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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DECLARATION OF ORIGINALITY

I, Ahmad Arif Nugroho, hereby undersign and confirm that the thesis titled "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 " is an original work of my own and that this thesis does not contain any ideas, concepts, or works that belong to other authors that I claim as my own., and that items that are of the characteristic of having been published by other academics have been mentioned as references. Prior studies that contributed to this thesis have been acknowledged in accordance with conventional reference norms. The degree and certificate granted to me by the university will be revoked and terminated in accordance with university policies should it be discovered that I have committed duplication or plagiarism of other authors' works.

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MOTTO

اَلَّذِيْنَ قَالَ لَهُمُ النَّاسُ اِنَّ النَّاسَ قَدْ جَمَعُوْا لَكُمْ فَاخْشَوْهُمْ فَزَادَهُمْ اِيْمَانًاۖ وَّقَالُوْا حَسْبُنَا اللّٰهُ وَنِعْمَ الْوَكِيْلُ

(namely) those who (when) people said to them, "Indeed the people (of Quraysh) have gathered (an army) against (you), so fear them," but it increased their faith and they said, "Sufficient is Allah for us and He is the best protector."

(QS. Ali 'Imran: 173)

ABSTRACT

The rapid growth of smartphone usage globally, particularly in Indonesia, has intensified competition among smartphone brands, with Xiaomi emerging as a prominent player. This study examines the factors influencing Xiaomi smartphone users' brand preference and brand bond in Indonesia, utilizing the Theory of Planned Behavior (TPB) as the theoretical framework. The research focuses on variables such as customer experienced product quality, sales promotion, brand image, social influence, brand preference, and brand bond. Data were collected from 151 respondents in Indonesia using a structured questionnaire and analyzed using Structural Equation Modeling (SEM).

The findings reveal that customer experienced product quality, sales promotion, and social influence have a positive but insignificant impact on brand preference, while brand image negatively and insignificantly affects brand preference. In contrast, brand preference significantly and positively influences brand bond. These results partially support previous studies, highlighting the complex dynamics of consumer behavior in the Indonesian smartphone market.

The managerial implications suggest that Xiaomi should focus on enhancing brand preference to strengthen brand loyalty, while also considering the limited impact of sales promotions and social influences. Additionally, the study recommends further research with a more diverse sample and alternative methodologies to validate these findings.

Keywords: Xiaomi smartphone, Theory of Planned Behavior (TPB), Customer Experienced Product Quality, Sales Promotion, Brand Image, Social Influence, Brand Preference, Brand Bond, Indonesian Smartphone user, Xiaomi Smartphone user.

ABSTRAK

Pertumbuhan penggunaan smartphone yang cepat secara global, khususnya di Indonesia, telah meningkatkan persaingan di antara merek-merek smartphone, dengan Xiaomi muncul sebagai pemain utama. Penelitian ini meneliti faktor-faktor yang mempengaruhi preferensi merek dan ikatan merek pengguna smartphone Xiaomi di Indonesia, dengan menggunakan Theory of Planned Behavior (TPB) sebagai kerangka teori. Penelitian ini berfokus pada variabel-variabel seperti kualitas produk yang dialami pelanggan, promosi penjualan, citra merek, pengaruh sosial, preferensi merek, dan ikatan merek. Data dikumpulkan dari 151 responden di Indonesia dengan menggunakan kuesioner terstruktur dan dianalisis menggunakan Structural Equation Modeling (SEM).

Temuan penelitian mengungkapkan bahwa kualitas produk yang dialami pelanggan, promosi penjualan, dan pengaruh sosial memiliki dampak positif tetapi tidak signifikan terhadap preferensi merek, sementara citra merek berpengaruh negatif dan tidak signifikan terhadap preferensi merek. Sebaliknya, preferensi merek secara signifikan dan positif mempengaruhi ikatan merek. Hasil ini sebagian mendukung penelitian sebelumnya, menyoroti dinamika perilaku konsumen yang kompleks di pasar ponsel pintar Indonesia.

Implikasi manajerial menunjukkan bahwa Xiaomi harus fokus pada peningkatan preferensi merek untuk memperkuat loyalitas merek, sementara juga mempertimbangkan dampak terbatas dari promosi penjualan dan pengaruh sosial. Selain itu, penelitian ini merekomendasikan penelitian lebih lanjut dengan sampel yang lebih beragam dan metodologi alternatif untuk memvalidasi temuan ini.

Kata kunci: Smartphone Xiaomi, Theory of Planned Behavior (TPB), Kualitas Produk yang Dialami Pelanggan, Promosi Penjualan, Citra Merek, Pengaruh Sosial, Preferensi Merek, Ikatan Merek, Pengguna Smartphone Indonesia, Pengguna Smartphone Xiaomi.

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1.1 Research background

According to Oxford Living Dictionaries (2017) smartphone defined as a mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, Internet access, and an operating system capable of running downloaded apps. Referring to the definition of smartphone in Oxford Dictionaries smartphone functions aren't limited for solely for communication but it can also operate similarly like computer with more convenient because it in a shape of phone.

Smartphone can be utilized not only for communication bot other things for example for business for example advertisement included in mobile applications provide significant money for publishers, distributors, and service providers (Islam et al., 2010) and the technology industry has seen a reversal of polarity with many interesting advances in the field of information technology first emerging in the consumer market before spreading to other industries (The Economist, 2011). Smartphone also can be utilized for education because nowadays the utilization of mobile phones for internet activities has become a regular practice. The number of mobile consumers accessing the internet exceeds the number of fixed-line internet users and a smartphone equipped with constant connectivity significantly facilitates access to educational resources for students, rendering it an ideal tool for distance learning (Kumar, 2011), Smartphone for both inside and outside the classroom facilitate collaboration between students

and teachers. Students who are on sick leave, facing health issues, or are absent from school for other reasons may attend classes via their smartphone in order to stay up to date with their coursework, thus preventing any academic setbacks resulting from unforeseen circumstances (Page, 2012), and the increasing demand for smartphone, the widespread availability of the Internet, and high-speed mobile browsing are poised to offer an alternative avenue for the delivery of educational services. This will offer users the opportunity to utilize their smartphone for educational benefits during their available time and regardless of their location. In developing countries, smartphone can effectively supplement limited internet and data access, thereby supporting infrastructure and educational development (Pike, 2011).

Smartphone users reach 4.88 billion users around the word approximately 60.42% of global population and will rise up to 6.38 billion (Priori Data, 2024). China leads on Smartphone ownership followed by India and USA while Indonesia follows. With 275.5 million population the smartphone user's coverage with 68.1% with 187.7 million Smartphone devices (Priori Data, 2024).

Table 1.1

Smartphone Users Worldwide

Year	Smartphone Users Worldwide
2014	1 billion
2015	1.21 billion
2016	1.42 billion
2017	1.65 billion
2018	1.95 billion
2019	2.28 billion
2020	2.66 billion
2021	3.02 billion
2022	3.61 billion
2023	4.24 billion
2024*	4.87 billion
2025*	5.27 billion
2026*	5.64 billion
2027*	6.10 billion
2028*	6.23 billion
2029*	6.38 billion

Source: Priori Data 2024

Table 1.2

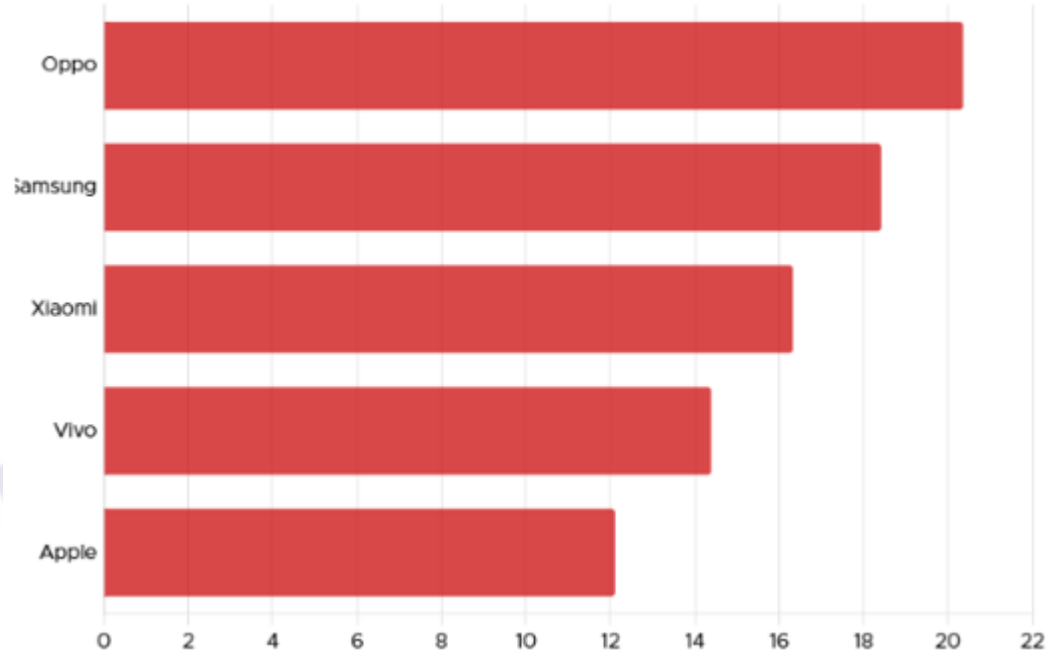
Smartphone Ownership by Country

Country	Smartphone Users	Total Population	Smartphone Penetration
China	974.6 million	1.43 billion	68.4%
India	659 million	1.42 billion	46.5%
United States	276.14 million	338.29 million	81.6%
Indonesia	187.7 million	275.5 million	68.1%
Brazil	143.43 million	215.31 million	66.6%
Russia	106.44 million	144.71 million	73.6%
Japan	97.44 million	123.95 million	78.6%
Nigeria	83.34 million	218.54 million	38.1%
Mexico	78.37 million	127.5 million	61.5%
Pakistan	72.99 million	235.82 million	31%

Source: Priori Data 2024

Figure 1.1

Top five smartphone brand used Indonesia



Source: Goodstats 2024

Among all smartphone brands, Oppo remains the top choice in 2023. The estimated percentage of Oppo users in Indonesia is projected to be 20.36% of the total mobile phone users, surpassing that of Samsung. As reported by Statcounter, Samsung ranks second with a user share of 18.42%. Xiaomi holds the third position, boasting a user share of 16.33%. Vivo occupies the fourth position with 14.38%, while Apple holds the fifth position with 12.11%. This study (GoodStats, 2024).

Table 1.3

Research Gaps

Variables		Researchers	Findings
Customer Experienced Product Quality->Brand Preference		Afsar (2014)	Customer Experience Product Quality Positively Affect and Significantly towards Brand Preference
		Setiowati & Liem (2018)	Customer Experience Product Quality Positively Affect and not Significantly towards Brand Preference
Sales Promotion->Brand Preference		Onyango et al. (2017)	Sales Promotion positively affect and Significantly towards Brand Preference
		Alam & Faruqui (2009)	Sales Promotion doesn't affect both Positively and Negatively and not Significant towards Brand Preference
		Delvecchio et al. (2006)	Sales Promotion negatively affect and not Significantly towards Brand Preference
Brand Image->Brand Preference		Matli et al. (2021), Nhlabathi et al. (2022)	Brand Image Positively affect and Significantly towards Brand Preference
		Ababil & Walyoto (2024)	Brand Image Negatively affect and not Significantly

			towards Brand Preference
Social Influences->Brand Preference		Li et al. (2020)	Social Influences Positively affect and Significantly towards Brand Preference
		Li et al. (2020)	Social Influences Negatively affect and Significantly towards Brand Preference
		Argo et al. (2006)	Social Influences Positively affect and not Significantly towards Brand Preference
Brand Preference->Brand Bond		Johani et al. (2020)	Brand Preference Positively affect and Significantly towards Brand Bond
		Cuong, (2020)	Brand Preference Positively affect and Moderately towards Brand Bond

To support the studies, researcher use Theory of Planned Behavior as theoretical background to support Indonesian Xiaomi smartphone user's standard with variables Customer Experienced Product Quality, Sales Promotion, Brand Image, Social Influences, Brand Preferences, and Brand Bond.

1.2 Problem Statements

The purpose this study is to finding out are Xiaomi brand smartphone are up to Xiaomi smartphone users standard towards Xiaomi brand in Indonesia like already stated before considering the users of smartphone in Indonesia itself have

many users and also the Smartphone Xiaomi user are one of the dominant smartphone brands in Indonesia and gradually increasing each year. Based on the statements on research backgrounds above this case study haven't found the gaps and also this study will refer from the previous study that already conducted in the past.

Referring to research problem above some questions are formulated, that is:

1. Does customer experience product quality affect brand preference towards Indonesian Xiaomi Smartphone user's standard?
2. Does sales promotion affect brand preference towards Indonesian Xiaomi Smartphone user's standard?
3. Does brand image affect brand preference towards Indonesian Xiaomi Smartphone user's standard?
4. Does social influence affect brand preference towards Indonesian Xiaomi Smartphone user's standard?
5. Does brand preference affect brand bond towards Indonesian Xiaomi Smartphone user's standard?

1.3 Research Objectives and Benefits

Following the research questions the objectives are:

1. Examine the influence of customer experienced product quality on brand preference towards Indonesian Xiaomi Smartphone user's standard
2. Examine the influence of sales promotion on brand preference towards Indonesian Xiaomi Smartphone user's standard
3. Examine the influence of brand image on brand preference towards Indonesian Xiaomi Smartphone user's standard
4. Examine the influence of social influences on brand preference towards Indonesian Xiaomi Smartphone user's standard
5. Examine the influence of brand preference on brand bond towards Indonesian Xiaomi Smartphone user's standard.

1.3.1 Research Benefits

1. This studies serve as the reference for other researchers future development or studies
2. This studies serve as references for smartphone users Indonesia especially for Xiaomi smartphone users
3. This studies serve as references for Xiaomi brand for their brand performance especially on their smartphone products.

1.4 writing Structure

These studies following the structure based on the Bachelor Thesis and Final Exam Implementation Guidebook.

CHAPTER I: INTRODUCTION

The first chapter investigates the principles that underpin the research, along with the rationale for selecting the issues that are addressed.

CHAPTER II: LITERATURE REVIEW

The second chapter introduces pertinent concepts and the theories linked to the study's subjects, along with the research framework that guides this inquiry.

CHAPTER III: RESEARCH METHODOLOGY

The third chapter describes the methodologies employed in carrying out this study to collect the essential data. This chapter also details the indicators for each variable in the research framework.

CHAPTER IV: RESEARCH RESULTS AND DISCUSSION

The fourth chapter examines the study's results and delivers a more comprehensive analysis of the collected data.

CHAPTER V: CONCLUSION

The fifth chapter assesses the research along with its limitations while providing suggestions for future investigations.

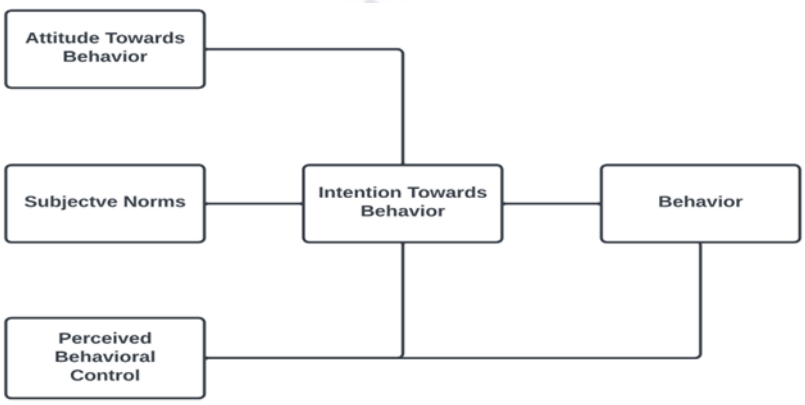
CHAPTER II
LITERATURE REVIEW

2.1 Theory of Planned Behavior

In 1991 Icek Ajzen Developed Theory of Planned Behavior (TPB) as an extension from the previous Theory namely Theory of Reasoned Action (TRA). TPB can are used to describe and predict the human behavior referring to TRA Were intention influenced Human Behavior and also TPB can be utilized to analyse the complexities of the human or social behavior. TPB use some factors from social studies and social sciences propose three main factors to understand and predict the behavior for a certain context which is Attitudes toward behavior, subjective norms, behavioral perceived control although TPB considering its factor from social studies and social sciences TPB ignore cultural and social factors. Attitudes are general perception or comprehension of the behavior, subjectives norms are expectation or pressure from others, and perceived behavioral control which is the difficulty level of action to perform or act. By influencing those three factors it can changes or the influence intention to perform an act.

Figure 2.1

TPB Model



Source: Ajzen, 1991

2.2 Literature Review

2.2.1 Customer Experienced Product Quality

Customer experienced product quality as a developmental second-order construct. In their detailed quality framework, they outline three quality processes namely quality production, quality evaluation, and quality experience while the processes of quality production and quality evaluation have been thoroughly explored in engineering, operations management, and marketing, the third process of their framework, specifically the quality experience process, has garnered less scholarly attention (Golder et al., 2012). The central aspect of the quality experience process is the change of the perceived assessment of quality dimensions into a cohesive evaluation of quality, which serves as a summarizing judgment of the customer's experience with the firm's offering as a result, the suggested CEPQ construct can be understood as the outcome of the quality experience process within the integrated quality framework (Golder et al., 2012).

Product quality is acknowledged to include multiple aspects, and it is essential that the new measurement precisely reflects product quality across these aspects. As a result, CEPQ is defined as a combination of the customer's assessment of a product's performance on pertinent quality aspects, leading to an all-encompassing quality evaluation grounded in actual experience (Garvin, 1988; Brucks et al., 2000).

2.2.2 Sales Promotion

The sales promotion effort can be utilized to enhance short-term sales, and predicts that sales promotion represents a separate offering from a company to its clients (Peattie, 1998). Specifically, it involves the extensive application of marketing to provide value to consumers with the purpose of achieving the immediate goals of a business (Bunn & Banks, 2004). Sales promotion are collection of various and often short-term incentive tools designed to motivate consumers or business units to buy more swiftly or obtain a larger quantity of goods or services offered (Rojuee & Rojuee, 2017). Nevertheless, Branch (1990) has suggested that sales promotion might omit the promotion of paid media but encompasses specific tactics such as coupons, gifts, discounts, samples, and point-of-sale promotions. In summary, it is claimed that sales promotion serves as temporary incentives for a business to boost the immediate sales of their products and services (Kotler et al., 2006). However, some researchers have linked sales promotion with a defined timeframe and recognized that the purpose of sales promotion is to attract targeted consumers during a certain timeframe or event (Peattie and Peattie, 1995; Lehmann and Winer, 2002; Walsh, 2000). Alvarez and

Casielles (2005) have counselled marketing professionals on the importance of thoughtful planning in sales promotion efforts to meet organizational goals. The research has strengthened the significance of the characteristics of industries, companies, competitors, and consumers to effectively communicate the business messages to the target market. The study has demonstrated that the psychological, demographic, geographic, and economic traits of consumers are crucial factors when formulating sales promotional strategies.

2.2.3 Brand Image

Brand image is defined as the mental representation that consumers have of the offering and encompasses the symbolic meanings that consumers link to the particular attributes of the product or service (Salinas & Pérez, 2009; Bibby, 2011). Sääksjärvi and Samiee characterized brand image as a collection, or the totality, of brand associations kept in consumers' memory, influencing their views about the brand, whereas Low and Lamb (2000) regarded it as the logical or emotional feelings that consumers associate with specific brands. In other words, it is viewed as the representation of a brand within the consumer’s mind, connected to an offering or a series of perceptions about a brand that the consumer develops, exemplified by brand associations (Cretu & Brodie, 2007). Thus, brand image represents the essence of the product or service. In business markets, brand image is also anticipated to play a crucial role, particularly in situations where it is challenging to distinguish products or services based on tangible quality attributes (Mudambi et al., 1997; Shankar et al., 2008). It is typically communicated to consumers, cultivating a certain degree of trust in the products, and further assists

them in making a purchasing decision (Torres and Bijmolt, 2009). Marketers generally consider brand image as the foundation on which consumers evaluate the quality of the product or service, referring to the external indication of the products (Cretu & Brodie, 2007). The understanding is that consumers will use brand image to conclude their perception of the product or service or to sustain their quality sensitivity regarding the product or service (Bibby, 2011). Furthermore, brand image can be viewed as a compilation of relative positioning, assurance of consistent quality, and practical characteristics of the product and service that enable consumers to project their self-image and aid in decision-making (Aghekyan-Simonian et al., 2012). Additionally, current branding research indicates that products with a stronger brand image can effectively diminish consumers' cognitive risk and enhance their evaluations of the targeted product or service (Kwon & Lennon, 2009). In this context, consumers frequently rely on brand image to infer the quality of the product or service and influence their behaviors (Salinas & Pérez, 2009). Therefore, the quality of the brand image indirectly impacts consumers' perception of the quality of the product or service. Moreover, employing an ideal brand image not only helps companies establish market presence but also shields brands from competitors (Cretu & Brodie, 2007). Consequently, businesses today strive to uphold their brand image and allocate considerable resources to cultivating names with a positive reputation (Shankar et al., 2008). Given this acknowledged significance, it is not surprising that brand images have increasingly become focal points for various marketing firms (Torres and Bijmolt, 2009).

2.2.4 Social Influences

Social influences: social presence and subjective norm. As per social identity theory, social presence denotes a person's belief that they are a vital member of a community or social group (Algesheimer et al., 2005). It indicates a feeling of likeness and interdependence with others, leading to an increased willingness to uphold a relationship with other community members. Prior studies indicate that individuals with a more robust sense of community identification experience greater connection to the group and receive enhanced social benefits from their interactions, leading them to form stronger emotional ties and greater motivation to share their experiences (Algesheimer et al., 2005; Hsu and Lin, 2008). Social presence possesses the ability to foster a sense of warmth and amiability on a website (Gefen and Straub, 2003; Oh et al., 2014). Since the primary aim of online travel communities is to create a social atmosphere for communication and interaction among users regarding travel options, social presence is considered a vital element in evaluating the effectiveness of online travel communities.

2.2.5 Brand Preference

Brand personality or brand preference is defined as “the unique collection of human personality traits that are both pertinent and applicable to brands” (Azoulay and Kapferer, 2003, p. 151). The idea of brand personality was first introduced in marketing literature during the early 1950s when Gardner and Levy (1955) suggested that brands possess an innate set of characteristics that consumers evaluate in complex ways. This topic has continued to capture the attention of marketing researchers who have discovered that brand personality can enhance consumer loyalty to a brand by adding personal meaning (Levy, 1959); assist

marketers in crafting the emotionally perceived qualities of brands (Landon, 1974); and help marketers in formulating unique positioning strategies through brand differentiation (Crask and Laskey, 1990).

2.2.6 Brand Bond

Brand bond are characterized as the evaluative and comparative conclusion users draw regarding their perception of a specific brand relationship in relation to other brands. Brand bond is crucial as a fundamental component of brand loyalty (Balci, Caliskan and Yuen, 2019; Huang et al., 2014; Ahn and Back, 2020). This brand–customer relationship is vital because it contributes to the formation of one's identity, values, and goals (Fournier, 1998). Users engage with a brand, which promotes the development of relationships. Research on brand relationship quality also emphasizes that consumers have emotional and conceptual views on brands that allow them to evaluate their feelings about brands (Bruhn et al., 2012). Consumers can relate to a brand and differentiate their brand from others (Keller, 2003). They form either positive or negative brand relationships with different brands (Bearden and Teel, 1983). Progress in technology and the accessibility of media content enhance brand visibility and allow consumers to easily assess their relationship with brands (Yang et al., 2019), brand owners, and make comparisons prior to decision-making.

2.3 Influence between Variables and Development of Hypothesis

2.3.1 Previous Studies

Table 2.1

Previous Studies

Source	Variables	Methods	Results
Customer Experienced Product Quality on Brand Preference			
(Afsar, 2014):' Effect of perceived Price, Brand Image, perceived Quality and Trust on Consumer's buying Preferences'.	Independent • Price • Perceived Quality • Image Intervening • Trust Dependent • Brand Preference	SEM	Customer Experience Product Quality Positively Affect and Significantly towards Brand Preference
(Setiowati & Liem, 2018):' Impact of Packaging Design on Perceived Quality, Perceived Value, Brand Preference, and Repurchase Intention of Candy Products in Jakarta'.	Independent • Attitude Towards visual packaging design Intervening • Perceived Product Quality • Perceived Product Value • Brand Preference Dependent • Repurchase Intention	SEM	Customer Experience Product Quality Positively Affect and not Significantly towards Brand Preference
Sales Promotion on Brand Preference			
(Onyango et al., 2017):' Sales Promotion and Consumer Brand Preference for Mobile Phone Services in Kenya'.	Independent • Sales Promotion Dependent • Consumer Brand Preference	Regression	Sales Promotion positively affect and Significantly towards Brand Preference
(Alam & Faruqui, 2009):'Effect of	Independent • Sales Promotion Dependent	Comparative	Sales Promotion doesn't affect

Sales Promotion on Consumer Brand Preference: A Case Study Of Laundry Detergent in Dhaka City Consumers'.	• Brand Preference		both Positively and Negatively and not Significant towards Brand Preference
(Delvecchio et al., 2006):' The Effect of Sales Promotion on post-promotion Brand preference: a meta-analysis'.	Independent • Sales Promotion Dependent • Post-Promotion Brand Preference	Meta Analysis	Sales Promotion negatively affect and not Significantly towards Brand Preference
Brand Image on Brand Preference			
(Matli et al., 2021):'The Influence of Brand Image on the Selection and Preference of Universities of Technology'.	Independent • Band Image Dependent • Brand preference	SEM & Regression	Brand Image Positively affect and Significantly towards Brand Preference
(Nhlabathi et al., 2022):' Social Media Marketing Attributes, Sandton's Rental Market Brand Image, and the Millennials' Rental Preference: an Empirical Study'.	Independent • Entertainment • Trendiness • Interaction • Information • Customization Intervening • Brand Image Dependent • Brand Preference	SEM & Regression	Brand Image Positively affect and Significantly towards Brand Preference
Abalil & Walyoto, 2024):' The Effect of Green Awareness, Brand Image, and Brand Trust on	Independent • Green Awareness Brand Image • Brand Trust Dependent • PurchaseDecision.	Regression	Brand Image Negatively affect and not Significantly towards Brand Preference

Purchasing Decisions for The Body Shop Products in Surakarta City'.			
Social Influences on Brand Preference			
(Li et al., 2020):' From Interactivity to Brand Preference: The Role of Social Comparison and Perceived Value in a Virtual Brand Community'.	Independent • Perceived Interactivity Intervening • Social Value • Emotional Value • Informational value Dependent • Brand Preference	PLS	Social Influences Both Positively and Negatively affect and Significantly towards Brand Preference
(Argo et al., 2006):'Consumer Contamination: How Consumers React to Products Touched by Others'.	Independent • Social Influence Manipulation Dependent • Brand Preference	Bayesian Analysis	Social Influences Positively and not Significantly towards Brand Preference
Brand Preference on Brand Bond			
(Johani et al., 2020):' Mediating Role Of Brand Preference On The Relationships Between Brand Cues And Brand Loyalty In Electronic Products'.	Independent • Brand Name • COO • Communication Intervening • Brand Preference Dependent • Brand Loyalty	SEM	Brand Preference Positively affect and Significantly towards Brand Bond
(Cuong, 2020):'The Influence of Brand Satisfaction, Brand Trust, Brand Preference on Brand Loyalty to Laptop Brands'.	Independent • Brand Satisfaction Intervening • Brand Preference • Brand Trust Dependent • Brand Loyalty	SEM	Brand Preference Positively affect and Moderately towards Brand Bond

2.3.2 Influence of Customer Experienced Product Quality towards Brand Preference

Quality is the best Indicator all valued attributes by add constructive perception of brand for evaluation. The perception of high quality comes from customer likeness and belief for the brand even if the product doesn't suit even have quality attributes the consumer won't prefer the brand if its not according to their perception or belief for high quality. Consumer Typically categorizing the level of the brand based on the categorical information and experience of the brand. If the consumer satisfied with the quality of the brand they will evaluate positively (Afsar, 2014).

Perceived quality significantly influences brand preference, as consumers tend to favor brands they associate with superior quality, even if objective attributes do not fully support this perception. According to Setiowati & Liem (2018), a brand's perceived quality shapes consumer trust and loyalty, leading to a stronger preference over competitors. When consumers believe a brand delivers high quality, they are more likely to choose it repeatedly, regardless of actual product performance.

H1: Customer Experienced Product Quality affect Brand Preference positively

2.3.3 Influence of Sales Promotion towards Brand Preference

Sales Promotion role to differentiate between loyal costumer and brand switchers and also attract brand switchers. Sales promotion can increase costumer and purchasing behavior for short term profit marketing Strategy and influence

costumer self-perception and satisfaction to develop loyal costumer for long term profit (Onyango et al., 2017).

On the other hand, sales promotion may act to increase may influence the costumer decision but insignificant. Consumers find themselves satisfies with the sales promotion message, but the objective of the sales promotion must be clear. The best tools and technique should be used for the best result (Alam & Faruqui, 2009).

Sales promotions can enhance brand preference by creating immediate incentives for consumers to choose a particular brand. Delvecchio et al. (2006) found that well-designed promotions, such as discounts or limited-time offers, can increase brand attractiveness and encourage trial purchases. However, excessive promotions may devalue the brand if consumers associate it primarily with discounts rather than inherent quality.

H2: Sales Promotion affect Brand Preference positively

2.3.4 Influence of Brand Image towards Brand Preference

Brand image plays a pivotal role in shaping consumer preferences by influencing perceptions and emotional associations with a brand. According to Matli et al. (2021), a strong and positive brand image enhances consumer trust and loyalty, making the brand more appealing compared to competitors. Consumers often rely on their perceptions of a brand's reputation and identity when making preference decisions, even if objective product attributes do not fully align with these perceptions. The categorization of brands is typically based on accumulated experiences and available information, where a favorable brand image reinforces

preference. Ultimately, when consumers perceive a brand's image as superior, they are more likely to develop a sustained preference for it.

Perceived value is determined by brand image and will affect costumer brand preference (Chow et.al, 2017). Positive brand image affects customer positive attitude influencing Positive customer behavior and also brand image differentiate the brands from other competitor that will be used by the customer for their preferences (Aghekyan-Simonian et al., 2012).

Brand image plays a crucial role in shaping purchase decisions, as consumers often rely on their perception of a brand's reputation and identity. Abalil & Walyoto (2024) highlight that a strong, positive brand image enhances consumer confidence, making them more likely to choose the brand over alternatives. Emotional and symbolic associations tied to the brand can outweigh functional benefits in the decision-making process.

H3: Brand Image affect Brand Preference positively

2.3.5 Influences of Social Influence towards Brand Preference

Social value one of the components to develop costumer brand preference. Social value can influence brand preference by compare others if its better or worse according to the costumer standards with it can affect positive or negative influence towards brand preference (Li et al., 2020).

Social influence significantly impacts brand preference, as consumers often adjust their choices based on peer behavior or societal norms. Argo et al. (2006) demonstrated that individuals are more likely to prefer a brand if they believe it is

favored by their reference group. This effect is particularly strong in socially visible consumption, where conformity and status play key roles in shaping preferences.

H4: Social Influence affect Brand Preference positively

2.3.6 Influence of Brand Preference towards Brand Bond

Brand preference as a significant component can reflect the judgment of customers' cognition and favourable emotional feelings, which are memorize on their mind (Jamal et.al, 2007). On the other hand, brand preference has positive influence and also average impact towards brand bond (Cuong, 2020).

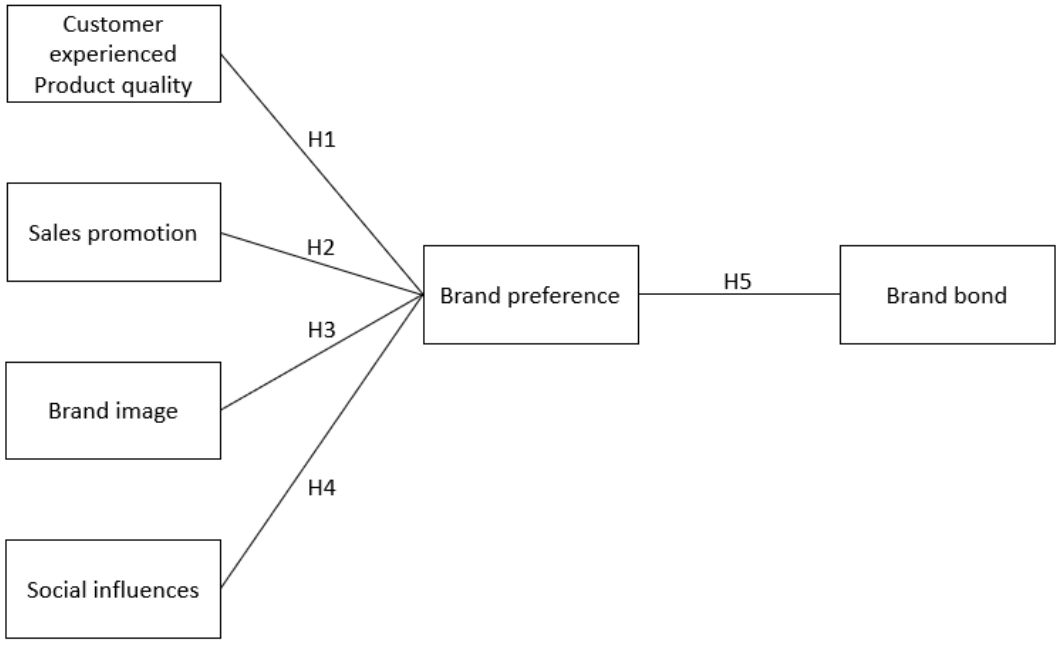
H5: Brand Preference affect Brand Bond positively

2.4 Research Model Development

Based on the previous studies of several variables and its influence towards other variables hypothesis and research model are developed or proposed.

Figure 2.2

Proposed Model



H1: Customer Experienced Product Quality affect Brand Preference positively

H2: Sales Promotion affect Brand Preference positively

H3: Brand Image affect Brand Preference positively

H4: Social Influence affect Brand Preference positively

H5: Brand Preference affect Brand Bond positively

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

3.1.1 Variable

Variable are something that can differentiate any values. Values can be different depends on the object or persons at various time and at the same for different object or person (Sekaran & Bougie, 2016; p72). Variable are observable and can be used for measuring questionnaire. Variables are concrete and can be measured directly (Hair et al., 2021; p87).

3.1.2 Independent, Intervening, and Dependent variable

Independent variables influence dependent variables in a positive or negative manner. Whenever an independent variable exists, the dependent variable is also present. Alterations in the dependent variable result in modifications of the independent variable. The independent variable accounts for the variance in the dependent variable. Four conditions need to be fulfilled in independent variables that affect dependent variable (Sekaran & Bougie, 2016; p74).

Independent Variable: Customer Experienced Product Quality, Sales Promotion, Brand Image, Social Influence

An intervening variable functions as a connection between independent variables and their impact on the dependent variable. It possesses a temporal dimension, indicating that it occurs between the moment the independent variables start to influence and when their impact is observable on the dependent variable. Incorporating a mediating variable enhances the comprehension and explanation of

this process. Intervening variable helps to explain and conceptualize the influence of the independent variable towards dependent variable (Sekaran & Bougie, 2016; p79).

Intervening Variable: Brand Preference

A dependent variable is the variable that possesses primary importance for the researcher. The researcher aims to comprehend and depict the dependent variable, to elucidate its variability, or to forecast it. In other terms, it is the principal variable that serves as a relevant factor for the study. By analyzing the dependent variable, it will become feasible to uncover answers or solutions to the issue. Quantifying and measuring the dependent variable, and other variables that influence dependent variables (Sekaran & Bougie, 2016; p72).

Dependent Variable: Brand Bond

To create a cause-and-effect relationship, four crucial conditions must be fulfilled. First, the independent variable and the dependent variable must exhibit covariation, indicating that any alteration in one is likely to impact the other. Second, alterations in the independent variable must take place prior to alterations in the dependent variable. This guarantees a distinct cause-and-effect progression. Third, there should not be any additional elements that could cause changes in the dependent variable. Finally, a rational explanation is necessary to demonstrate how the independent variable affects the dependent variable (Sekaran & Bougie, 2016; p74).

3.1.3 Operational Variable

Operational variables is a crucial step in measuring abstract and subjective ideas such as feelings and viewpoints. The next stage is to find or develop an appropriate closed-end question that enables the assessment of the concept in a reliable and valid way.

3.2 Population

3.2.1 Population

The population group used in this research are individuals who own Xiaomi smartphones in Indonesia. With a total population of 275.5 million, Indonesia has a smartphone user coverage of 68.1%, accounting for 187.7 million smartphone devices. Xiaomi holds the third position in the market, boasting a user share of 16.33%. The targeted population group of this research is young smartphone users (18–25 years old).

3.2.2 Sample

study that contains five or fewer hypotheses, with more than three items (observed variables) requires a minimum sample size of 100 (Hair et al., 2019; p633). Researcher determined it would be at least 150 samples for this studies.

3.2.3 Sampling Technique

These studies use non-probability random purposive sampling method for sample collection (Sekaran & Bougie, 2017). Non-probability random purposive sampling method are used to determine if the data from the respondent are justified under specific consideration and characteristic. The respondent is randomized with elements of the respondent can be pure coincidence or already planned. The respondent is from Indonesia using Xiaomi smartphone. The justification in determining the sample for this study are:

1. Individual who owns Xiaomi smartphone
2. Individuals who have knowledge about Xiaomi smartphone
3. Individuals whose Indonesian who lives in Indonesia

3.3 Data Collection

Questionnaire are chosen for the data collection Method. A questionnaire is a pre-arranged written collection of questions for which participants provide their responses, typically from a limited range of options. It is generally designed to gather a substantial amount of quantitative information and greatly increases the likelihood of nonresponse and nonresponse error (Sekaran & Bougie, 2016; p143). A survey is generally arranged with self-filled questions that a respondent answers independently, either through traditional means or through online platforms (Sekaran & Bougie, 2016; p97). The data collected online Via Google Form and also researcher hiring 3rd parties for paid questionnaire sharing service to collect the data.

These studies utilize close ended questionnaire with pre-determined or pre-selected answers which the respondent will choose the answer option that are more related or resonance to them by their knowledge and opinion. These studies use Likert scale which the answer is determined by:

- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3.4 Types of Data

The Source of the data obtained from the questionnaire. The questionnaire is shared and spread to the respondent. Indicator are developed by the indicator of the variables in the model. The development of the questionnaire based on the previous studies.

3.5 Variable Indicators Development

The variables of the studies are latent variables which the variables can't be directly measured and need indicator to measure the variables. The indicator will be listed in the table below.

Table 3.1

Variable Indicator Development

Variables	Definition	Question and Indicator			Source
Customer Experienced Product Quality	Customers perception towards the quality of the product based on their experience	cepq 1	The design of Xiaomi smartphone is attractive	The importance of Xiaomi smartphone design	Guru & Paulssen (2020)
		cepq 2	Xiaomi is a durable smartphone	Usage expectancy period of the Xiaomi smartphone	
		cepq 3	Xiaomi smartphone are easy to use for daily use	Xiaomi smartphone convenience for daily usage	

		cepq 4	Xiaomi smartphone features are complete	Xiaomi smartphone provide complete features for its users	
		cepq 5	Xiaomi smartphone performance is satisfactory	Xiaomi smartphone performance according to its users expectation	
		cepq 6	Xiaomi smartphone For daily usage without any inconvenience or problem	Inconvenience or problem regarding Xiaomi smartphone usage for daily use	
		cepq 7	Xiaomi smartphone are easy to be repaired if the problems or damage occurs	Repairability of the Xiaomi smartphone	
Sales Promotion	Sales promotion of Xiaomi smartphone influence towards its user	sp1	Xiaomi smartphone have good promotions so many people buy them	Xiaomi smartphone promotion performance	Rehman et al. (2017)
		sp2	The Xiaomi smartphone official store is more attractive than the official smartphone shop of other brands	Xiaomi smartphone official store attractiveness	
		sp3	Xiaomi's lowest price promotion is considered by you	The influence of lowest price promotion for Xiaomi	Dawson & Kim (2010)

				smartphone sales promotion	
		sp4	The buy one get one promotion is considered by you	The influence of buy one get one promotion for Xiaomi smartphone sales promotion	
		sp5	Bundling promotion are considered by you	The influence of bundling promotion for Xiaomi smartphone sales promotion	
		sp6	The latest smartphone promotion are taken into account by you	The influence of the latest smartphone promotion for Xiaomi smartphone sales promotion	
Brand Image	Brand Image influence towards Xiaomi smartphones users perception	bi1	Xiaomi can convey the advantages of its products	The ability of Xiaomi to deliver its smartphone	Chinomona (2016)
		bi2	Xiaomi smartphone represent your character	Users character relation towards Xiaomi smartphone	Fatma & Khan (2024)
		bi3	Xiaomi smartphone brand service is satisfactory	users satisfaction level towards Xiaomi service	Cavic et al. (2024)
		bi4	The Xiaomi smartphone brand is known as a smartphone	The reputation of Xiaomi smartphone	

			with a good reputation		
Social Influences	Social Influences on Xiaomi users perception on Xiaomi smartphone	si1	All around you are using Xiaomi smartphone	Xiaomi smartphone user circles	Mafe et al. (2016)
		si2	There are persuasion from other people for you to use a Xiaomi smartphone	persuasion from others to users for using Xiaomi smartphone	
		si3	You know about Xiaomi brand smartphones from external Sources (ex: gadget review content, advertisements, news) other than those closest to you.	Xiaomi users knowledge regarding Xiaomi smartphone	
		si4	The people closest to you encourage you to use a Xiaomi smartphone	persuasionfrom users close one or significant others	
Brand preference	Xiaomi user smartphone preference	bp1	The Xiaomi smartphone brand can offer a satisfying experience	Xaiomi smartphone experience offer to its users	Friedmann & Lowengart (2019)
		bp2	The Xiaomi smartphone brand is famous for its easy usability	Xiaomi reputation for its easy to use	
		bp3	The Xiaomi brand is already well known	Xiaomi brand reputation	

		bp4	The Xiaomi smartphone brand is in accordance with consumer assessments of smartphone products	user perception of Xiaomi smartphone in accordance towards their expectation	Mulyanegara & Tsarenko (2009)
Brand Bond	what makes the users bonded by Xiaomi smartphone	bb1	The Xiaomi smartphone brand tries to be different from other smartphone brands	Xiaomi smartphone uniqueness from other brands	Yu et al. (2023)
		bb2	CS service from Xiaomi is good	CS service quality of Xiaomi	
		bb3	The Xiaomi smartphone brand is a brand that makes high-quality smartphones	Xiaomi smartphone as a prestigious smartphone	Choi et al. (2024)
		bb4	The Xiaomi smartphone brand makes the products I need	Xiaomi smartphone aligns with user needs	
		bb5	The quality of the Xiaomi smartphone brand is guaranteed	quality assurance of Xiaomi smartphone	

3.6 Data Analysis Technique

A method in data analysis refers to the approach employed by the researcher to assess the impact of one variable on others. This study will utilize quantitative analysis, which relies on numerical calculations to evaluate the accuracy of the

proposed hypothesis. SEM or structural equation modeling are used for this studies. Amos program is used for SEM analysis.

3.6.1 Structural Equation Modeling

Combining factor analysis with multiple regression analysis, Structural Equation Modeling (SEM) is a thorough statistical technique. The objective of this approach is to examine the links between measured variables and underlying concepts, as well as the interactions between the underlying concepts themselves. The method consists of two major parts: the structural model, which specifies the causal connections between the latent constructs, and the measurement model, which describes the relationship between observed variables (indicators) and their underlying latent constructs. The structural model is sometimes called the inner model, while the measurement model is referred to as the outer model in SEM (Kline, 2015).

3.6.1.1 Defining Research Objectives and Selecting Constructs

The first step in SEM is to select the constructs and clearly specify the aims of the research. The validity and reliability of hypothesis testing depends on the measurement model's ability to accurately represent underlying concepts using observed indicators. Since this forms the foundation for the entire analysis, it is crucial to choose the appropriate indicators for each construct. Regardless of whether the measures were recently created or derived from earlier reSources, a pretest should be conducted to ensure their appropriateness. The first step in SEM evaluation is to evaluate the measurement model's reliability, convergent validity, and discriminant validity. Later, the structural model's predictive capacity and fit indices (such as CFI, RMSEA, and SRMR) are evaluated; these are frequently

evaluated using path coefficients and model comparison tests (Kline, 2016). SRMR result extracted from IBM Amos plugins.

3.6.1.2 Designing a Study to Produce Empirical Results

Covariance-based analysis is used in the parametric approach of Structural Equation Modeling (SEM), which also necessitates multivariate normality assumptions and continuous, metric data for best outcomes. Since conventional SEM is intended for interval or ratio-scale variables, it is less adaptable with data types than nonparametric techniques such PLS-SEM. However, the use of contemporary extensions like robust maximum likelihood estimation (Kline, 2016) has allowed SEM to handle some non-normality. Because of its reliance on distributional assumptions (Bollen, 1989), SEM has historically been preferred by academics for hypothesis testing and confirmatory analysis, which place a high value on model fit and parameter accuracy.

Statistical power in SEM is the likelihood of correctly rejecting the null hypothesis when there is a real impact in the community. Because SEM is based on likelihood-based estimation (MacCallum et al., 1996), it often needs bigger sample sizes than PLS-SEM in order to be sufficiently powerful. But its power resides in its accuracy; SEM uses objective parameter estimates and powerful fit indices (such RMSEA and CFI) to assess the validity of the model.

3.6.1.3 Specifying the Measurement and Structural Models

In SEM, latent variables are classified as either exogenous (independent, with no incoming arrows) or endogenous (dependent, influenced by other constructs). Path diagrams, which are often drawn as circles or ovals, show the

measured variables (indicators) associated with their underlying latent structures. Single-headed arrows depict links between constructs, implying hypothesized causal pathways (Kline, 2016), while rectangles symbolize indicators. In contrast to PLS-SEM (Bollen, 1989), which places more emphasis on covariance-based analysis and demands a solid theoretical basis for these paths, SEM prioritizes model identification.

Researchers utilize measurement theory to describe how latent constructs are operationalized. There are two main measurement models that SEM separates:

- Reflective Measurements: Indicators are believed to be representations of the underlying construct, with directional arrows pointing from the construct to the indicators. Brown (2015) hypothesizes that shifts in the construct lead to changes in the indicators (for example, a depression scale where the questions reflect the underlying trait).
- Formative Measurement: The construct is defined by indicators with arrows pointing from them to the concept. Variations in the indicators lead to changes in the construct, such as socioeconomic status, which is made up of income, education, and occupation (Diamantopoulos & Siguaw, 2006). Since misspecification can result in biased estimates, SEM needs a solid theoretical foundation to assist differentiate between reflective and formative models (Bollen & Bauldry, 2011).

The structural model used by SEM is based on theory, prior studies, and empirical evidence. The path diagram's left side contains the exogenous

(independent) variables, while the right side contains the endogenous (dependent) ones. The covariance structures (Kline, 2016) are used to test the paths between the constructs, which reflect the causal hypotheses. SEM is effective because it can:

- Test intricate relationship networks at the same time.
- Remember to factor in measurement error.
- Use measures such the RMSEA, CFI, and SRMR (Hu & Bentler, 1999) to assess the entire model fit.

3.6.1.4 Assessing the Measurement Model

The SEM assessment begins by analyzing the standard factor loadings of indicators on their corresponding latent variables. A loading score of greater than 0.70 (ideally above 0.80) indicates that the item is very trustworthy since it suggests that the construct explains at least half of the variation in the indicator (Kline, 2016). In contrast to PLS-SEM, SEM prioritizes confirmatory factor analysis (CFA), where researchers frequently remove indicators with loadings under 0.40 to enhance the model's parsimony and validity (Brown, 2015).

Since it considers: SEM gives internal consistency reliability more weight. The Composite Reliability (CR):

- Preferred above Cronbach's alpha because it accounts for differences in indicator loadings. Values greater than 0.80 are considered ideal, while values over 0.70 are deemed satisfactory (Fornell & Larcker, 1981).

Convergent Validity

The techniques for assessing convergent validity include:

- Average Variance Extracted (AVE): the average of a construct's squared factor loadings is used to compute it. Requires an AVE of at least 0.50, which shows that the construct explains more than 50% of the variance in its indicators (Fornell & Larcker, 1981).
- Model Fit: A CFI of 0.95 or higher and an RMSEA of 0.08 or lower are evidence of convergence validity at the model level (Hu & Bentler, 1999).

Discriminant Validity

Discriminant validity is used in SEM tests to ensure that structures are unique. There are two Methods:

- Fornell-Larcker criterion: According to Fornell and Larcker (1981), a construct's average variance extracted (AVE) should exceed the square of its correlations with every other construct.
- Heterotrait-Monotrait (HTMT) Ratio: A value of less than 0.85 indicates discriminant validity (or 0.90 for conceptually similar notions) (Henseler et al., 2015).

3.6.1.5 Assessing the Structural Model

Direct effect: represents the unmediated relationship between an independent variable (X) and a dependent variable (Y). In SEM, this is represented by a single-headed arrow (→) in the path model (Kline, 2016).

Indirect effect: n indirect effect occurs when the relationship between X and Y is transmitted through a mediator (M). SEM calculates this as the product of two paths: X → M → Y (Hayes, 2018). Researcher use Sobel test for the indirect effect (Sobel, 1982).

3.7 Pilot Testing

The test Using 151 respondent data collected by Google Form and processed with IBM SPSS.

3.7.1 Validity Test

The validity of a measurement is determined by the extent to which it accurately represents what it is intended to represent. Having a firm understanding of what has to be measured is the first step in ensuring validity, and then taking that measurement as accurately as possible (Hair et al., 2019).

Table 3.2

Validity Result

Variable		Instrument	r-count	r-table	Description
Customer Experienced Product Quality		cepq1	0.576	0.001	Not valid
		cepq2	0.781	0.001	Valid
		cepq3	0.818	0.001	Valid
		cepq4	0.792	0.001	Valid
		cepq5	0.803	0.001	Valid
		cepq6	0.748	0.001	Valid
		cepq7	0.689	0.001	Valid
Sales Promotion		sp1	0.721	0.001	Valid
		sp2	0.652	0.001	Valid
		sp3	0.699	0.001	Valid
		sp4	0.809	0.001	Valid
		sp5	0.792	0.001	Valid
		sp6	0.698	0.001	Valid
Brand Image		bi1	0.778	0.001	Valid
		bi2	0.881	0.001	Valid
		bi3	0.838	0.001	Valid
		bi4	0.847	0.001	Valid

Social Influences		si1	0.811	0.001	Valid
		si2	0.862	0.001	Valid
		si3	0.613	0.001	Valid
		si4	0.827	0.001	Valid
Brand Preference		bp1	0.824	0.001	Valid
		bp2	0.896	0.001	Valid
		bp3	0.853	0.001	Valid
		bp4	0.888	0.001	Valid
Brand Bond		bb1	0.747	0.001	Valid
		bb2	0.800	0.001	Valid
		bb3	0.882	0.001	Valid
		bb4	0.818	0.001	Valid
		bb5	0.836	0.001	Valid

Source: Primary Processed Data, 2024

All of the r-count exceeding the r-table on the Table 3.2 for 151 respondents with r-table threshold 0.001.

3.7.2 Reliability Test

Table 3.3

Reliability Result

Consider reliability only after validity has been confirmed. The extent to which the observed variable is free of errors and correctly reflects the true value is its reliability 0.70 or exploratory for 0.60.

Variables	Cronbach Alpha	No of Items	Description
Customer Experienced Product Quality	0.865	7	Reliable
Sales Promotion	0.824	6	Reliable
Brand Image	0.831	4	Reliable
Social Influences	0.789	4	Reliable
Brand Preference	0.888	4	Reliable
Brand Bond	0.874	5	Reliable

Source: Primary Processed Data, 2024

The Cronbach alpha on the Table 3.3 shows all the cronbach alpha for each variables are above 0.7 which can be considered as reliable.

CHAPTER IV
RESEARCH FINDINGS AND DISCUSSION

4.1 Research Object

This chapter presents the findings of the study, which examines the factors influencing Xiaomi smartphone worthiness towards Xiaomi smartphone users in Indonesia. The research focuses on variables such as customer experienced product quality, sales promotion, brand image, social influence, brand preference, and brand bond. Data were collected from 151 respondents in Indonesia using a structured questionnaire and analyzed using Structural Equation Modeling (SEM). The respondents are considered based on gender, age, profession, and lastly monthly spending.

4.1.1 Respondent's Profile Based on Gender

Table 4.1

Respondent Based on Gender

Gender	Frequency	Percentage
Male	33	22%
Female	118	78%
Total	151	100%

Source: Primary Processed Data, 2024

The table 4.1 presents a frequency distribution of respondents categorized by gender, along with their corresponding percentages. The data indicates that out of a total of 151 respondents, 33 were male, accounting for 22% of the sample, while 118 were female, representing 78%. This demonstrates a significant disparity in gender representation within the sample, with females constituting the majority.

4.1.2 Respondent Profile Based on Age

Table 4.2

Respondent Based on Age

Age (Years old)	Frequency	Percentage
<18	11	7%
18-25	121	80%
26-29	10	7%
30-40	6	4%
>40	3	2%
Total	151	100%

Source: Primary Processed Data, 2024

The table 4.2 displays the frequency and percentage distribution of respondents across different age groups. The majority of respondents, comprising 121 individuals or 80% of the total sample, fall within the 18–25 age range. The remaining age groups are significantly smaller in comparison: the <18 and 26–29 categories each account for 7% (11 and 10 respondents, respectively), while the 30–40 and >40 groups represent 4% (6 respondents) and 2% (3 respondents), respectively. The total number of respondents sums to 151, with percentages accumulating to 100%, ensuring data completeness. This distribution highlights a strong concentration of participants in the young adult demographic (18–25 years old).

4.1.3 Respondent Profile Based on Profession

Table 4.3

Respondent Based on Profession

Profession	Frequency	Percentage
Employee	30	20%
Businessman	14	9%
Student	95	63%
Freelancer	12	8%
civil servant	0	0%
Military/Police	0	0%
Total	151	100%

Source: Primary Processed Data, 2024

The table 4.3 outlines the frequency and percentage distribution of respondents based on their professions. The data reveals that the majority of participants, 95 individuals or 63% of the total sample, are students. Employees constitute the next largest group, with 30 respondents (20%), followed by businessmen (14 respondents, 9%) and freelancers (12 respondents, 8%). Notably, there are no respondents from the civil servant or military/police categories, as both frequencies and percentages are zero.

4.1.4 Respondent Profile Based on Monthly Spending

Table 4.4

Respondent Based on Spending

Monthly Spending (Rupiah)	Frequency	Percentage
0-5 million	141	93%
6-9 million	10	7%
10-15 million	0	0%
>15 million	0	0%
Total	151	100%

Source: Primary Processed Data, 2024

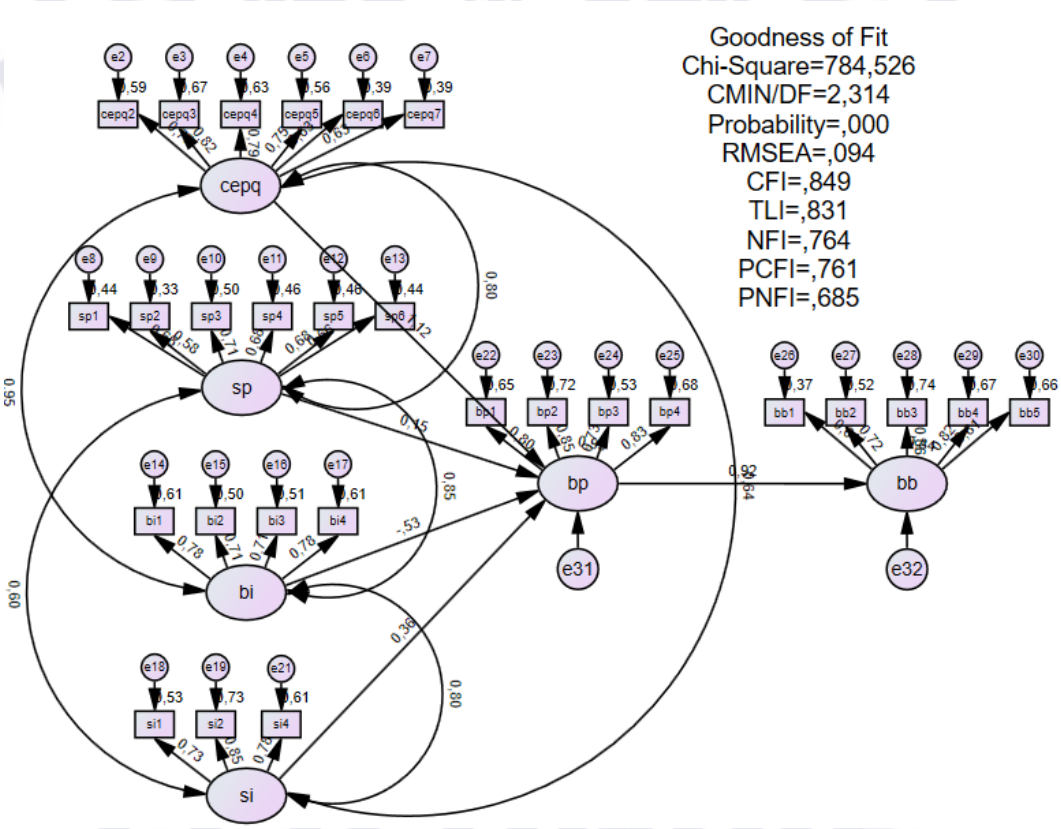
The table 4.4 presents the frequency and percentage distribution of respondents based on their monthly spending in Rupiah (IDR). The data shows that

the vast majority of respondents, 141 individuals or 93% of the total sample, fall into the lowest spending category (0–5 million IDR). A small minority, 10 respondents (7%), report spending between 6–9 million IDR monthly. Notably, no respondents are recorded in the higher spending categories of 10–15 million IDR or above 15 million IDR, as both frequencies and percentages are zero.

4.2 Outer and Inner Model

Figure 4.1

Outer Model Results in Amos



Source: Primary Processed Data, 2024

4.2.1 Outer Model (Measurement Model)

4.2.1.1 Composite Reliability

Figure 4.2

Researchers calculation

Variables	Indicator	SLF	SLF^2	e	Total SLFV	Total SLFV^2	TSLFV^2	Total eV	CRV	AVEV
cepq	cepq2	0,767	0,588289	0,411711	4,383	19,210689	3,236275	2,763725	0,87423	**0,539379**
	cepq3	0,818	0,669124	0,330876						
	cepq4	0,793	0,628849	0,371151						
	cepq5	0,75	0,5625	0,4375						
	cepq6	0,628	0,394384	0,605616						
	cepq7	0,627	0,393129	0,606871						
sp	sp1	0,663	0,439569	0,560431	3,971	15,768841	2,638025	3,361975	0,824264	**0,439671**
	sp2	0,578	0,334084	0,665916						
	sp3	0,71	0,5041	0,4959						
	sp4	0,68	0,4624	0,5376						
	sp5	0,676	0,456976	0,543024						
	sp6	0,664	0,440896	0,559104						
bi	bi1	0,783	0,613089	0,386911	2,985	8,910225	2,232695	1,767305	0,834484	**0,558174**
	bi2	0,707	0,499849	0,500151						
	bi3	0,714	0,509796	0,490204						
	bi4	0,781	0,609961	0,390039						
si	si1	0,726	0,527076	0,472924	2,362	5,579044	1,867774	1,132226	0,831295	**0,622591**
	si2	0,853	0,727609	0,272391						
	si4	0,783	0,613089	0,386911						
bp	bp1	0,804	0,646416	0,353584	3,207	10,284849	2,579001	1,420999	0,878608	**0,64475**
	bp2	0,847	0,717409	0,282591						
	bp3	0,73	0,5329	0,4671						
	bp4	0,826	0,682276	0,317724						
bb	bb1	0,607	0,368449	0,631551	3,823	14,615329	2,963853	2,036147	0,87772	**0,592771**
	bb2	0,725	0,525625	0,474375						
	bb3	0,861	0,741321	0,258679						
	bb4	0,817	0,667489	0,332511						
	bb5	0,813	0,660969	0,339031						

Source: Primary Processed Data, 2024

Figure 4.3

CR Formula

$$CR = \frac{\left(\sum_{i=1}^{k} \lambda_i\right)^2}{\left(\sum_{i=1}^{k} \lambda_i\right)^2 + \sum_{i=1}^{k} \theta_i}$$

Using formula on above to calculate the CR the results show all of the variables have CR above 0.7 (Hair et al., 2019) which is considered as reliable moreover all of them above 0.8 which can be considered as highly reliable.

4.2.1.2 Convergent Validity

Figure 4.4

AVE Formula

$$AVE = \frac{\sum_{i=1}^{k} \lambda_i^2}{\sum_{i=1}^{k} \lambda_i^2 + \sum_{i=1}^{k} \theta_i}$$

Using formula on above to calculate the AVE results show all of the variables have AVE above 0.5 (Fornell & Larcker, 1981) which is considered as Valid moreover all of them above 0.5.

4.2.1.3 Discriminant Validity

4.2.1.3.1 Fornell-Larcker criterion

Table 4.5

Square Root of AVE

Variables	SQRT AVE
cepq	0,73442438
sp	0,66307679
bi	0,74711027
si	0,78904457

Source: Primary Processed Data, 2024

To construct Fornell-Larcker criterion SQRT AVE of Correlated Variables and Correlations Table are needed to fill the Fornell-Larcker criterion Table.

Table 4.6

Fornell-Larcker criterion Table

	cepq	sp	bi	si
cepq	0,734424			
sp	0,799	0,663077		
bi	0,947	0,849	0,74711	
si	0,64	0,595	0,8	0,789045

Source: Primary Processed Data, 2024

Based on the Table 4.6 the Corellations of (cepq-si), (cepq-bi), (sp-bi), and (bi-si) are bigger than the AVE itself while good Fornell-Larcker criterion the AVE have to be bigger than the Corellations (Fornell & Larcker, 1981) which means not valid. The abnormality caused by the small and abnormal distribution of data.

4.2.1.3.2 Heterotrait-Monotrait Ratio

The data used to calculate HTMT ratio derived from Implied Corelation Table and use this formula:

Figure 4.5

HTMT Formula

$$HTMT_{AB} = \frac{\text{mean of heterotrait correlations (between A and B)}}{\text{mean of monotrait correlations (within A and B)}}$$

Table 4.7

Researchers Calculation

Mono		Hetero		HTMT	
cepq	0,53	cepq-sp	0,386278	cepq-sp	0,8001583
sp	0,44	cepq-bi	0,515958	cepq-bi	0,9480431
bi	0,56	cepq-si	0,368167	cepq-si	0,6415006
si	0,62	cepq-bp	0,5725	cepq-bp	0,9791125
bp	0,642167	cepq-bb	0,5009	cepq-bb	0,899619
bb	0,5823	sp-bi	0,419167	sp-bi	0,8494042
		sp-si	0,310222	sp-si	0,5961283
		sp-bp	0,433708	sp-bp	0,8180297
		sp-bb	0,3793	sp-bb	0,7512849
		bi-si	0,47	bi-si	0,8011281
		bi-bp	0,571188	bi-bp	0,9556245
		bi-bb	0,49965	bi-bb	0,8778594
		si-bp	0,473667	si-bp	0,7514855
		si-bb	0,414333	si-bb	0,6903163
		bp-bb	0,5623	bp-bb	0,9195404

Source: Primary Processed Data, 2024

Based on the Table 4.7 The result are not valid because some of the HTMT Ratio (cepq-bi, cepq-bp, bi-bp, and bp-bb) surpass the 0.85 and the limit for 0.9 (Henseler et al., 2015). The abnormality caused by the small and abnormal distribution of data.

4.2.1.4 Model Fit

Table 4.8

Model Fit

Chi-square	784.526	Not Fit
CMIN/DF	2.314	Fit
Probability	0	Not Fit
RMSEA	0.094	Not Fit
CFI	0.849	Not Fit
TLI	0.831	Not Fit
NFI	0.764	Not Fit
PCFI	0.761	Fit
PNFI	0.685	fit
SRMR	0.073	Fit

Source: Primary Processed Data, 2024

The Chi-Square (χ^2 = 784.526, p = .000) is statistically significant, indicating a poor fit between the model and the data, though this could be influenced by large sample size sensitivity. The CMIN/DF (2.314) falls within the marginally acceptable range (2.0–3.0), but the RMSEA (0.094) exceeds the cutoff of 0.08, signalling unsatisfactory approximate fit. Incremental fit indices (CFI = 0.849, TLI = 0.831, NFI = 0.764) all fall below the 0.90 threshold for marginal fit, further confirming inadequate model performance. Parsimony-adjusted indices (PCFI = 0.761, PNFI = 0.685) are above 0.50, but this does not compensate for the poor absolute and incremental fit also SRMR below 0.08 as marginal fit (Hu & Bentler, 1999). The abnormality caused by the small and abnormal distribution of data.

4.2.2 Inner Model (Structural Model)

4.2.2.1 Direct Effect

Direct effect can be observed from regression weights table by observe the relation between variables.

Table 4.9

Regression Weights

			Estimate	S.E.	C.R.	P	Label
bp	<---	cepq	1,037	0,707	1,467	0,142	par_26
bp	<---	sp	0,187	0,294	0,636	0,525	par_27
bp	<---	bi	-0,568	1,295	-0,439	0,661	par_28
bp	<---	si	0,329	0,338	0,974	0,33	par_29
bb	<---	bp	0,796	0,106	7,474	***	par_30

Source: Primary Processed Data, 2024

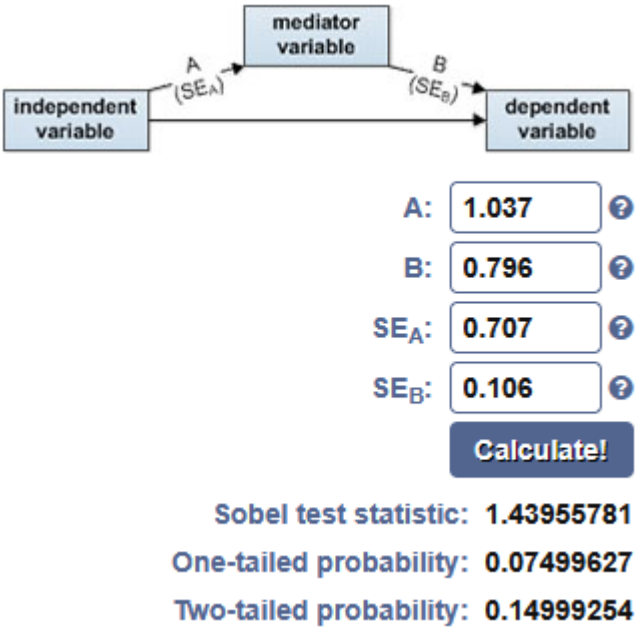
Positive or negative can be seen on estimate and significant (<0.05) or not significant (>0.05) can be seen on P. (Cepq-bp) have positive relations but not significant, (sp-bp) have positive relations but not significant, (bi-bp) have negative relations but not significant, (si-bp) have positive relations but not significant, and the last (bp-bb) have positive relations and significant.

4.2.2.2 Indirect Effect

For Indirect effect Sobel test using Sobel online calculator are used to observe the relation between variables with the mediations in between.

Figure 4.6

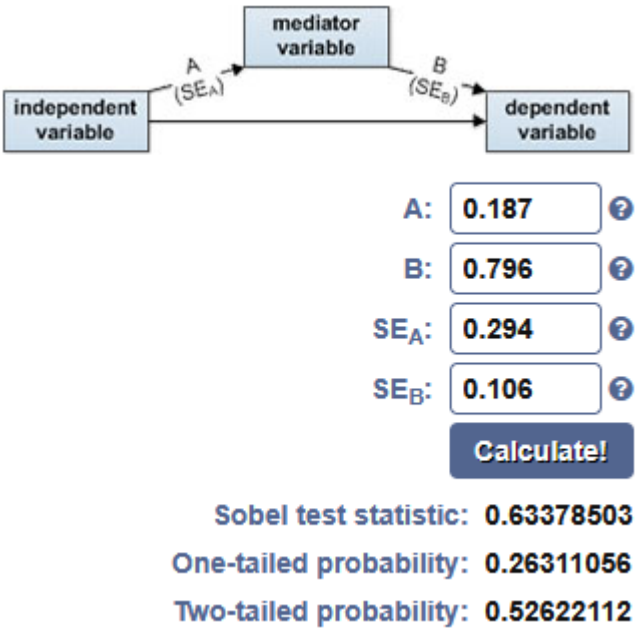
cepq-bp-bb



Source: Primary Processed Data, 2025

Figure 4.7

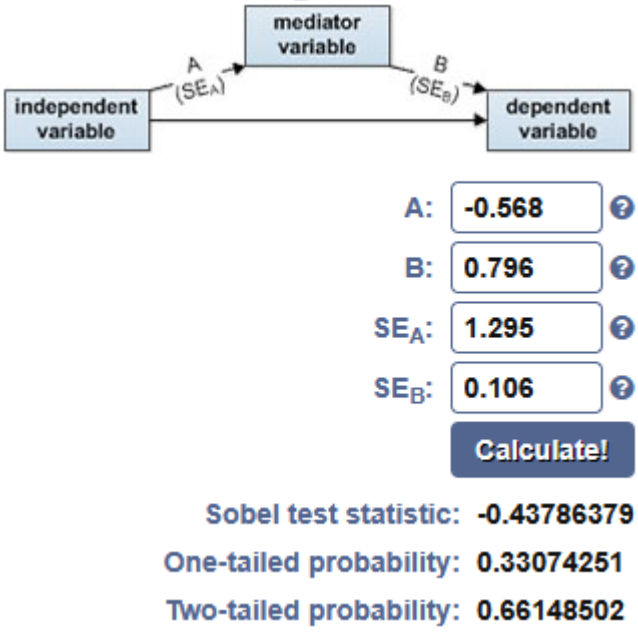
sp-bp-bb



Source: Primary Processed Data, 2025

Figure 4.8

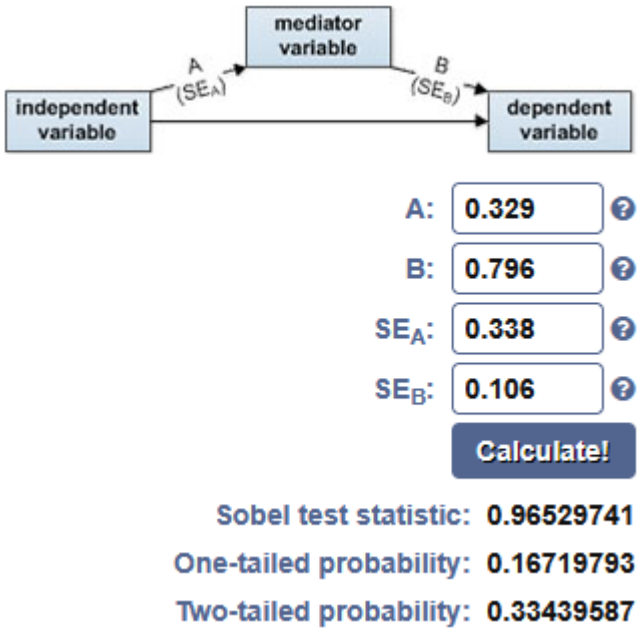
bi-bp-bb



Source: Primary Processed Data, 2025

Figure 4.9

si-bp-bb



Source: Primary Processed Data, 2025

Table 4.10

Indirect Results

Path	T-Stat	P
cepq-bp-bb	1.439	0.149
sp-bp-bb	0.633	0.526
bi-bp-bb	-0.437	0.661
si-bp-bb	0.965	0.334

Source: Primary Processed Data, 2025

Based on the Table 4.10 (cepq-bp-bb), (sp-bp-bb), and (si-bp-bb) Path has both Positive effect but at the same time insignificant while (bi-bp-bb) have negative effect and also insignificant.

4.3 Result Discussion

4.3.1 Influence of Customer Experienced Product Quality towards Brand Preference

Based on the result the influence of customer experienced product quality towards brand preference are positive but contrary to the previous research it isn't significant. The result negates the finding from previous studies by Afsar (2014) but the finding aligns with the previous studies by Setiowati & Liem (2018), which also reported a positive yet no significant impact of perceived product quality on brand preference. Customer experienced product quality doesn't seem to be important for Xiaomi smartphone users brand preference for choosing Xiaomi as their smartphone although its slightly have positive impact on their preference towards Xiaomi smartphone. The influence of customer experienced product quality towards brand preference is positive but not significant.

4.3.2 Influence of Sales Promotion towards Brand Preference

Based on the result the influence of sales promotion towards brand preference are positive but contrary to the previous research it isn't significant. The

result negates the finding from previous studies by Onyango et al. (2017) but it isn't fully negating the studies by Alam & Faruqui (2009) also the finding aligns with the previous studies by Delvecchio et al. (2006), which found that sales promotions positive but not significantly affect brand preference. Sales promotion doesn't seem to be important for Xiaomi smartphone users brand preference for choosing Xiaomi as their smartphone although its slightly have positive impact on their preference towards Xiaomi smartphone.

4.3.3 Influence of Brand Image towards Brand Preference

Based on the result the influence of brand image towards brand preference are both negative and it isn't significant. The result completely negates the finding from previous studies by Matli et al. (2021) and Nhlabathi et al. (2022) but the influence of brand image towards brand preference is negative and not significant. This finding fully supports the previous research by Abalil & Walyoto (2024), which similarly found that brand image negative and not significantly affect brand preference. Brand image isn't important for Xiaomi smartphone users brand preference for choosing Xiaomi as their smartphone and negatively affect their preference towards Xiaomi smartphone.

4.3.4 Influence of Social Influence towards Brand Preference

Based on the result the influence of social influence towards brand preference are positive but contrary to the previous research it isn't significant. The result negates the finding from previous studies by Li et al. (2020) but the influence of social influence towards brand preference is positive and but not significant. This finding fully supports the previous research Argo et al. (2006), which similarly found that social influence positive but not significantly affect brand preference. Social

influence doesn't seem to be important for Xiaomi smartphone users brand preference for choosing Xiaomi as their smartphone although its slightly have positive impact on their preference towards Xiaomi smartphone.

4.3.5 Influence of Brand Preference towards Brand Bond

Based on the result the brand preference towards brand bond is both positive and significant. The result is fully supported by the previous findings of studies by Johani et al. (2020) but not for previous studies by Cuong (2020). Brand preference is important for Xiaomi smartphone users brand bond towards Xiaomi as their smartphone and have positive impact on their bond towards Xiaomi smartphone.

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the findings the conclusions are:

1. Customer experienced product quality has positive and not significant influence on brand preference it can be conclude that H1 is accepted
2. Sales promotion has positive and not significant influence on brand preference it can be conclude that H2 is accepted
3. Brand image has both negative and not significant influence on brand preference it can be conclude that H3 is not accepted
4. Social influence has positive and not significant influence on brand preference it can be conclude that H4 is accepted
5. Brand preference has both positive and significant influence on brand preference it can be conclude that H5 is accepted.

5.2 Theoretical Implications

Table 5.1

Theoretical Implications

No	Findings	Theoretical Implications
1.	Customer experienced product quality has positive and not significant influence on brand preference	The findings are partially supported by the previous studies by Afsar (2014) and fully supported by Setiowati & Liem (2018).
2.	Sales promotion has positive and not significant influence on brand preference	The findings are partially supported by the previous studies by Onyango et al. (2017) and Alam & Faruqui (2009) and fully supported by Delvecchio et al. (2006).
3.	Brand image has both negative and not	The findings are unsupported by the previous studies by Matli et al. (2021) and Nhlabathi et al.

	significant influence on brand preference	(2022) and fully supported by Ababil & Walyoto (2024).
4.	Social influence has positive and not significant influence on brand preference	The findings are partially supported by the previous studies by Li et al. (2020) and fully supported by Argo et al. (2006).
5.	Brand preference has positive and significant influence on brand bond	The findings are fully supported by the previous studies by Johani et al. (2020) and not supported by Cuong (2020).

5.3 Managerial Implications

Table 5.2

Managerial Implicatios

No	Findings	Managerial Implications
1.	Customer experienced product quality has positive and not significant influence on brand preference	Xiaomi brand keeps improving their product based on the customer experience but don't have to be so affixed towards the customer considering the implications are not significant towards Xiaomi smartphone user preference.
2.	Sales promotion has positive and not significant influence on brand preference	Xiaomi brand can increase their sales promotion but don't have to be so affixed towards the customer considering the implications are not significant towards Xiaomi smartphone user preference.
3.	Brand image has both negative and not significant influence on brand preference	Xiaomi can improve their brand image but don't have to be so affixed towards the customer considering Xiaomi smartphone users don't bother too much on Xiaomi brand image considering the implications are not significant towards Xiaomi smartphone user preference.
4.	Social influence has positive and not significant influence on brand preference	Xiaomi can helad a campaign or advertisement to influence the other customers but don't have to be so affixed towards the customer considering Xiaomi smartphone users are little bit considering others opinion regarding Xiaomi smartphone and also the implications are not significant towards Xiaomi smartphone user preference.
5.	Brand preference has positive and significant influence on brand bond	The moment Xiaomi smartphone users choose Xiaomi as their smartphone choices automatically they are bonded by Xiaomi brand.

5.4 Research Limitations

1. The respondent is limited only based on country and Xiaomi smartphone users
2. The data distribution of the data is abnormal and the sample are below 200 because of the researchers lack of funds for paid questionnaire
3. Respondent from civil servant, police, and military are unreachable for paid questionnaire so as for respondents for monthly spending above 10 million Rupiah
4. The data analysis method used was SEM but return with one unsatisfactory Hypothesis.

5.5 Further Research

1. The research can be conducted on the different region country to test the variables viability
2. Testing the research model from the different smartphone brands
3. Reaching respondent with more variative background via alternative types of questionnaires and its channels.

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APPENDIX

Questionnaire in Bahasa Indonesia

Yang terhormat, Responden

Dalam rangka untuk melakukan penelitian sebagai syarat untuk menyelesaikan program studi, saya sebagai peneliti;

Nama: Ahmad Arif Nugroho

Instansi: Fakultas Ekonomika dan Bisnis, Universitas Diponegoro

Departemen: S-1 Manajemen, Konsentrasi Bisnis internasional

Mohon untuk mengisi kuesioner sejujur-jujurnya dan data anda dijaga kerahasiaannya.

Penelitian ini bertujuan untuk mengetahui Kelayakan Hp Xiaomi terhadap standar pengguna Hp pintar di Indonesia.

Atas kesediaanya, saya ucapkan terima kasih.

Identitas respondent

Nama:

Umur:

A. <18 tahun
B. 18-25 tahun

C. 26-29 tahun
D. 30-39 tahun
E. 40 tahun keatas

Jenis kelamin:

A. Laki-laki
B. Perempuan

Pekerjaan:

A. Karyawan
B. Wiraswsata
C. Pelajar/mahasiswa
D. TNI/POLRI
E. Aparatur Sipil Negara
F. Pekerja lepas

Pengeluaran perbulan:

A. 0-5 jt
B. 6-9 jt
C. 10-15 jt
D. >15 jt

Penggunaan Hp pintar:

A. Hanya untuk komunikasi
B. Bermain game
C. Pekerjaan
D. Media sosial
E. Semua yang di atas

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Desain hp Xiaomi menarik					
2	Xiaomi adalah hp yang awet					
3	Hp Xiaomi mudah digunakan untuk keperluan sehari-hari					
4	Fitur-fitur yang ada di hp Xiaomi lengkap					
5	Performa hp Xiaomi memuaskan					
6	Pengunaan hp Xiaomi tanpa kendala atau maslah untuk penggunaan sehari-hari					

7	Hp Xiaomi mudah untuk diperbaiki jika terjadi maslah atau kerusakan					
1	Hp Xiaomi mempunyai promosi yang bagus sehingga banyak yang membeli					
2	Toko resmi hp Xiaomi lebih menarik dibandingkan toko hp resmi merek lain					
3	Promosi harga terendah Xiaomi dipertimbangkan oleh anda					
4	Promosi beli satu dapat satu dipertimbangkan oleh anda					
5	Promosi bundling dipertimbangkan oleh anda					
6	Promosi hp terbaru dipertimabngkan oleh anda					
1	Xiaomi bisa menyampaikan keunggulan-keunggulan produknya					
2	Hp Xiaomi merepresentasikan karakter anda					
3	Pelayanan brand hp Xiaomi memuaskan					
4	Brand hp Xiaomi dikenal sebagai hp dengan reputasinya yang bagus					
1	Di sekeliling anda menggunakan hp Xiaomi					
2	Ada ajakan dari orang lain untuk anda menggunakan hp Xiaomi					
3	Anda menegtahui hp merek Xiaomi dari sumber external (ex: konten review gadget, iklan, berita) selain dari orang-orang terdekat					
4	Orang-orang terdekat anda mendorong anda untuk menggunakan hp xiaomi					
1	Merek hp Xiaomi bisa menawarkan pengalaman yang memuaskan					

2	Merek hp Xiaomi terkenal dengan kegunaannya yang mudah					
3	Brand Xiaomi sudah terkenal					
4	Brand hp Xiaomi sesuai dengan penilaian konsumen pada produk hp pintar					
1	Merek hp Xiaomi mencoba berbeda dari merek hp lain					
2	Pelayanan CS dari Xiaomi baik					
3	Merek Hp Xiaomi adlah merek yang membuat hp berkualitas tinggi					
4	Merek hp Xiaomi membuat produk yang saya butuhkan					
5	Merek hp Xiaomi terjamin kualitasnya					

Previous Studies

Source	Variables	Methods	Results
Customer Experienced Product Quality on Brand Preference			
(Afsar, 2014):' Effect of perceived Price, Brand Image, perceived Quality and Trust on Consumer's buying Preferences'.	Independent • Price • Perceived Quality • Image Intervening • Trust Dependent • Brand Preference	SEM	Customer Experience Product Quality Positively Affect and Significantly towards Brand Preference
Sales Promotion on Brand Preference			
(Onyango et al., 2017):' Sales Promotion and Consumer Brand Preference for Mobile Phone Services in Kenya'.	Independent • Sales Promotion Dependent • Consumer Brand Preference	Regression	Sales Promotion positively affect and Significantly towards Brand Preference
(Alam & Faruqui,	Independent	Comparative	Sales Promotion doesn't affect

2009):'Effect of Sales Promotion on Consumer Brand Preference: A Case Study Of Laundry Detergent in Dhaka City Consumers'.	• Sales Promotion Dependent • Brand Preference		both Positively and Negatively and not Significant towards Brand Preference
Brand Image on Brand Preference			
(Matli et al., 2021):'The Influence of Brand Image on the Selection and Preference of Universities of Technology'.	Independent • Band Image Dependent • Brand preference	SEM & Regression	Brand Image Positively affect and Significantly towards Brand Preference
(Nhlabathi et al., 2022):' Social Media Marketing Attributes, Sandton's Rental Market Brand Image, and the Millennials' Rental Preference: an Empirical Study'.	Independent • Entertainment • Trendiness • Interaction • Information • Customization Intervening • Brand Image Dependent • Brand Preference	SEM & Regression	Brand Image Positively affect and Significantly towards Brand Preference
Social Influences on Brand Preference			
(Li et al., 2020):' From Interactivity to Brand Preference: The Role of Social Comparison and Perceived Value in a Virtual Brand Community'.	Independent • Perceived Interactivity Intervening • Social Value • Emotional Value • Informational value Dependent • Brand Preference	PLS	Social Influences Both Positively and Negatively affect and Significantly towards Brand Preference

Brand Preference on Brand Bond			
(Johani et al., 2020):' Mediating Role Of Brand Preference On The Relationships Between Brand Cues And Brand Loyalty In Electronic Products'.	Independent • Brand Name • COO • Communication Intervening • Brand Preference Dependent • Brand Loyalty	SEM	Brand Preference Positively affect and Significantly towards Brand Bond
(Cuong, 2020):'The Influence of Brand Satisfaction, Brand Trust, Brand Preference on Brand Loyalty to Laptop Brands'.	Independent • Brand Satisfaction Intervening • Brand Preference • Brand Trust Dependent • Brand Loyalty	SEM	Brand Preference Positively affect and Moderately towards Brand Bond

Data Collcetion

cepq1	cepq2	cepq3	cepq4	cepq5	cepq6	cepq7	sp1	sp2	sp3	sp4	sp5	sp6	bi1	bi2	bi3	bi4	si1	si2	si3	si4	bp1	bp2	bp3	bp4	bb1	bb2	bb3	bb4	bb5
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Validity Test

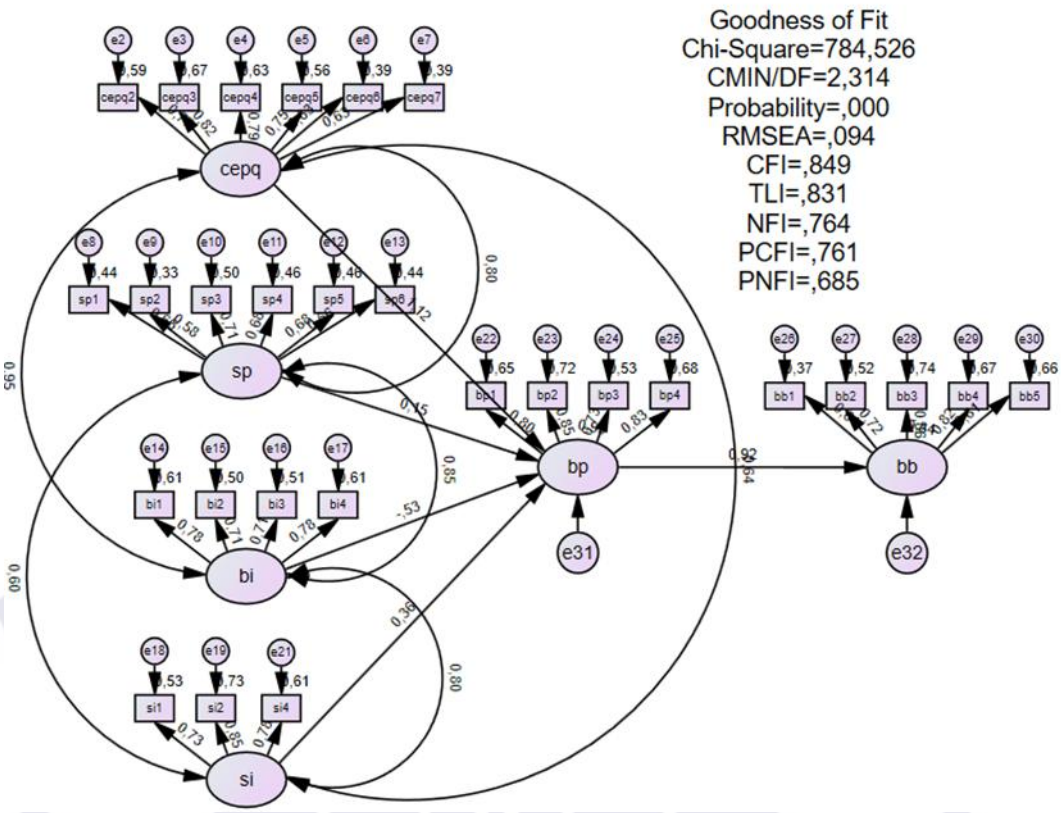
Variable		Instrument	r-count	r-table	Description
Customer Experienced Product Quality		cepq1	0.576	0.001	Not valid
		cepq2	0.781	0.001	Valid
		cepq3	0.818	0.001	Valid
		cepq4	0.792	0.001	Valid
		cepq5	0.803	0.001	Valid
		cepq6	0.748	0.001	Valid
		cepq7	0.689	0.001	Valid
Sales Promotion		sp1	0.721	0.001	Valid
		sp2	0.652	0.001	Valid
		sp3	0.699	0.001	Valid
		sp4	0.809	0.001	Valid
		sp5	0.792	0.001	Valid
		sp6	0.698	0.001	Valid
Brand Image		bi1	0.778	0.001	Valid
		bi2	0.881	0.001	Valid
		bi3	0.838	0.001	Valid
		bi4	0.847	0.001	Valid
Social Influences		si1	0.811	0.001	Valid
		si2	0.862	0.001	Valid
		si3	0.613	0.001	Valid
		si4	0.827	0.001	Valid
Brand Preference		bp1	0.824	0.001	Valid
		bp2	0.896	0.001	Valid
		bp3	0.853	0.001	Valid
		bp4	0.888	0.001	Valid

Brand Bond		bb1	0.747	0.001	Valid
		bb2	0.800	0.001	Valid
		bb3	0.882	0.001	Valid
		bb4	0.818	0.001	Valid
		bb5	0.836	0.001	Valid

Reliability Test

Variables	Cronbach Alpha	No of Items	Description
Customer Experienced Product Quality	0.865	7	Reliable
Sales Promotion	0.824	6	Reliable
Brand Image	0.831	4	Reliable
Social Influences	0.789	4	Reliable
Brand Preference	0.888	4	Reliable
Brand Bond	0.874	5	Reliable

Processed Model



Regression Weights

			Estimate	S.E.	C.R.	P	Label
bp	<---	cepq	1,037	0,707	1,467	0,142	par_26
bp	<---	sp	0,187	0,294	0,636	0,525	par_27
bp	<---	bi	-0,568	1,295	-0,439	0,661	par_28
bp	<---	si	0,329	0,338	0,974	0,33	par_29
bb	<---	bp	0,796	0,106	7,474	***	par_30
cepq2	<---	cepq	1				
cepq3	<---	cepq	0,913	0,084	10,878	***	par_1
cepq4	<---	cepq	0,932	0,09	10,39	***	par_2
cepq5	<---	cepq	0,879	0,091	9,653	***	par_3
cepq6	<---	cepq	0,822	0,104	7,878	***	par_4
cepq7	<---	cepq	0,737	0,093	7,895	***	par_5
sp1	<---	sp	1				
sp2	<---	sp	1,008	0,159	6,328	***	par_6
sp3	<---	sp	1,217	0,167	7,277	***	par_7

sp4	<---	sp	1,341	0,191	7,01	***	par_8
sp5	<---	sp	1,235	0,182	6,8	***	par_9
sp6	<---	sp	1,089	0,162	6,721	***	par_10
bi1	<---	bi	1				
bi2	<---	bi	1,121	0,123	9,09	***	par_11
bi3	<---	bi	0,915	0,1	9,109	***	par_12
bi4	<---	bi	1,029	0,1	10,242	***	par_13
si1	<---	si	1				
si2	<---	si	1,249	0,136	9,175	***	par_14
si4	<---	si	1,15	0,129	8,909	***	par_15
bp1	<---	bp	1				
bp2	<---	bp	1,018	0,084	12,163	***	par_16
bp3	<---	bp	0,899	0,092	9,824	***	par_17
bp4	<---	bp	1,026	0,088	11,689	***	par_18
bb1	<---	bb	1				
bb2	<---	bb	1,036	0,142	7,313	***	par_19
bb3	<---	bb	1,427	0,176	8,115	***	par_20
bb4	<---	bb	1,197	0,154	7,779	***	par_21
bb5	<---	bb	1,19	0,152	7,827	***	par_22

Standardized Regression Weights

			Estimate
bp	<---	cepq	1,123
bp	<---	sp	0,151
bp	<---	bi	-0,526
bp	<---	si	0,362
bb	<---	bp	0,917
cepq2	<---	cepq	0,767
cepq3	<---	cepq	0,818
cepq4	<---	cepq	0,793
cepq5	<---	cepq	0,75
cepq6	<---	cepq	0,628
cepq7	<---	cepq	0,627
sp1	<---	sp	0,663
sp2	<---	sp	0,578
sp3	<---	sp	0,71
sp4	<---	sp	0,68
sp5	<---	sp	0,676
sp6	<---	sp	0,664

bi1	<---	bi	0,783
bi2	<---	bi	0,707
bi3	<---	bi	0,714
bi4	<---	bi	0,781
si1	<---	si	0,726
si2	<---	si	0,853
si4	<---	si	0,783
bp1	<---	bp	0,804
bp2	<---	bp	0,847
bp3	<---	bp	0,73
bp4	<---	bp	0,826
bb1	<---	bb	0,607
bb2	<---	bb	0,725
bb3	<---	bb	0,861
bb4	<---	bb	0,817
bb5	<---	bb	0,813

Corellations

			Estimate
cepq	<-->	sp	0,799
sp	<-->	bi	0,849
bi	<-->	si	0,8
cepq	<-->	bi	0,947
cepq	<-->	si	0,64
sp	<-->	si	0,595

Implied Corellations

	bb5	bb4	bb3	bb2	bb1	bp4	bp3	bp2	bp1	si4	si2	si1	bi4	bi3	bi2	bi1	sp6	sp5	sp4	sp3	sp2	sp1	cepq7	cepq6	cepq5	cepq4	cepq3	cepq2
bb5																												
bb4	0,664																											
bb3	0,7	0,703																										
bb2	0,589	0,592	0,624																									
bb1	0,493	0,496	0,522	0,44																								
bp4	0,617	0,619	0,653	0,549	0,46																							
bp3	0,545	0,547	0,576	0,485	0,406	0,603																						
bp2	0,632	0,635	0,669	0,563	0,472	0,7	0,618																					
bp1	0,6	0,602	0,635	0,534	0,447	0,664	0,587	0,681																				
si4	0,438	0,44	0,464	0,39	0,327	0,485	0,429	0,498	0,472																			
si2	0,478	0,48	0,506	0,426	0,356	0,529	0,467	0,542	0,514	0,668																		
si1	0,407	0,408	0,43	0,362	0,303	0,45	0,398	0,462	0,438	0,568	0,62																	
bi4	0,556	0,559	0,589	0,496	0,415	0,616	0,544	0,632	0,599	0,489	0,533	0,454																
bi3	0,508	0,511	0,538	0,453	0,379	0,563	0,497	0,577	0,547	0,447	0,487	0,414	0,557															
bi2	0,504	0,506	0,533	0,449	0,376	0,558	0,493	0,572	0,543	0,443	0,483	0,411	0,552	0,505														
bi1	0,558	0,56	0,59	0,497	0,416	0,618	0,546	0,633	0,601	0,49	0,534	0,455	0,611	0,559	0,554													
sp6	0,405	0,406	0,428	0,36	0,302	0,448	0,396	0,459	0,436	0,309	0,337	0,287	0,44	0,402	0,398	0,441												
sp5	0,412	0,414	0,436	0,367	0,307	0,456	0,403	0,468	0,444	0,315	0,343	0,292	0,448	0,409	0,406	0,449	0,448											
sp4	0,415	0,417	0,439	0,369	0,309	0,459	0,406	0,471	0,447	0,317	0,345	0,294	0,451	0,412	0,408	0,452	0,451	0,46										
sp3	0,433	0,435	0,458	0,386	0,323	0,479	0,424	0,492	0,466	0,331	0,361	0,307	0,471	0,43	0,426	0,472	0,471	0,48	0,483									
sp2	0,353	0,354	0,373	0,314	0,263	0,391	0,345	0,4	0,38	0,269	0,294	0,25	0,383	0,35	0,347	0,384	0,384	0,391	0,393	0,411								
sp1	0,405	0,406	0,428	0,36	0,302	0,448	0,396	0,459	0,436	0,309	0,337	0,287	0,44	0,402	0,398	0,441	0,44	0,448	0,451	0,471	0,384							
cepq7	0,457	0,459	0,484	0,407	0,341	0,506	0,447	0,519	0,492	0,314	0,342	0,291	0,463	0,423	0,42	0,464	0,332	0,338	0,34	0,355	0,289	0,332						
cepq6	0,458	0,46	0,485	0,408	0,342	0,507	0,448	0,52	0,493	0,315	0,343	0,292	0,464	0,424	0,42	0,465	0,333	0,339	0,341	0,356	0,29	0,333	0,393					
cepq5	0,547	0,55	0,579	0,488	0,408	0,606	0,535	0,622	0,589	0,376	0,41	0,349	0,555	0,507	0,502	0,556	0,398	0,405	0,408	0,426	0,347	0,398	0,47	0,471				
cepq4	0,579	0,581	0,613	0,516	0,432	0,641	0,566	0,657	0,623	0,397	0,433	0,369	0,587	0,536	0,531	0,588	0,421	0,428	0,431	0,45	0,367	0,42	0,497	0,498	0,595			
cepq3	0,597	0,599	0,632	0,532	0,445	0,661	0,584	0,678	0,643	0,41	0,447	0,38	0,605	0,553	0,548	0,606	0,434	0,442	0,445	0,464	0,378	0,434	0,513	0,514	0,614	0,649		
cepq2	0,559	0,562	0,592	0,498	0,417	0,619	0,547	0,635	0,602	0,384	0,419	0,356	0,567	0,518	0,513	0,568	0,406	0,414	0,417	0,435	0,354	0,406	0,48	0,482	0,575	0,608	0,627	

Composite Reliability and Convergent Validity

Variables	Indicator	SLF	SLF^2	e	Total SLFV	Total SLFV^2	TSLFV^2	Total eV	CRV	AVEV
cepq	cepq2	0,767	0,588289	0,411711	4,383	19,210689	3,236275	2,763725	0,87423	**0,539379**
	cepq3	0,818	0,669124	0,330876						
	cepq4	0,793	0,628849	0,371151						
	cepq5	0,75	0,5625	0,4375						
	cepq6	0,628	0,394384	0,605616						
	cepq7	0,627	0,393129	0,606871						
sp	sp1	0,663	0,439569	0,560431	3,971	15,768841	2,638025	3,361975	0,824264	**0,439671**
	sp2	0,578	0,334084	0,665916						
	sp3	0,71	0,5041	0,4959						
	sp4	0,68	0,4624	0,5376						
	sp5	0,676	0,456976	0,543024						
	sp6	0,664	0,440896	0,559104						
bi	bi1	0,783	0,613089	0,386911	2,985	8,910225	2,232695	1,767305	0,834484	**0,558174**
	bi2	0,707	0,499849	0,500151						
	bi3	0,714	0,509796	0,490204						
	bi4	0,781	0,609961	0,390039						
si	si1	0,726	0,527076	0,472924	2,362	5,579044	1,867774	1,132226	0,831295	**0,622591**
	si2	0,853	0,727609	0,272391						
	si4	0,783	0,613089	0,386911						
bp	bp1	0,804	0,646416	0,353584	3,207	10,284849	2,579001	1,420999	0,878608	**0,64475**
	bp2	0,847	0,717409	0,282591						
	bp3	0,73	0,5329	0,4671						
	bp4	0,826	0,682276	0,317724						
bb	bb1	0,607	0,368449	0,631551	3,823	14,615329	2,963853	2,036147	0,87772	**0,592771**
	bb2	0,725	0,525625	0,474375						
	bb3	0,861	0,741321	0,258679						
	bb4	0,817	0,667489	0,332511						
	bb5	0,813	0,660969	0,339031						

Square Root AVE

Variables	SQRT AVE
cepq	0,73442438
sp	0,66307679
bi	0,74711027
si	0,78904457

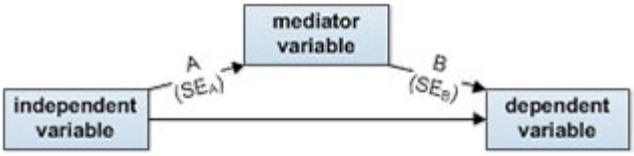
Fornell-Larcker criterion

	cepq	sp	bi	si
cepq	0,734424			
sp	0,799	0,663077		
bi	0,947	0,849	0,74711	
si	0,64	0,595	0,8	0,789045

Heterotrait-Monotrait Ratio

Mono		Hetero		HTMT	
cepq	0,53	cepq-sp	0,386278	cepq-sp	0,8001583
sp	0,44	cepq-bi	0,515958	cepq-bi	0,9480431
bi	0,56	cepq-si	0,368167	cepq-si	0,6415006
si	0,62	cepq-bp	0,5725	cepq-bp	0,9791125
bp	0,642167	cepq-bb	0,5009	cepq-bb	0,899619
bb	0,5823	sp-bi	0,419167	sp-bi	0,8494042
		sp-si	0,310222	sp-si	0,5961283
		sp-bp	0,433708	sp-bp	0,8180297
		sp-bb	0,3793	sp-bb	0,7512849
		bi-si	0,47	bi-si	0,8011281
		bi-bp	0,571188	bi-bp	0,9556245
		bi-bb	0,49965	bi-bb	0,8778594
		si-bp	0,473667	si-bp	0,7514855
		si-bb	0,414333	si-bb	0,6903163
		bp-bb	0,5623	bp-bb	0,9195404

Sobel Test



A: 1.037

B: 0.796

SE_A: 0.707

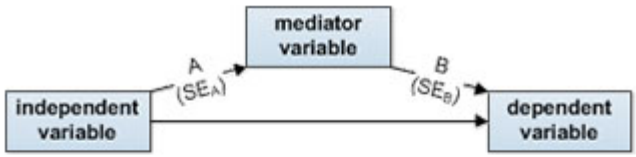
SE_B: 0.106

Calculate!

Sobel test statistic: 1.43955781

One-tailed probability: 0.07499627

Two-tailed probability: 0.14999254



A: 0.187

B: 0.796

SE_A: 0.294

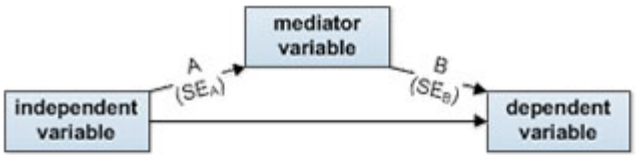
SE_B: 0.106

Calculate!

Sobel test statistic: 0.63378503

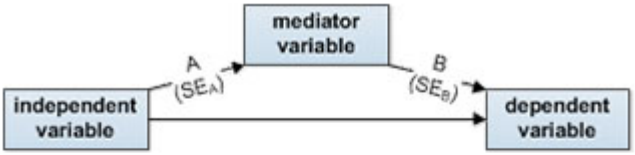
One-tailed probability: 0.26311056

Two-tailed probability: 0.52622112



A: -0.568
B: 0.796
SE_A: 1.295
SE_B: 0.106
Calculate!

Sobel test statistic: -0.43786379
One-tailed probability: 0.33074251
Two-tailed probability: 0.66148502



A: 0.329
B: 0.796
SE_A: 0.338
SE_B: 0.106
Calculate!

Sobel test statistic: 0.96529741
One-tailed probability: 0.16719793
Two-tailed probability: 0.33439587

Indirect Effect

Path	T-Stat	P
cepq-bp-bb	1.439	0.149
sp-bp-bb	0.633	0.526
bi-bp-bb	0.4371	0.661
si-bp-bb	0.965	0.334

Model Fit

Chi-square	784.526	Not Fit
CMIN/DF	2.314	Fit
Probability	0	Not Fit
RMSEA	0.094	Not Fit
CFI	0.849	Not Fit
TLI	0.831	Not Fit
NFI	0.764	Not Fit
PCFI	0.761	Fit
PNFI	0.685	fit
SRMR	0.073	Fit