

The Effect of Advertising, Product Quality, and Brand Image on Repurchase Interest for Samsung Smartphones in Surabaya

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ABSTRACT

The increasingly competitive smartphone industry in Indonesia has prompted companies to innovate in advertising, product quality, and brand image to boost consumer repurchase interest. This study was conducted to analyze the contribution of these three factors to the repurchase interest in Samsung smartphones in Surabaya. This study employed a quantitative approach using a purposive sampling technique with 114 respondents. Data were collected via an online questionnaire. The criteria for respondents included being at least 17 years old, having used a Samsung smartphone for at least one year, and being a resident of Surabaya. The data analysis was performed using the Partial Least Square (PLS) method to test for validity, reliability, and hypotheses. The research results indicate that advertising and brand image have a positive and significant effect on repurchase interest. In contrast, product quality was found to have a positive but not significant effect on repurchase interest.



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INTRODUCTION

Technological developments and globalization have created competition in the smartphone industry in Indonesia, with smartphone ownership increasing from 83.6% in 2023 to 89% in 2025 (GoodStats, 2023). Java Island has the highest ownership rate, around 86.60%, due to good telecommunications access (GoodStats, 2022). Major smartphone manufacturers such as Samsung, Apple, Oppo, and Xiaomi have significant effect in the Indonesian market. As a leading brand, Samsung holds the top position in smartphone sales, which drives it to continuously innovate and update features to meet customer needs (Zahara *et al.*, 2024). To gain market share, companies need to adopt innovative strategies that differentiate their products from competitors and increase purchasing and repeat purchase interests (Munirotul *et al.*, 2024).

Table 1. Top Brand Award, Smartphone Brand Sales Site Category in Indonesia 2020-2024

Brand Name	2020	2021	2022	2023	2024
Samsung	46.50%	37,10 %	33,00 %	32,90 %	32,70 %
Oppo	17.70%	19,30 %	20,60 %	23,40 %	22,90 %
iPhone	-	11,00 %	12,00 %	12,40 %	14,40 %

Source: [TopBrand-award.com](https://topbrand-award.com)

For the past five years, Samsung has led the Indonesian smartphone market based on the Top Brand Index (TBI). From 2021 to the present (2025), Samsung has consistently held the top spot, surpassing other brands such as Oppo and iPhone. However, despite Samsung's success in achieving the Top Brand position, its sales percentage has declined annually. This is certainly a major concern for Samsung, ensuring it can address the factors influencing its smartphone sales growth.

Measuring consumer repurchase interest is important for understanding customer loyalty and potential switching to other products. Consumers who are satisfied and trust a product are more likely

to have repurchase interest based on previous positive experiences (Zeithaml et al. in Cahyani et al., 2024). Kotler & Keller, in Wardana (2024), state that purchase interest is consumer behavior that indicates interest and a desire to purchase a product or service. Meanwhile, repurchase interest is a behavior that occurs in response to a specific object. This reflects a customer's desire to make repeat purchases in the future (Evi Permatasari et al., 2022).

Advertising is a key tool used in a company's strategy to effect consumers (Kotler, P., & Keller, K. in Sanjaya, 2020). With the right advertising strategy, it is hoped that the desired results will be achieved, which can ultimately impact the company's sales volume. The satirical advertisements within Samsung's advertising activities for the iPhone increase Samsung's visibility and innovative image by highlighting the superior camera and battery. This strategy emphasizes Samsung's added value and competitiveness, while product quality remains crucial in consumer purchasing decisions.

Samsung employs an aggressive advertising strategy by directly criticizing its main competitor, the iPhone. This campaign aims to highlight the innovation and superiority of Samsung products, as seen in the Galaxy S4, S9, and S22 Ultra advertisements that compare themselves to the iPhone's features, as analyzed by the author of the article (Bithour Production, 2023). To disseminate this message, Samsung invested heavily in various media, including television, social media, and 3D billboards, to reach a wide audience and strengthen brand awareness. However, this strategy is not without risks. In 2019, Samsung was sued by the Australian Competition and Consumer Commission (ACCC) for allegedly making false claims about the water resistance of the Galaxy series, a controversy that has the potential to reduce consumer trust and purchasing interest.

The growth of smartphone users in Indonesia creates market opportunities, with product quality being a key determinant of repeat purchase interest among consumers seeking high standards (Prakoso & Dwiyanto, 2021). Armstrong, in Vidiyanto & Soebiantoro (2022), stated that product quality is related to functional reliability, including performance, ease of use or repair, and other attributes that meet consumer expectations. In recent years, Samsung has experienced a significant sales decline, including a 30.40% decline by 2025 according to the Top Brand Index (TBI).

To boost sales, Samsung launched the Galaxy S25 smartphone and previously the Galaxy S24, which received positive reviews. However, despite positive reviews on the official website, a number of consumers complained about quality issues, such as rapid battery drain, overheating, and software issues. These complaints were recorded in reviews on the Samsung Indonesia website, which, although not dominant, significantly effected consumer perceptions of the quality of the Galaxy S series. Several consumers confirmed that they had undergone repairs, indicating technical issues that needed to be addressed. Despite their satisfaction, Samsung's recent sales decline was effected by these quality issues, which have reduced consumer confidence and weakened Samsung's brand image in the global smartphone market.

Consumer repurchase interest is heavily effected by a product's brand image. A brand implies a level of quality that satisfies customers, thereby increasing the likelihood of repeat purchases (Kotler & Keller in Prasetyo & Wibowo, 2023). Brand image is a mental representation that differentiates a product in the marketplace, helping attract consumers and create a sustainable competitive advantage (Keller & Lehmann, 2020).

Table 2. Samsung Brand Value Data 2020-2024

Tahun	Brand Value (USD)	Year-on-Year Growth (%)
2020	6,2 billion	-
2021	74,6 billion	20%
2022	87,7 billion	17%
2023	91,4 billion	4%
2024	100,8 billion	10%

Source : Interbrand_report_2024

Samsung Electronics has shown significant but volatile brand value growth. After entering the global top five with a value of \$62.3 billion, its value increased to \$74.6 billion in 2021 and \$87.7 billion in 2022. Although growth slowed to 4% in 2023 (\$91.4 billion), Samsung jumped 10% to \$100.8 billion in 2024. Overall, Samsung has experienced fluctuating growth, but in the last three years, Samsung has seen a decline compared to the two years.

Given the fluctuation in consumer repurchase interest in Samsung smartphones, it is crucial to conduct research that addresses the variables of advertising, product quality, and brand image. Effective advertising, good product quality, and a positive brand image are three key factors that directly effect consumer repurchase decisions. In a competitive market, strategically selecting advertising, product quality, and brand image is crucial. The alignment between product quality and consumer expectations contributes to sales fluctuations (Rama & Irda, 2024). Therefore, it is crucial to analyze the interaction between advertising, product quality, and brand image in influencing repurchase interest.

This research is necessary due to the instability of repurchase interest, as revealed by Suryanto & Asteria (2023), which indicates that consumers not only lose interest but also potentially switch to competing brands. Furthermore, there is limited research specifically linking these three variables to repurchase interest in the Samsung smartphone market in Surabaya. Therefore, this study was conducted to address the phenomenon of fluctuating consumer repurchase interest in Samsung smartphones, which could impact the brand's market position.

LITERATUR REVIEW

Advertising

Advertising is the paid delivery of messages by sponsors to promote a product, brand, or service to increase interest and sales (Hermawan in Roring et al., 2023). Advertising has a broader reach than personal selling, allowing it to reach many consumers and increase product demand (Kotler, P., in Suwu et al., 2023). Previous research has shown that advertising has a significant effect on repurchase interest (Irmawati & Fadhilah, 2024). Four indicators are used to measure advertising: ease of information access, attractive media design, clarity of information, and message trustworthiness (Philip Kotler & Gary Armstrong in Nina, 2020).

H1: Advertising is suspected to have a positive effect on repurchase interest of Samsung smartphones in Surabaya.

Product Quality

Kotler and Armstrong (2012:283) in Lestari (2022) state that product quality is the ability of a product to perform its function, which includes durability, reliability, accuracy, ease of use, repairability, and other attributes of the product. Consistent product quality and added value encourage repeat purchases and customer loyalty, making them more profitable than low-quality, inexpensive products (Nofiana et al., 2024). Previous research suggests that product quality effects consumer repurchase interests (Fadhilah & Irmawati, 2024). Other research also suggests that consumers tend to compare product quality with other alternatives to determine the most appropriate and durable choice (Prasetyo & Wibowo, 2023). There are nine indicators that reflect product quality: performance, form, features, durability, reliability, ease of repair, perceived quality, style, and design (Kotler & Keller in Rahmawati, 2024).

H2: Product quality is suspected to have a positive effect on repurchase interests for Samsung smartphones in Surabaya.

Brand Image

A brand image is a symbol that companies use to differentiate their products or services from competitors. A brand image makes it easier for consumers to remember and recognize the products and services they desire (Septianingsih et al., 2021). Research by Prasetyo & Wibowo (2021) hypothesizes a positive and significant effect of brand image on repurchase interest. According to research by Andrianto et al. in Sasikirana & Rusdianto (2023), three indicators effect brand image: manufacturer image, user image, and product image.

H3: Brand image is suspected to have a positive effect on repurchase interest for Samsung smartphones in Surabaya.

Repurchase Interest

According to Nurhayati in Adi & Soebiantoro (2023), repurchase interest is a customer's action to repurchase a product because they feel satisfied with the product and meet their expectations. Repurchase interest is the interest to purchase based on previous purchasing experiences. High repurchase interest reflects a high level of consumer satisfaction when deciding to use a product (Mahardhika in Prasaja et al., 2024). There are four indicators used to measure the variable of repurchase interest: transactional interest, referential interest, preferential interest, and exploratory interest (Ferdinand in Adi & Soebiantoro, 2023).

RESEARCH METHOD

This study used a quantitative approach with a non-probability sampling technique through purposive sampling of 114 respondents. Data were collected by distributing a Google Form questionnaire to respondents aged at least 17 years and who had purchased and used a Samsung smartphone in Surabaya. The response scale used was a Likert scale of 1-5 to measure respondents' perceptions of the studied variables. The variables analyzed included product quality and brand image as independent variables, and repurchase interest as the dependent variable. Data were analyzed using the Partial Least Square (PLS) method to examine the relationship between variables and test the formulated hypotheses.

RESULTS AND DISCUSSIONS

Results

This study established the following criteria for respondents: individuals must be at least 17 years old, reside in Surabaya, and have used a Samsung smartphone for at least one year. Of the 114 respondents who met the criteria, the majority were in the young to early adult age range. The 17-27 age group dominated, accounting for 47.36% of the total respondents, followed by the 28-38 age group (26.31%) and the 39-49 age group (18.42%). The respondents' domicile distribution was also evenly distributed across Surabaya's five regions. Each of the four regions (North, East, South, and West) was represented by 23 respondents (20.2%), while Central Surabaya had 22 respondents (19.3%). This balanced distribution ensured that the sample adequately represented the study population.

Outer Model

An outer model is a measurement model that explains the relationship between latent variables and the indicators that measure them. It is used to test the validity of variables and the reliability of research instruments. It also helps measure latent variables through observable indicators and determine the weighting of each indicator.

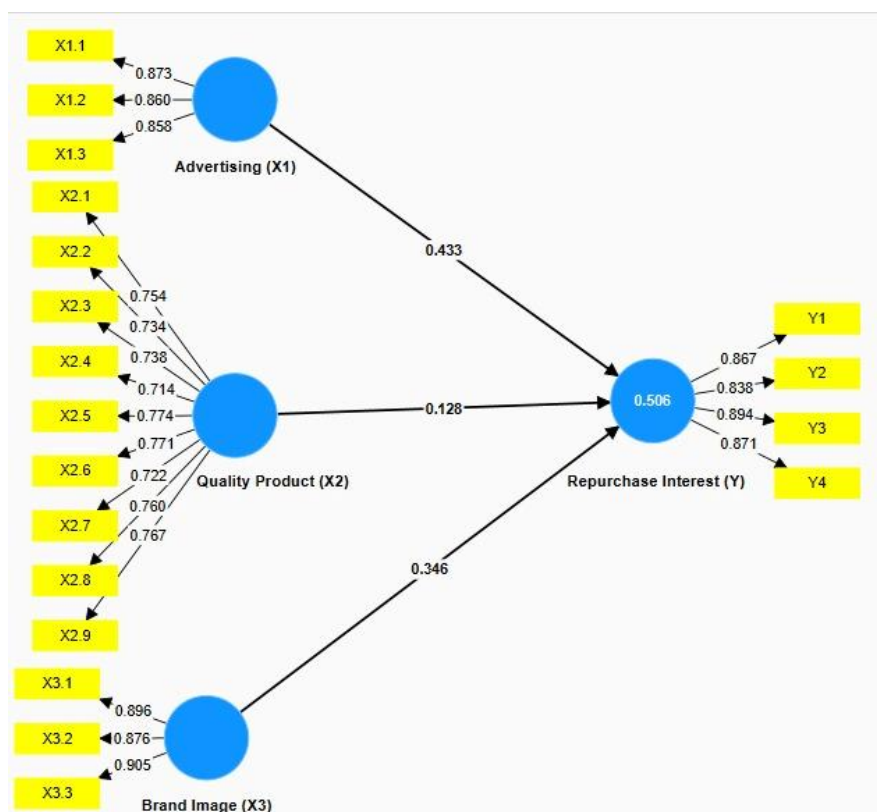


Figure 1. Outer Model with factor loading, Path Coefficient and R-Square
Source : PLS Test Data Processing Results

Tabel 3. Outer Loadings

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P -values
X1.1 <- Advertising (X1)	0.873	0.874	0.025	35.093	0.000
X1.2 <- Advertising (X1)	0.860	0.855	0.035	24.604	0.000
X1.3 <- Advertising (X1)	0.858	0.856	0.029	29.750	0.000
X2.1 <- Product Quality (X2)	0.754	0.720	0.119	6.338	0.000
X2.2 <- Product Quality (X2)	0.734	0.700	0.115	6.398	0.000
X2.3 <- Product Quality (X2)	0.738	0.709	0.117	6.330	0.000
X2.4 <- Product Quality (X2)	0.714	0.657	0.162	4.417	0.000
X2.5 <- Product Quality (X2)	0.774	0.723	0.142	5.447	0.000
X2.6 <- Product Quality (X2)	0.771	0.719	0.151	5.109	0.000
X2.7 <- Product Quality (X2)	0.722	0.660	0.170	4.241	0.000
X2.8 <- Product Quality (X2)	0.760	0.741	0.103	7.413	0.000
X2.9 <- Product Quality (X2)	0.767	0.737	0.110	6.986	0.000
X3.1 <- Brand Image (X3)	0.896	0.895	0.024	38.092	0.000
X3.2 <- Brand Image (X3)	0.876	0.875	0.025	35.628	0.000
X3.3 <- Brand Image (X3)	0.905	0.905	0.022	41.244	0.000
Y.1 <- Repurchase Interest (Y)	0.867	0.864	0.031	27.528	0.000
Y.2 <- Repurchase Interest (Y)	0.838	0.838	0.048	17.621	0.000
Y.3 <- Repurchase Interest (Y)	0.894	0.894	0.020	45.788	0.000
Y.4 <- Repurchase Interest (Y)	0.871	0.871	0.028	31.331	0.000

Source: PLS Test Data Processing Results

An indicator is considered valid if its factor loading coefficient (original sample) is greater than 0.5. This value indicates a strong relationship between the indicator and the latent variable it measures. Furthermore, to meet the significance requirement, the T-statistic must exceed the critical value of 1.96 at a 5% significance level ($\alpha = 0.05$). All indicators had T-statistics above 1.96 and P-values close to zero (0.000), indicating their validity. Overall, all indicators in this study were proven valid and reliable in representing their respective latent variables.

Table 4. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Advertising (X1)	0,747
Product Quality (X2)	0,560
Brand Image (X3)	0,797
Repurchase Interest (Y)	0,753

Source: PLS Test Data Processing Results

The Average Variance Extracted (AVE) value is used to measure how much indicator variance is represented in a latent variable. A model is considered to have good validity if its AVE value is greater than 0.5. The advertising, product quality, brand image, and repurchase interest variables all have AVE values for the tested constructs above 0.5, thus concluding that the research model has adequate validity.

Table 5. Composite Reliability

	Composite Reliability
Advertising (X1)	0,898
Product Quality (X2)	0,920
Brand Image (X3)	0,922
Repurchase Interest (Y)	0,924

Source: PLS Test Data Processing Results

A construct is considered reliable if its Composite Reliability value is greater than 0.70. This indicates that the indicators are consistent in measuring the intended latent variable. The Composite Reliability values for all tested constructs were above 0.70, indicating that all measuring instruments used in this study have excellent reliability.

Table 6. Latent Variable Correlations

	Advertising (X1)	Product Quality (X2)	Brand Image (X3)	Repurchase Interest (Y)
Advertising (X1)	1,000	0,195	0,506	0,632
Product Quality (X2)	0,195	1,000	0,114	0,251
Brand Image (X3)	0,506	0,114	1,000	0,579
Repurchase Interest (Y)	0,632	0,251	0,579	1,000

Source: PLS Test Data Processing Results

Latent variable correlations measure the strength of the relationship between variables using correlation analysis, where values closer to 1 indicate the strongest relationship. Based on the results, Advertising and Brand Image have the strongest relationship with Repurchase Interest. The highest correlation coefficient was found between Advertising and Repurchase Interest (0.632), followed by Brand Image and Repurchase Interest (0.579). In contrast, Product Quality showed a much weaker correlation with Advertising (0.195) and Repurchase Interest (0.251).

Inner Model

Inner model analysis is essential for assessing the strength and significance of the relationships between constructs within the overall model. Structural model evaluation is performed by analyzing the R-square value as an indicator of model goodness-of-fit. The higher the R-square value, the better the exogenous variables' ability to explain the dependent variable.

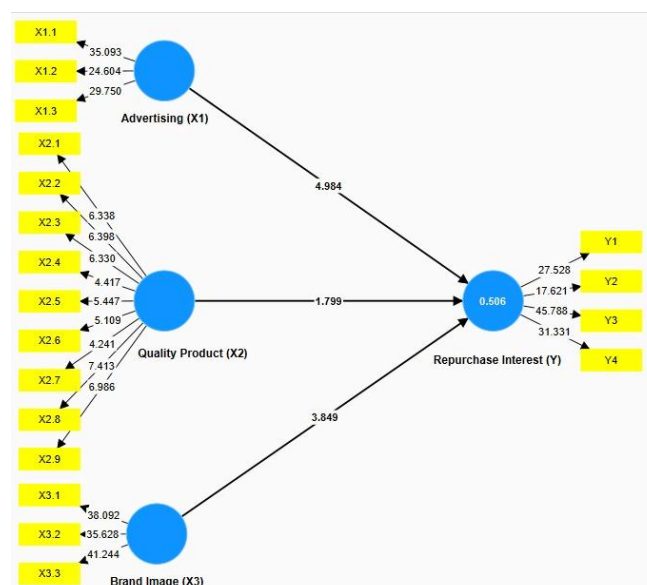


Figure 2. Inner Model with T-Statistic Bootstrapping significance value

Source : PLS Test Data Processing Results

Table 7. R-Square

	R Square	R Square Adjusted
Repurchase Interest (Y)	0,506	0,493

Source: PLS Test Data Processing Results

As indicated by the R-Square value of 0.506, 50.6% of the variance in Repurchase Interest can be explained by the studied variables. The remaining 49.4% is effected by factors outside the research model.

Hypothesis Test

Based on the analysis results from the Path Coefficients table, which presents the T-Statistics and P-Values, the following conclusions can be drawn from each hypothesis:

Table 8. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Advertising (X1) -> Repurchase Interest (Y)	0,433	0,428	0,087	4,984	0,000
Product Quality (X2) -> Repurchase Interest (Y)	0,128	0,154	0,071	1,799	0,036
Brand Image (X3) -> Repurchase Interest (Y)	0,346	0,342	0,090	3,849	0,000

Source: PLS Test Data Processing Results

Discussion

The Effect of Advertising (X1) on Repurchase Interest (Y)

Advertising has a positive and significant effect on repurchase interest. This is confirmed by a path coefficient of 0.433 and a T-statistic of 4.730, exceeding the critical threshold of 1.96, along with a P-value of 0.000, which is below 0.05. Therefore, the research hypothesis is accepted. The results of this study indicate that advertising plays a strong role in influencing consumers' interest to repurchase the same product. This finding aligns with previous research suggesting that effective advertising can increase product appeal, which in turn encourages repurchase interest (Prasetyo & Wibowo, 2023). When consumers feel informed and connected to a brand through advertising, they tend to feel loyal and want to repurchase that product.

The Effect of Product Quality (X2) on Repurchase Interest (Y)

The effect of product quality on repurchase interest was found to be positive but not significant. The p-value (0.030) was below the 0.05 threshold, and the t-statistic (1.891), which was smaller than the critical value of 1.96, indicated that the effect was insignificant, thus rejecting the research hypothesis. The results of this study indicate that product quality contributes to increasing consumer repurchase interest, but has a weak effect on consumer interest to repurchase Samsung smartphones in Surabaya. This research aligns with previous findings that also concluded that product quality does have an effect on repurchase interest, but the effect is not strong enough (Soeliha et al., 2022). This often occurs with new consumers, where they are impressed with their first purchase but are not yet fully convinced to make a second or subsequent purchase.

The Effect of Brand Image (X3) on Repurchase Interest (Y)

Brand image has a positive and significant effect on repurchase interest. This is supported by a path coefficient of 0.346, a T-statistic of 3.750, which is greater than the critical value of 1.96, and a P-value of 0.000, which is less than 0.05. Therefore, this research hypothesis is accepted. Previous research also supports this finding, stating that a good brand image will effect consumer repurchase interest (Prasetyo & Wibowo, 2023). Brand image plays a strong role in encouraging consumers to repurchase Samsung smartphones in Surabaya. A strong brand image serves as a key determinant in consumer decisions to make repeat purchases.



CONCLUSION

Advertising and brand image have a strong contribution in fostering repurchase interest for Samsung smartphones in Surabaya. Effective, engaging, and credible advertising can effect consumer interest and foster repurchase interest. Similarly, a strong and positive brand image will build consumer trust and loyalty, ultimately increasing their repurchase interest. On the other hand, product quality has a weak effect. Although consumers evaluate Samsung product quality positively, it is not strong enough to directly trigger repurchase interest. Therefore, it is recommended that Samsung continue to optimize its advertising strategy and strengthen its brand image. Furthermore, this study suggests that future researchers consider other variables, such as customer satisfaction or price, to gain more comprehensive insights.

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