

ABSTRACT

This study aims to examine the factors influencing consumers' attitudes towards purchasing Xiaomi smartphones in Central Java. The development of smartphones has not only changed lifestyles and consumption patterns but also attracted many individuals to well-known brands, despite being hindered by affordability or tempted by cheaper imitations of famous smartphones. Xiaomi has emerged as an attractive alternative due to its high quality yet economical prices, establishing itself as one of the top-selling smartphone brands in Indonesia. Therefore, this research is crucial in determining whether Xiaomi's image and quality as an affordable smartphone brand can still build consumer trust, considering various factors. Additionally, inconsistencies in previous studies regarding the relationship between value consciousness and attitude to purchase intention have been identified. Hence, this study aims to address this gap by investigating the relationship between value consciousness and attitude to purchase intention for Xiaomi smartphones in Central Java through brand image.

The conceptual framework of this study, encompassing value consciousness, status consumption, brand image, and attitude to purchase intention, is derived from existing theories and research. Data collection involved distributing online questionnaires, comprising both open-ended and closed-ended questions, resulting in 220 respondents who had used Xiaomi smartphones at least once. The collected questionnaire data were quantitatively and structurally analyzed using the Structural Equation Modeling (SEM) method with the AMOS (Analysis Moment of Structural) 24 program.

The findings of this study demonstrate that brand image can strengthen the relationship between status consumption in relation to attitude to purchase intention, exerting a significant positive influence. Status consumption significantly and positively affects brand image, and brand image also significantly and positively affects attitude to purchase intention. However, there is a non-significant rejection of hypotheses indicating a negative influence of value consciousness and status consumption on attitude to purchase intention, as well as value consciousness on brand image. The managerial implications suggest using this research as a consideration for Xiaomi's management in formulating product policies when making decisions regarding Xiaomi product marketing in Central Java.

Keywords: *Value Consciousness, Status Consumption, Brand image, Attitude to Purchase Intention.*