

**ANALYSIS OF XIAOMI CELLPHONE'S
WORTHINESS TOWARDS XIAOMI
SMARTPHONE USER STANDARDS IN INDONESIA
THROUGH CUSTOMER EXPERIENCED PRODUCT
QUALITY, SALES PROMOTION, BRAND IMAGE,
SOCIAL INFLUENCE, BRAND PREFERENCE, AND
BRAND BOND**



BACHELOR THESIS

Proposed as one of the requirements to complete the International Undergraduate Program of the Faculty of Economics and Business, Diponegoro University

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