

Analysis of influencing factors xiaomi mobile phone repurchase decisions

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ABSTRACT

This research aims to determine and analyze the influence of brand image, features and price perceptions on the decision to repurchase Xiami cellphones by students at Wijayakusuma University. The analysis technique used in this research is multiple linear regression analysis with the help of SPSS software. Based on the results of multiple linear regression analysis, the regression equation is obtained, namely $Y = 0.163 + 0.262X_1 + 0.615X_2 + 0.209X_3 + e$. The calculated F value obtained was $44.474 > F$ table 2.70, meaning that the regression model was declared suitable for use in estimating the population. From the results of data analysis it can be obtained that (1) Brand image has a positive and significant influence on repurchase decisions, (2) Features have a positive and significant influence on repurchase decisions, (3) Price perception has a positive and significant influence on repurchase decisions

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1. INTRODUCTION

In the current technological era, communication tools such as gadgets and cellphones are no longer foreign to students (Surveyandini, 2022). Because cellphones are considered a necessity for students. Many people think that cellphones are everything in life. If you don't bring your cellphone when you travel, your life will feel incomplete. Mobile phones (HP) are electronic media communication tools that have the same benefits as conventional telephones but are easy to carry anywhere, easy to use and contain very sophisticated features for communicating. Mobile phones are not only used for making calls, mobile phones also have other benefits such as sending and receiving short messages (SMS). In several countries, mobile phone service providers provide third generation (3G) services which add video phone services, payment tools and online television to the mobile phone (Arum Wahyuni Purbohastuti, 2017).

The development of cellphone technology from the time it first came out until now has been so rapid that cellphone manufacturing companies have to compete fiercely and release new products that can attract consumers to buy their products. There are many cellphone brands on the market such as Samsung, Sony, Lenovo, Huawei, Apple, Asus, Oppo, Nokia, Blackberry, Advan, Xiaomi and many others which makes competition in the market increasingly fierce. Many cellphone vendors release many types of smartphones in one year which makes consumers confused because there are so many choices (Purnama & Hufron, 2018).

Xiaomi is a mobile internet company dedicated to creating user experiences from all aspects. Founded in 2010, the company has quickly become one of the leading technology companies in China. Xiaomi is currently the third largest smartphone manufacturer in the world followed by Lenovo and LG which are fourth and fifth respectively. Samsung still remains in first place even though its production has decreased, and is followed by Apple in second place. Xiaomi also became China's largest smartphone vendor in 2014, after overtaking Samsung, according to an IDC report.

Xiaomi cellphone products continue to innovate in creating sophisticated and modern products to meet the needs of consumers. Xiaomi continues to create new products that are accompanied by new specifications and features that are more sophisticated and complete. This cellphone product is very popular with many Indonesian people from the lower, middle to upper classes because this product has the perception that its price is quite affordable.

During a pandemic like now, smartphones are really needed to carry out work, study and entertainment activities. As an example of the phenomenon (Bisnis.com, 2020), Indonesian people are recorded as continuing to purchase new cellphones produced by manufacturers from China even though the outbreak has put the economy under pressure. In the latest International Data Corporation (IDC) Indonesia report, large manufacturers from the country of bamboo curtains, such as Oppo, Vivo, Xiaomi and Realme, experienced an average annual increase in shipments. Xiaomi is expected to overtake Huawei as the third largest cellphone seller in the world in 2021, behind Samsung and Apple. OPPO and Vivo are also considered to have the potential to overtake Huawei. Market analysis company Strategy Analytics predicts that Xiaomi will overtake Huawei as the third largest smartphone seller in the world this year. Manufacturer from China under Samsung and Apple. Analyst at Strategy Analytics Abhilash Kumar estimates that Xiaomi's market share will increase from 11% last year to 13% in 2021. Meanwhile, Samsung is predicted to reach 20% and Apple 16%. (<https://katadata.co.id/>).

Xiaomi has now become one of the biggest brands in the world by releasing smartphones to become champions in the competition. One of the enthusiasts for Xiaomi smartphones is students, including students. The use of smartphones for students is very important, apart from being a communication tool for students, it can be used as a support tool in lectures, and can be used as a tool to obtain literature material in carrying out course assignments (Purnama & Hufon, 2018).

The increase in purchasing decisions in 2020 could be an indication that Xiaomi smartphone users are more in demand than other products. This is interesting to study further, to find out what things can influence purchasing decisions for Xiaomi brand smartphone users. A consumer purchasing decision is an action taken by a consumer to buy a product. Every manufacturer must implement various strategies so that consumers decide to buy their products. Indonesia has one of the largest market shares for mobile phone products in the world, the reason makes sense because Indonesia is one of the countries with the largest population in Southeast Asia. There are several well-known cellphone brands in Indonesia, including Samsung, Sony, LG, Nokia, Blackberry, Apple iPhone, Motorola, HTC, Microsoft, Oppo, Acer, Asus, Lenovo, Xiaomi, Evercross, Advan, Mito and Nexian. Of these several brands, the Xiaomi brand still penetrates the market share of Indonesian society, especially among students today (Purnama & Hufon, 2018).

When making a decision to purchase a smartphone, there are several things that must be considered, one of which is brand image. Among marketing strategies to win the competition, companies are faced with branding decisions. To create a strong brand, a company must build a mission for its image and a vision of what the brand image should look like. Building a positive brand image can be achieved with a strong marketing program that highlights the advantages of the product and what differentiates it from other products. A positive brand image in the minds of consumers will trigger consumers to refer it to other people.

Based on the results of previous research, it indicates that there is a research gap in brand image variables that influence purchasing decisions, including research by (Arum Wahyuni Purbohastuti, 2017) and (Xian, Gou Li, 2011) which examined the influence of brand image on repurchase decisions. The influence of brand image on repurchase decisions researched by (Arum Wahyuni Purbohastuti, 2017), (Xian, Gou Li, 2011) shows that brand image has a positive effect on repurchase decisions. This is contrary to the results of research conducted which shows that brand image has no effect on purchasing decisions.

Apart from brand image, the next factor that can be a factor in making purchasing decisions are features. According to (Hamidah, Siti; Anita, 2013) features are a competitive tool to differentiate products company to similar products that are its competitors. The features offered to consumers begin with offering complex features. Consumers will always adjust the features of the product to the perception of the price offered (Kotler & Armstrong, 2002). One feature that is currently really needed by society is the internet, which can access all information quickly, cheaply, widely and is able to connect everyone. Day by day the need for the internet is increasing. Especially for young people and urban communities.

Based on the results of previous research, it indicates that there is a research gap in feature variables that influence purchasing decisions, including research by (Arum Wahyuni Purbohastuti, 2017) and (Sari et al., 2014) concluding that features have a significant influence on smartphone purchasing decisions.

Apart from having sophisticated features, Xiaomi also provides the perception of affordable prices for consumers, especially consumers in Indonesia who are very sensitive to price perceptions which can influence someone in making purchasing decisions. According to (Simamora, 2002) perception can be defined as a process by which a person selects, organizes, and interprets stimuli in a meaningful overall picture. Price perception is a flexible marketing mix element, meaning it can be changed quickly according to circumstances. Perception also has a strong influence on consumers. In general, price perception is an important consideration in the purchasing decision process, and most consumers evaluate value (a combination of price and quality perceptions) in purchasing decisions. Determination of price perceptions by sellers will influence consumer purchasing behavior, because the perception of prices that consumers can afford will tend to make consumers purchase the product.

Based on the results of previous research, it indicates that there is a research gap in independent variables that influence purchasing decisions, including research by (Arum Wahyuni Purbohastuti, 2017), and (Irvandy Tamaka, 2013), which examined the influence of brand image on repurchase decisions. The influence of brand image on repurchase decisions researched by (Arum Wahyuni Purbohastuti, 2017), (Irvandy Tamaka, 2013) shows that brand image has a positive effect on repurchase decisions.

From the results of previous research conducted by (Arum Wahyuni Purbohastuti, 2017) and (Irvandy Tamaka, 2013), it was concluded that brand image influences repurchase decisions, research by (Sari et al., 2014) with the title brand image, price and promotion influence the decision to purchase gold jewelry at PT. Pegadaian (Persero) North Manado branch, stated that brand image has an influence on consumer purchasing decisions. (Irvandy Tamaka, 2013) concluded that brand image and brand equity influence consumer repeat purchases of Daihatsu products at PT. Astra International Daihatsu Manado. Research by (Arum Wahyuni Purbohastuti, 2017), (Sari et al., 2014) concluded that features influence repurchase decisions.

The number of students at Wijayakusuma University Purwokerto for the 2016-2023 period was 4,736 people (Wijayakusuma University Purwokerto). A preliminary survey of 50 students at Wijayakusuma University, Purwokerto, was carried out proportionally for each faculty.

From the preliminary survey results, it was found that 35 (60%) students used Xiaomi smartphones. Factors to consider when deciding to buy a Xiaomi smartphone are affordable price and complete features. For those who do not use Xiaomi smartphones, 20 people or 40%, students think that other brands are familiar and that the Xiaomi brand is of poor quality considering it is made in China.

2. RESEARCH METHOD

The type of research used is quantitative research. Quantitative research aims to explain the position of the variables to be studied and the relationship between each variable and the other variables, in other words looking at the relationship between the independent variables (brand image, features and price perception) and the dependent variable, namely the decision to repurchase Xiaomi cellphones.

The population is all Wijayakusuma University Purwokerto students who use or have purchased Xiaomi cellphones with a sample of 100 students.

The sampling technique for determining the sample to be used in this research is purposive sampling. The use of purposive sampling is sampling using certain criteria determined by the researcher, so the samples used are students who have purchased and used Xiaomi cellphones.

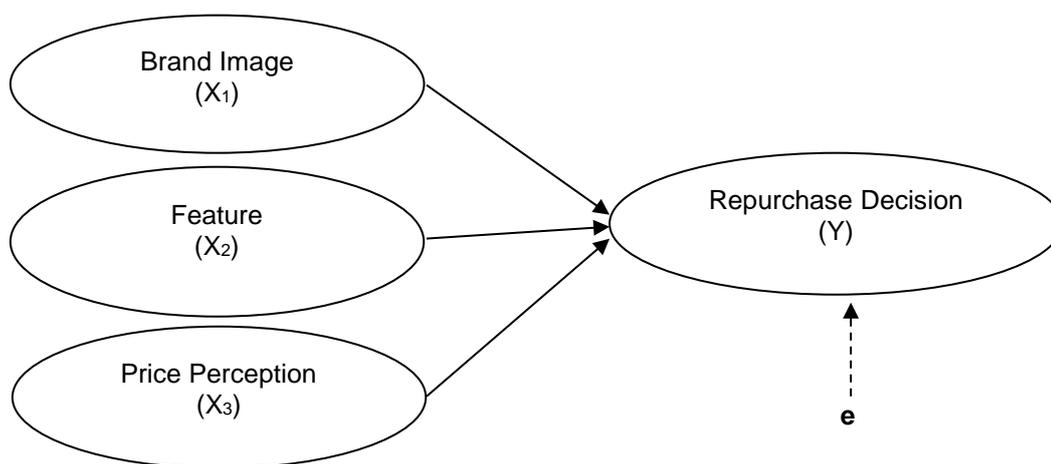


Figure 1. Research design

3. RESULTS AND DISCUSSIONS

The number of respondents when referring to the calculation of the slovin formula is at least 100 respondents. Data collection was carried out by distributing research questionnaires to Wijayakusuma University students. From the results of collecting questionnaires, it is known the characteristics of respondents based on age and gender.

Classical Assumption Test

A model is said to be good enough and can be used to predict if it has passed a series of tests of the underlying classical assumptions. The classical assumption test in this study consists of normality test, multicollinearity test and heteroscedasticity test.

Normality Test

The data normality test is used to see if a data is normally distributed or not. The method used is the kolmogrof-smirnov test with criteria if the value of asymp.sig. (2-tailed) > alpha (0.05), then the data is normally distributed. The results of the normality test can be seen in the following table:

Table 1. Normality Test Results

| Variable | Asymp.Sig | Alpha value | Information |
|-----------------------|-----------|-------------|-------------|
| Standardized Residual | 0,762 | 0,05 | Normal |

Summary based on Table 1 it can be seen that the value of Asymp.Sig is 0.762 and greater than the significant value of 0.05, so it can be concluded that the data used is normally distributed.

Multicollinearity Test

To test the existence of multicollinearity, namely with Variance Inflation Factor (VIF). Multicollinearity will not occur in variables if the VIF value < 10 and the tolerance value > 0.1.

Table 2. Multicollinearity Test Results

| No | Variable | Tolerance | VIF | Information |
|----|------------------|-----------|-------|-----------------------------|
| 1 | Brand Image | 0.782 | 1.279 | No multicollinearity occurs |
| 2 | Feature | 0.762 | 1.313 | No multicollinearity occurs |
| 3 | Price perception | 0.783 | 1.277 | No multicollinearity occurs |

Table 2 above shows that all tolerance values are greater than 0.1 and VIF values are smaller than 10 so it can be concluded that multicollinearity does not occur in multiple linear regression equations.

Heteroscedasticity Test

In this study heteroscedasticity testing was carried out with the Glejser test. If the results are significant, heteroscedasticity can be said. The following table can be seen the results of the heteroscedasticity test with the Park Glejser test. The results of the heterokedasticity test can be seen in the following table:

Table 3. Heteroscedasticity Test Results

| No | Variable | Sig. | Information |
|----|------------------|-------|------------------------------|
| 1 | Brand image | 0.087 | No heteroscedasticity occurs |
| 2 | Feature | 0.372 | No heteroscedasticity occurs |
| 3 | Price perception | 0.231 | No heteroscedasticity occurs |

Based on table 3, it can be known that the results of the heteroscedasticity test obtained significant values of all independent variables > 0.05 , so it can be stated that the regression model does not contain heteroscedasticity.

Multiple Linear Regression Analysis

The results of the analysis obtained multiple regression results as follows:

Table 4. Regression Analysis Test Results

| No. | Variable | Koefisien regresi | t count | Sig |
|---|------------------|-------------------|---------|-------|
| 1 | Brand image | 0,262 | 3,005 | 0,003 |
| 2 | Feature | 0,615 | 7,366 | 0,000 |
| 3 | Price perception | 0,209 | 2,064 | 0,042 |
| Konstanta | | | 0,163 | |
| Coefficient of Determination R ² | | | 0,582 | |
| F count | | | 44,474 | |

Based on the results of multiple linear regression analysis in the table above, the multiple linear regression equation is obtained as follows: $Y = 0.163 + 0.262X_1 + 0.615X_2 + 0.209X_3 + e$

Hypothesis Test (Test t)

The t test is used to determine the effect of each independent variable on the dependent variable. Using 95% confidence level ($\alpha = 0.05$) and degrees of freedom ($df = n-k$) or ($df = 100-4 = 96$) obtained a table t of 1.66088. So it can be concluded that the first hypothesis (H1) which states that brand image has a positive and significant effect on the decision to repurchase Xiaomi mobile phones by Wijayakusuma Purwokerto University students is accepted. The second hypothesis (H2) which states that features have a positive and significant effect on the decision to repurchase Xiaomi mobile phone employees by Wijayakusuma Purwokerto University students is accepted. The third hypothesis (H3) which states that price perception has a positive and significant effect on the decision to repurchase Xiaomi mobile phones by Wijayakusuma Purwokerto University students is accepted.

The Influence of Brand Image on Repurchase Decisions

The results of this study show that brand image has a positive and significant influence on the decision to repurchase XIAOMI mobile phones by students of Wijayakusuma Purwokerto University. This means that if the brand image increases, the level of repurchase decisions for Xiaomi mobile phones by Wijayakusuma Purwokerto University students will also increase.

Consumers assume that well-known brands in the market are safer than brands that are less popular in the market, because brands that are popular in the market provide complete information compared to brands that tend to lag behind in the market. Consumers who have a positive image of a brand will be more likely to make purchases. Seeing increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy consumer needs and desires so that these products are sold in the market. The results of the study are in line with research conducted by Rohati and Tiris (2021) which states that brand image has a positive and significant effect on repurchase decisions.

The Influence of Features on Repurchase Decisions

The results of this study show that features have a positive and significant influence on the decision to repurchase Xiaomi mobile phones by students of Wijayakusuma Purwokerto University. This means that if the features increase, the level of repurchase decisions for Xiaomi mobile phones by Wijayakusuma Purwokerto University students will also increase. Product features can influence consumer decisions to buy a product, because product features are closely attached to a product and are often used by consumers as a basis and consideration for deciding whether or not to buy a good or service offered. Product features are very close to a product as a consideration for making a decision to buy or not the product offered.

The Influence of Price Perception on Repurchase Decisions

The results of this study show that price perception has a positive and significant influence on the decision to repurchase Xiaomi mobile phones by Wijayakusuma Purwokerto University students. This means that if the price perception increases, the level of repurchase decisions for Xiaomi mobile phones by Wijayakusuma Purwokerto University students will also increase. The more price competition, the producer must be able to set a reasonable and affordable price. In pricing one of them is to prevent or reduce competition, it can be done through an appropriate pricing policy. If it is felt that the price set is appropriate and in accordance with the perceived benefits, consumers will continue to use the product repeatedly, consumers also tend to recommend positively to others about products that are felt to provide their own satisfaction compared to products that do not provide benefits in terms of price or benefits. The results of the study are in line with research conducted by Lukiyana and Abdul (2017) and Makaleuw (2018) which states that price perception has a positive and significant effect on repurchase decisions.

4. CONCLUSION

Based on the results of the analysis and discussion of the influence of brand image, features and price perception on the decision to repurchase Xiaomi mobile phones by Wijayakusuma Purwokerto University students, it can be concluded to accept the first, second and third hypotheses which state that brand image, features and price perceptions have a positive and significant effect on the decision to repurchase Xiaomi mobile phones by students at Wijayakusuma Purwokerto University.

The suggestion of this study is that companies should improve the brand image as perceived by consumers by the way the company creates products that are different from other products, strengthens consistent attributes or logos, does not change product names, and offers new products, does not mean replacing old products with new, but by updating products to make them more attractive to consumers, consumers feel happy using them and maintain consumer tastes not to switch to Other brands so that consumers are not saturated and bored.

Companies should always innovate in creating features and product designs, in order to be able to compete with other smartphone brands, so that the existence of new features and designs will always be awaited by consumers and in accordance with consumer expectations and will create purchases. Companies should also offer various price options according to consumer sustainability, of course,

according to the benefits received and convince consumers that low prices do not mean that the products sold are defective, on the contrary, they have benefits and differences with other products.

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