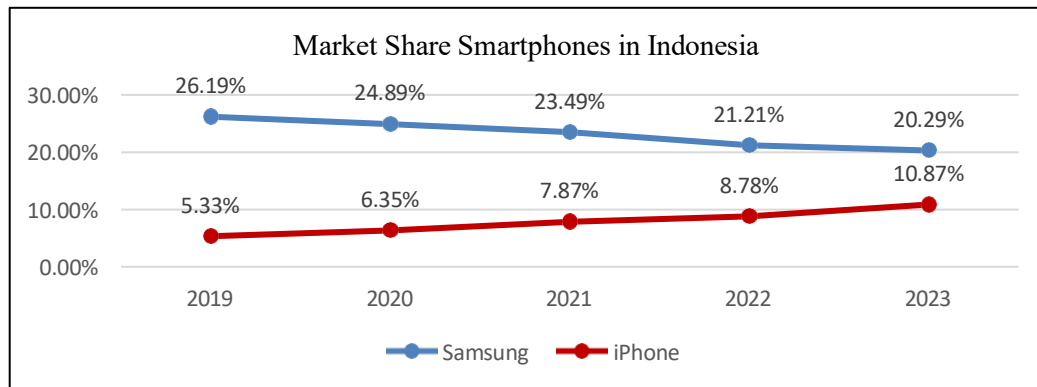
#### **Keywords:**

*Purchase Intention, Product Quality, and Price Perception.*

## 1. Introduction

The development of increasingly sophisticated technology has a positive impact on the lives of every individual. One of the impacts that is felt is the ease of communicating remotely using a smartphone. One of the smartphone brands present in Indonesia is Samsung smartphones.

Samsung smartphones have a market share of 26.19% in 2019. The decline in Samsung smartphone market share began in 2020 with a market share of 24.89%, then decreased to 23.49% in 2021. A similar situation also occurred in 2022 with a market share of 21.21% dropping to 20.29% in 2023 (*statcounter, 2024*).



Source: statcounter, 2024

**Fig. 1.** Market Share Smartphones in Indonesia

The continuous decline in the market share of Samsung smartphones shows that there are indications of a decrease in buying interest in Samsung smartphones caused by the large selection of smartphone products that consumers can choose from (Hutapea & Purwanto, 2022). Changes in consumer buying interest in Samsung smartphones can also be caused by complaints from other consumers that make someone reconsider their choice.

Consumers complained about poor product durability, poor LCD quality, and a mismatch between the price set and the quality obtained. These complaints succeeded in making potential consumers of Samsung smartphones hesitate to buy the product. This change in buying interest also occurred in the people of Gunungkidul Regency.

**Table 1.** Samsung Smartphone User Complaints

Source	Complaints
Complaint from Nirmala Swita (May 1, 2022)	"...I bought the Samsung S20 plus with the hope that it could be used for a long time. However, how disappointed I was when the warranty expired suddenly appeared a green line on my Samsung screen after being charged. Even though the cellphone was not dropped, depressed, and not used when it was charged...Samsung should prioritize quality especially with an expensive price tag. Does it only last 1 year?"
Comment from Fio on Nirmala Swita's complaint (May 1, 2022)	"...the results of my savings plan to buy this type of Samsung, but how come it broke so quickly .. so think again."
Complaint from Adi Pramudinta (June 17, 2023)	"...I would like to express my disappointment with the Samsung S20 Ultra. A flagship product that turned out to have a white LCD and green streaks after an OS update..... Our expectation when buying this flagship and expensive product was an above-average level of durability. However, it turned out to be a disappointment. Or maybe this brand is disappointing. It's time to switch to another brand."
Complaint from Izza Nurlaili (February 9, 2024)	"...Around May/June 2023, my Samsung M62 suddenly had a dead screen, while the phone had never fallen or experienced any interference, and I took it to the Samsung Center. Apparently, I had to replace the LCD at a cost of more than 1 million plus service fees. Then, yesterday suddenly my Samsung Note 20 Ultra screen appeared vertical pink lines after I updated the software..."

Source: Processed secondary data, 2024

Based on the results of an initial survey of the Gunungkidul Regency community, 86.67% of respondents stated that they were not interested in buying a Samsung smartphone. As many as 86.67% of respondents also stated that they no longer make Samsung smartphones their first choice when buying a smartphone. There were 73.33% of respondents reluctant to recommend Samsung smartphones to others.

**Table 2.** Preliminary Survey Results Regarding Interest in Buying Samsung Smartphones

No.	Questions	Yes	No
1	Are you more interested in using Samsung smartphones than other smartphones?	2	13
2	Is a Samsung smartphone your first choice?	2	13
3	Would you be willing to recommend Samsung smartphones to others?	4	11

Source: Primary data, 2024

According to Annisa (2017) as cited by Winarti (2019), buying interest is a consumer response due to stimuli from the products they encounter. Jihad (2023) reveals that buying interest is the result of consumer behavior towards products that arise from consumer confidence in the quality of these products. Based on these two opinions, it can be seen that the purchase stage can be reached if consumers give a positive response to the product they choose.

Product quality is a specification of a product that supports its capability to meet consumer expectations (Kotler & Armstrong as cited by Hidayat & Faramitha, 2022). According to Hidayat & Faramitha (2022) product quality is very important for every consumer because it can affect consumer interest in buying the product, so the quality of a product needs to be managed and adjusted to the benefits expected by consumers.

Based on the results of an initial survey of the Gunungkidul Regency community, 60% of respondents stated that they were not interested in buying Samsung smartphones because they were confident in their good quality. There were 66.67% of respondents who revealed that the quality of Samsung smartphones was no better than other brands of smartphones. Problems regarding product quality can have an impact on decreasing consumer interest in Samsung smartphones if not immediately followed up.

**Table 3.** Initial Survey Results Regarding Samsung Smartphone Product Quality

No.	Questions	Yes	No
1	Are you interested in buying a Samsung smartphone because of your belief in its good quality?	6	9
2	Do Samsung smartphones have better quality than other brands?	5	10

Source: Primary data, 2024

The relationship between product quality and purchase intention in previous studies shows different research results. The results of Fitriani's research (2023) reveal that the purchase intention variable is positively influenced by the product quality variable. The results of Winarti's (2019) research also reveal that the purchase intention variable is significantly influenced by the product quality variable, while the research of Shafitri et al. (2021) shows different research results, namely that there is no influence between product quality and purchase intention.

Price perception is also one of the determining factors that can influence purchase intention. Schiffman & Kanuk (2004) explain that price perception is how consumers perceive the price of a product which can affect purchase intention and consumer satisfaction after purchase. Accuracy in determining the price in accordance with the quality of the product provided to consumers will be profitable for the company so that this needs to be considered properly.

Based on the survey results in the Gunungkidul Regency community, 53.33% of respondents indicated that there was a mismatch between the price and the quality of Samsung smartphone products. Another problem is related to the affordability of Samsung smartphone prices for all groups. According to the initial survey results, 73.33% of respondents expressed their disagreement regarding this matter. Implicitly, respondents revealed that the price of Samsung smartphones is not friendly to consumer's pockets.

**Table 4.** Preliminary Survey Results Regarding Samsung Smartphone Price Perception

No.	Questions	Yes	No
1	Does the price of Samsung smartphones match the quality of the product?	7	8
2	Are Samsung smartphones affordable for everyone?	4	11

Source: Primary data, 2024

The relationship between price perception and purchase intention in previous studies shows different research results. The results of the research by Eksananda et al. (2021) revealed that there is a positive and significant influence between price perception and purchase intention. The results of Prawira (2019) also reveal that the purchase intention variable is positively influenced by the price perception variable, while the results of Nurliati and Mardian (2021) state that there is no influence between price perception and purchase intention.

Based on the above background, the objectives of this study are (1) to analyze the effect of product quality on purchase intention of Samsung smartphones in the people of Gunungkidul Regency, (2) to analyze the effect of price perception on purchase intention of Samsung smartphones in the people of Gunungkidul Regency, and (3) to analyze the effect of product quality and price perception on purchase intention of Samsung smartphones in the people of Gunungkidul Regency.

## 2. Method

### 2.1 Type of Research

This type of research is quantitative research with survey techniques. Sugiyono (2019) defines quantitative research as a research method used to examine certain populations using research instruments to collect data, and analyze data using quantitative statistics, the aim is to test previously formulated hypotheses. Sugiyono (2019) also revealed that survey techniques are used to collect data naturally in a certain place through observation, interviews, or distributing questionnaires.

### 2.2 Research Subjects

The population of this study is the people of Gunungkidul Regency who know the Samsung brand smartphone. The sample in this study amounted to 105 respondents.

### 2.3 Data Collection Techniques

This study uses a questionnaire to collect data. The questionnaire is a data collection technique that allows respondents to answer a number of questions in writing (Sugiyono, 2019). This research questionnaire was measured using a modified Likert scale. The Likert scale is useful for measuring variables with variable indicators as benchmarks for making instruments in the form of statements or questions (Sugiyono, 2019).

### 2.4 Data Analysis Techniques

In this study, the data analysis technique used is multiple linear regression analysis. The function of multiple linear regression analysis is to examine the relationship between the independent variables (product quality and price perception) and the dependent variable (purchase intention of Samsung smartphones).

### 3. Results and Discussion

#### 3.1. Results

##### 3.1.1 Research Instrument Testing

##### 3.1.1.1 Validity Test

**Table 5.** Results of The Validity Test for The Purchase Intention Variable

Variable	Item Number	Pearson Correlation (r)	Product Moment ( $r_{table}$ )	Information
Purchase Intention (Y)	1	0,929	0,361	Valid
	2	0,903		Valid
	3	0,902		Valid
	4	0,888		Valid
	5	0,873		Valid
	6	0,793		Valid
	7	0,796		Valid
	8	0,898		Valid

Source: Processed data, 2024

**Table 6.** Results of The Validity Test for The Quality Product Variable

Variable	Item Number	Pearson Correlation (r)	Product Moment ( $r_{table}$ )	Information
Product Quality (X <sub>1</sub> )	1	0.866	0,361	Valid
	2	0,706		Valid
	3	0,847		Valid
	4	0,889		Valid
	5	0,918		Valid
	6	0,867		Valid
	7	0,912		Valid
	8	0,762		Valid
	9	0,742		Valid
	10	0,901		Valid
	11	0,802		Valid
	12	0,788		Valid
	13	0,889		Valid
	14	0,808		Valid

Source: Processed data, 2024

**Table 7.** Results of The Validity Test for The Price Perception Variable

Variable	Item Number	Pearson Correlation (r)	Product Moment ( $r_{table}$ )	Information
Price Perception (X <sub>2</sub> )	1	0,862	0,361	Valid
	2	0,908		Valid
	3	0,898		Valid
	4	0,841		Valid
	5	0,895		Valid
	6	0,841		Valid
Variable	Item Number	Pearson Correlation (r)	Product Moment ( $r_{table}$ )	Information
	7	0,767		Valid
	8	0,859		Valid

Source: Processed data, 2024

Based on the data in the three tables above, it can be concluded that all statement items for the purchase intention, product quality, and price perception variables are considered valid because they have r-values greater than r-table (0.361).

### 3.1.1.2 Reliability Test

**Table 8.** Results of The Reliability Test

Variable	Cronbach's Alpha	Cronbach's Alpha Limits	Information
Purchase Intention (Y)	0,950	0,60	Reliable
Product Quality (X1)	0,966		Reliable
Price Perception (X2)	0,946		Reliable

Source: Processed data, 2024

The information in table above explains that purchase intention, product quality, and price perception have Cronbach Alpha values of 0.950, 0.966, and 0.946, respectively. This description indicates that the statements in this research questionnaire are considered reliable because they have alpha coefficients greater than 0.60.

### 3.1.2 Inferential Analysis

#### 3.1.2.1 Normality Test

**Table 9.** Results of The Normality Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.43914365
Most Extreme Differences	Absolute	.084
	Positive	.074
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed) <sup>c</sup>		.065

Source: Processed data, 2024

The information in table 9 shows that the data in this study are normally distributed because it has a significance value of 0.065, which is greater than 0.05.

#### 3.1.2.2 Linearity Test

**Table 10.** Results of The Linearity Test

Variable	Significance	Information
Product Quality (X1)	0,930	Linear
Price Perception (X2)	0,379	Linear

Source: Processed data, 2024

The information in table 10 shows that the significance value between the product quality variable and purchase intention is 0.930, and the significance value between the price perception variable and purchase intention is 0.379. According to this description, all variables are considered linear because they have significance values greater than 0.05.

#### 3.1.2.3 Multicollinearity Test

**Table 11.** Results of The Multicollinearity Test

Variable	Tolerance	VIF	Information
Product Quality (X1)	0,836	1,196	Multicollinearity does not occur
Price Perception (X2)	0,836	1,196	Multicollinearity does not occur

Source: Processed data, 2024

The data in table 11 shows that the product quality variable and the price perception variable have the same Tolerance and VIF values, which are 0.836 and 1.196, respectively. Based on this description, it can be concluded that both independent variables are not experiencing multicollinearity because they have VIF values  $\leq 10$  and tolerance values  $\geq 0.1$ .

#### 3.1.2.4 Heteroscedasticity Test

**Table 12.** Results of The Heteroscedasticity Test

Variable	Significance	Information
Product Quality (X1)	0,200	Heteroscedasticity does not occur
Price Perception (X2)	0,564	Heteroscedasticity does not occur

Source: Processed data, 2024

The information in table 12 shows that the significance value for the product quality variable is 0.200 and for the price perception variable is 0.564. Based on table 3.8, both of these independent variables have significance values greater than 0.05, indicating that heteroscedasticity does not occur.

#### 3.1.3 Multiple Linear Regression Analysis

**Table 13.** Results of Multiple Linear Regression Analysis

Variable	Unstandardized B	Std. Error Beta	t	Sig.
(Constant)	12,231	2,444	5,004	0,000
Product Quality	0,198	0,043	4,602	0,000
Price Perception	0,236	0,082	2,863	0,005

Source: Processed data, 2024

Based on the data in table 13, the multiple linear regression equation in this study is formulated as follows.

$$Y = 12,231 + 0,198X_1 + 0,236X_2 \dots \dots \dots [1]$$

The explanation of the multiple linear regression equation above is as follows.

- The constant value of 12.231 means that the purchase intention variable (Y) will be worth 12.231 when the product quality variable (X<sub>1</sub>) and price perception (X<sub>2</sub>) are zero.
- The product quality variable (X<sub>1</sub>) has a positive regression coefficient of 0.198. This value indicates that an increase in the product quality variable (X<sub>1</sub>) can increase purchase intention (Y), while if the product quality variable (X<sub>1</sub>) decreases, purchase intention (Y) will also decrease.
- The price perception variable (X<sub>2</sub>) has a positive regression coefficient value of 0.236. This value indicates that an increase in the price perception variable (X<sub>2</sub>) can increase purchase intention (Y), while if the price perception variable (X<sub>2</sub>) decreases, purchase intention (Y) will also decrease.

#### 3.1.4 Hypothesis Testing

##### 3.1.4.1 Partial Test (t-test)

**Table 14.** Results of The Partial Test (t-test)

Variable	T <sub>value</sub>	Significance	Information
Product Quality	4,602	0,000	Have a positive and significant effect
Price Perception	2,863	0,005	Have a positive and significant effect

Source: Processed data, 2024

An explanation of the t test results in this study is as follows.

a. Product Quality

The data in table 14 shows that the product quality variable has a significance value of  $0.000 < 0.05$  and a t-value  $>$  t-table value of  $4.602 > 1.983495$ . Based on this description, it can be seen that the hypothesis which states that “product quality has a positive and significant effect on buying interest in Samsung smartphones in the people of Gunungkidul Regency” is accepted.

b. Price Perception

The data in table 14 shows that the price perception variable has a significance value of  $0.005 < 0.05$  and a t-value  $>$  t-table value of  $2.863 > 1.983495$ . Based on this description, it can be seen that the hypothesis which states that “price perception has a positive and significant effect on buying interest in Samsung smartphones in the people of Gunungkidul Regency” is accepted.

### 3.1.4.2 Simultaneous Test (F-test)

**Table 15.** Results of The Simultaneous Test (F-test)

Model	F value	Significance	Information
Regression	23,941	0,000	Have a positive and significant effect

Source: Processed data, 2024

The data in table 15 shows that from the results of the F test, the significance value is  $0.000 < 0.05$  and the F-value  $>$  F-table value is  $23.941 > 3.08$ . Based on this description, it is known that the hypothesis which states that “product quality and price perceptions have a positive and significant effect on buying interest in Samsung smartphones in the people of Gunungkidul Regency” is accepted.

### 3.1.5 Coefficient of Determination (Adjusted R Square)

**Table 16.** Results of The Coefficient of Determination (Adjusted R Square) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,565	0,319	0,306	1,453

Source: Processed data, 2024

The data in table 16 shows that the Adjusted R Square test results in this study have a value of 0.306 (30.6%). The Adjusted R Square value explains that 30.6% of interest in buying Samsung smartphones in the people of Gunungkidul Regency is influenced by product quality and price perceptions and the remaining 69.4% is caused by factors not included in this study.

## 3.2. Discussion

### 3.2.1 The Influence of Product Quality on Purchase Intention

The results of this study explain that the product quality variable has a significant value of  $0.000 < 0.05$  with a t-value  $>$  t-table, which is  $4.602 > 1.983495$ . The product quality variable has regression coefficient of 0.198. This value indicates that the regression coefficient of the product quality variable is positive. Based on this explanation, it is evident that the hypothesis stating “product quality has a positive and significant effect on purchase intention” has been proven. The research findings regarding the effect of product quality on purchase intention are relevant to the research by Fitriani (2023) titled “The Effect of Word of Mouth, Product Quality, and Price on Purchase Intention of Xiaomi Smartphone Products (A Case Study of UIN Prof. K.H. Saifuddin Zuhri



Purwokerto Students).” The findings of Fitrian (2023) reveal that the purchase intention variable is positively and significantly influenced by the product quality variable, as evidenced by a significance value of  $0.000 < 0.05$  and a regression coefficient of 0.786. Product quality can influence consumer purchase intention because product quality is a crucial factor considered by consumers when purchasing a product. According to Hidayat & Faramitha (2022), consumers tend to consider the benefits they will gain when owning the desired product. The extent of the benefits from the product is measured based on ease of operation and repair, product reliability, accuracy, product durability, and other attributes (Kotler & Armstrong, as cited by Prawira, 2019).

### *3.2.2 The Effect of Price Perception on Purchase Intention*

The results of this study explain that the price perception variable has a t-value greater than the t-table value, namely  $2.863 > 1.983495$ , and a significance value of  $0.005 < 0.05$ . The regression coefficient for the price perception variable is positive, with a value of 0.236. Based on this explanation, it is evident that the hypothesis stating “price perception has a positive and significant effect on purchase intention” has been proven. The research by Winarti (2019) titled “The Effect of Price Perception, Brand Image, and Product Quality on Consumer Purchase Intention (A Case Study of Xiaomi Smartphone Consumers in South Cikarang)” is relevant to the findings of the research on the impact of price perception on purchase intention. According to the results of Winarti's (2019) study, price perception and purchase intention have a positive and significant relationship, supported by a significance value of  $0.007 < 0.05$ , a t-value greater than the t-table value, namely  $2.768 > 1.984$ , and a regression coefficient of 0.359.

Price perception is the consumer's view of a price that can impact both consumer purchase intention and satisfaction (Schiffman & Kanuk, 2004). This means that the better consumers perceive the price, the more positive the influence on their purchase intention. According to Wiedyani & Prabowo, as cited by Akbar (2023), price perception is closely related to how consumers understand information and interpret the price of a product. Consumers are more likely to feel confident in purchasing a product if the price aligns with their financial capabilities and is proportional to the benefits they receive. On the other hand, if the product price is too high, consumers may hesitate to purchase it and question its value.

### *3.2.3 The Effect of Product Quality and Price Perception on Purchase Intention*

The findings of this study explain that the F-test has a significance value of  $0.000 < 0.05$  and an F-value greater than the F-table value, namely  $23.941 > 3.08$ . Based on this explanation, it is evident that the hypothesis stating “product quality and price perception have a positive and significant effect on Samsung smartphone purchase intention” has been proven. The research by Jihad (2023) titled “The Effect of Price, Product Quality, and Brand Image on Purchase Intention of Used Smartphones in Palopo City” is relevant to the findings on how price perception influences purchase intention. The F-value of  $51.187 > 2.70$  and a significance value of  $0.000 < 0.05$  indicate that price, product quality, and brand image collectively have a positive and significant effect on purchase intention. According to Kotler & Keller, as cited by Fitrian (2023), purchase intention is a consumer response that shows the consumer's interest in a product. A consumer's response to a product is formed from the evaluation they make regarding the product's quality and price perception. Product quality and price are key considerations for consumers in determining the product's feasibility. The alignment between product quality and price can enhance consumer purchase intention for a product.

## **4. Conclusions**

### **4.1 Conclusion**

Based on the results of the research and discussion presented earlier, the conclusions of this study are as follows:

- a. Product quality has a positive and significant effect on the purchase intention of Samsung smartphones among the people of Gunungkidul Regency, meaning that the better the product quality, the higher the purchase intention for Samsung smartphones among the people of Gunungkidul.
- b. Price perception has a positive and significant effect on the purchase intention of Samsung smartphones among the people of Gunungkidul, meaning that the better the price perception, the higher the purchase intention for Samsung smartphones among the people of Gunungkidul.
- c. Simultaneously, both product quality and price perception have a positive and significant effect on the purchase intention of Samsung smartphones among the people of Gunungkidul, meaning that the better the product quality and price perception, the higher the purchase intention for Samsung smartphones among the people of Gunungkidul. The Adjusted R Square value in this study is 0.306, indicating that product quality and price perception influence the purchase intention of Samsung smartphones among the people of Gunungkidul by 30.6%, while the remaining 69.4% is influenced by additional factors not included in this study.

### **4.2 Suggestions**

Based on the research findings, discussion, and conclusions that have been explained previously, the researcher can offer the following suggestions.

- a. For the Company
  - 1) Samsung is expected to improve and optimize the quality of Samsung smartphones in aspects of performance, durability, compliance with specifications, features, reliability, aesthetics, and quality impression so that consumer interest in purchasing Samsung smartphones increases.
  - 2) Samsung is expected to reconsider a more effective pricing strategy while paying attention to aspects of price affordability, price competitiveness, alignment of price with quality, and price in accordance with benefits to increase consumer purchase interest in Samsung smartphones.
- b. For Future Researchers
  - 1) Future researchers need to add variables to be studied in order to generate more diverse information.
  - 2) Increasing the sample size in future research should be done so that the research results can be better interpreted with the population being studied.
  - 3) In the next research, it is better to use a different research method if wanting to use the same variables so that diverse information can be generated.

## **Conflict of interest**

The authors declare no conflict of interest.

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