The Effect of Product Quality, Price, Distribution and Promotion on Demand for Xiaomi Smartphone in Surabaya

Reza Akbar Mauliza[1], I Made Suparta[2]*

[1]mauliza031003@gmail.com
[2]madesuparta@untag-sby.ac.id
[1] [2]*Department of Development Economics, Universitas 17 Agustus 1945 Surabaya*
Jalan Semolowaru 45 Surabaya, Indonesia

ABSTRACT

Smartphone competition is getting tighter, companies are starting to create various labels or brands of their own products, one of the brands that has succeeded in attracting consumer attention is Xiaomi. This study aims to determine the effect of product quality, price, distribution and promotion on the demand for Xiaomi phones in Surabaya. This research is quantitative research using Accidental Sampling technique and uses primary data processed from the results of distributing questionnaires to 105 respondents who own Xiaomi as a research sample. The analysis techniques used include t-test, F-test, R^2 and multiple linear regression analysis with the SPSS 26 program. The results of this study indicate that partially the product quality variable has a positive and significant effect, partially the price variable has a negative and significant effect, partially the distribution has a positive and significant effect, and partially the promotion has a positive and insignificant effect. Simultaneously product quality, price, distribution and promotion have a significant effect on demand.

INTRODUCTION

Smartphone is a smart phone that is accompanied by advanced features with high capabilities like a computer to facilitate all human desires such as transportation, learning facilities, entertainment or games, work or business support and many more (Retalia et al., 2022). Smartphone competition is getting tighter, all the big companies are starting to create various labels or brands of their own products, one of the brands that has succeeded in attracting consumer attention is Xiaomi. Xiaomi is a company that was founded in 2010, the Chinese people began to recognize the company since 2011, and was only well-known by the Indonesian people in 2013 and started to sell very well in the market in 2014 (Zed & Kartini, 2023)

According to an open report from the research institute Canalyst, Xiaomi's mobile phone market share in Indonesia in the second quarter of 2024 was the highest in that year.

Table 1. Largest smartphone vendors in Indonesia, Q2 2024

No.	Vendor	Market Share	YoY
1	Xiaomi	20%	48%
2	OPPO	19%	8%
3	Vivo	18%	18%
4	Samsung	18%	10%
5	Transsion	15%	25%

Source: (Canalyst, 2024).

Market share in Indonesia in the second quarter of 2024 was worth 20% with a growth rate of 48% and the most drastic among other vendors. Followed by OPPO in second place with a market share of 19% but with a fairly slow growth of 8%. Perhaps, this growth rate is the reason Xiaomi was able to overtake OPPO this year, where in the previous year OPPO occupied the top market share in Indonesia.

Table 2. Percentage Resident 5 Years Old Up in East Java Using Telephone Mobile (HP) in the Last 3 Months Detailed According to Regency /City and Gender, 2023

No.	City	Gender		
		Man (%)	Woman (%)	Male and Female (%)
1	Malang	90,48	88.79	89.63
2	Madiun	90,26	86.41	88.26
3	Surabaya	90,57	85.92	88.21
4	Kediri	89.54	85.98	87.75
5	Pasuruan	89.35	86.09	87.70

Source: (Badan Pusat Statistik Provinsi Jawa Timur, 2024).

On the other hand, according to BPS in 2024, the city of Surabaya has a population of 2,812,154 men and women over the age of 5, with 1,388,745 men and 1,423,409 women. Researchers have ranked the top 5 cities with the percentage of the largest number of male and female mobile phone users from the total. Among them, the first is Malang, followed by Madiun, Surabaya, Kediri and Pasuruan and Surabaya is in 3rd place with the most mobile phone users. The largest number of active male mobile phone users was recorded in Surabaya at 90,57%, slightly different from Malang at 90,48%. In fact, it is the 3rd city with the largest number of male and female mobile phone users after Madiun at 88.26% of the total.

Demand is the quantity of goods consumers are willing to buy at different prices (Besanko & Braeutigam, 2014). he quantity of goods demanded is significantly contingent upon the price of the goods, adhering to the Law of Demand. This relationship holds true when other demand-influencing factors remain unchanged. If any of these factors change, the Law of Demand may no longer hold true.

According to (Douglas & Callan, 1992), the demand function for a product reflects the relationship between all factors influencing demand and the desired quantity. These factors are categorized as controlled and uncontrolled variables. Controlled variables, such as price, product quality, promotion, and distribution channels, are strategic in nature.

The findings of the (David Bong et al., 2021)study are consistent with those of (Zed & Kartini, 2023), (Bayu et al., 2020)(Dewi & Elwisam, 2021), (Rohmah & Sukaris, 2024), and (Oktipianti et al., 2023) which demonstrate that the decision to buy Xiaomi smartphone is positively and significantly affected by the quality of the product. On the other side, a product's quality will raise its selling price.

Price had a negative and negligible impact on purchase decisions, according to (Iriani & Aida, 2019)and (Mulyadhi et al., 2022)Nevertheless, a number of additional research, including those by (Murti & Yuliansyah, 2019) (Aloysius Rangga Aditya Nalendra et al., 2019)and (Merina, 2021)came to differing conclusions, concluding that the price variable significantly and positively influences Xiaomi smartphone purchases.

The findings of the study of support those of which demonstrate that distribution characteristics significantly and positively influence purchase decisions. The availability of the products that customers require can be ensured by effective distribution systems (Imron & Suwarto, 2022).

Determined by (David Bong et al., 2021), (Dewi & Elwisam, 2021), and (Oktipianti et al., 2023) research, the promotion variable significantly and positively influences on purchase decisions to buy Xiaomi devices. In contrast to the research by Pramudya, which demonstrated that the promotion had a positive but insignificant effect on purchase decisions, this is consistent with the findings of (Bayu et al., 2020).

Therefore, the problem in this study is: Is the demand for Xiaomi smartphones in Surabaya influenced by product quality, price, distribution, and promotion? Thus, the objective of this study is to analyze the effect of product quality, price, distribution, and promotion on the demand for Xiaomi smartphones in Surabaya.

Conceptual Framework
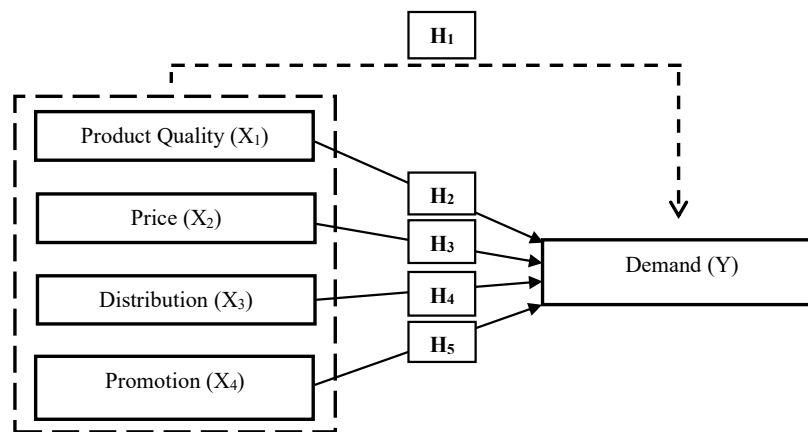
Notes:
_____ = Partial effect
- - - - - - - - - = Simultaneous effects

The research hypothesis can be written as:

H_1: Xiaomi demand (Y) in Surabaya is significantly affected by the product quality (X_1), prices (X_2), the distribution (X_3), and promotion (X_4) all at the same time.

H_2: The Xiaomi demand (Y) in Surabaya is significantly and positively affected by product's quality (X_1).

H_3: The Xiaomi demand (Y) in Surabaya is significantly and negatively affected by prices (X_2).

H_4: The Xiaomi demand (Y) in Surabaya is significantly and positively affected by distribution (X_3).

H_5: The Xiaomi demand (Y) in Surabaya is significantly and positively affected by promotion (X_2).

RESEARCH METHOD

This study uses quantitative research. The author conducted the research in Surabaya City. The research period began in September - December 2024. The author used primary data, which was obtained from respondents and research subjects through the distribution of tabular questionnaires processed using SPSS. The research population consisted of Xiaomi smartphone owners. Based on (Pasaribu et al., 2022), The sampling size with a large and unknown population can use the unknown population formula with replacement as follows:

$$n = \frac{Z^2 pq}{d^2} = \frac{1{,}96^2\ 0{,}5\ (0{,}5)}{0{,}1^2} = \frac{0{,}9604}{0{,}01} = 96{,}04 \tag{1}$$

The Z-table at alpha 5% is 1.96 with p of 50% and q of 50%, and an error rate of 10% (d), then 96.04 respondents were obtained. Thus, the minimum number of respondents was 97. In this study, 105 samples were present as there are more responders and to strengthen the validity of the research findings. The questionnaire used to collect data was assessed on a five-point Likert scale.

Table 3. Indicators of variables

Variable	Indicators	Scale
Demand	Attractive features, affordable prices, ease of purchase, number of advertisements, and convenience	Likert scale
Product quality	Form, feature, performance, durability, repair availability, Style, and Design.	Likert scale
Price	Accessibility, and Conformity to quality.	Likert scale
Distribution	Product availability, distribution reach, and level of convenience	Likert scale
Promotion	Message content, promotion media, promotion time, and promotion frequency.	Likert scale

The research sampling technique is accidental sampling, anyone who happens to meet the researcher can be used as a sample using the incidental sampling technique, provided that the individual is considered suitable as a data source (Sugiyono, 2013). The statistical tests used in this study include the multiple linear regression method, partial significance test (t-test), simultaneity test (F-test), and multiple correlation (R^2).

RESULTS AND DISCUSSION

Validity Test

Table 4. Validity Test

Variables	Indicator	r count	r table	Sig value.	Information
Product Quality (X₁)	X1.1	0,733	0,1946	0,000	Valid
	X1.2	0,841	0,1946	0,000	Valid
	X1.3	0,759	0,1946	0,000	Valid
	X1.4	0,773	0,1946	0,000	Valid
	X1.5	0,738	0,1946	0,000	Valid
Price (X₂)	X2.1	0,639	0,1946	0,000	Valid
	X2.2	0,553	0,1946	0,000	Valid
	X2.3	0,673	0,1946	0,000	Valid
	X2.4	0,722	0,1946	0,000	Valid
	X2.5	0,621	0,1946	0,000	Valid
Distribution (X₃)	X3.1	0,825	0,1946	0,000	Valid
	X3.2	0,901	0,1946	0,000	Valid
	X3.3	0,921	0,1946	0,000	Valid
	X3.4	0,821	0,1946	0,000	Valid

	X3.5	0,780	0,1946	0,000	Valid
Promotion (X₄)	X4.1	0,853	0,1946	0,000	Valid
	X4.2	0,785	0,1946	0,000	Valid
	X4.3	0,433	0,1946	0,000	Valid
	X4.4	0,765	0,1946	0,000	Valid
	X4.5	0,751	0,1946	0,000	Valid
	Y1	0,872	0,1946	0,000	Valid
	Y2	0,843	0,1946	0,000	Valid
Demand (Y)	Y3	0,854	0,1946	0,000	Valid
	Y4	0,746	0,1946	0,000	Valid
	Y5	0,817	0,1946	0,000	Valid

Source: SPSS-processed data

The validity test in Table 4 leads to a sig. value $< 0,05$ and a computed value of $r > r$ table, indicating that it is valid for all items in each statement of the product quality (X1), pricing (X2), distribution (X3), promotion (X4), and demand (Y) variables.

Reliability Test

Table 5. Case Processing Summary

Cases	N	%
Valid	105	100
Excluded	0	0
Total	105	100

Source: SPSS-processed data

Table 5 demonstrates that the N-value of 105 has an approximate value of 100%, indicating that there is no data that was missed during processing with 100% confidence.

Table 6. Reliability Test

Variables	Cronbach's Alpha	Critical Alpha	Information
Product Quality (X₁)	0.822	0.60	Reliable
Price (X₂)	0.622	0.60	Reliable
Distribution (X₃)	0.903	0.60	Reliable
Promotion (X₄)	0.759	0.60	Reliable
Demand (Y)	0.882	0.60	Reliable

Source: SPSS-processed data

Table 6 indicates that every statement pertaining to the product's quality (X_1), pricing (X_2), distributing (X_3), promoting (X_4), and demand (Y) results in a *cronbach's alpha value* more than 0,60, indicating each variable's reliability.

Multiple Correlation (R^2)

Table 7. Adjusted R2

Model	R Square	Adjusted R Square
1	0.667	0.654

Source: SPSS-processed data

The Adjusted R^2 value of 0,654 indicates that the product's quality variables (X_1), pricing (X_2), distributing (X_3), and promoting (X_4) have the capacity to explain demand (Y) by 0,654, or 65.4%, while more variables excluded in this research define the remaining 34.6%. The degree of variability that the variables that are independent demonstrates when interpreting the dependent variable is measured using R square.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression

Model	B	Sig.
(Constant)	3,558	0.011
X_1	0.614	0,000
X_2	-0.202	0.019
X_3	0.324	0,000
X_4	0.086	0.381

Source: SPSS-processed data

The following is the multiple-linear regression equation derived from the computation results in Table 8:

$$Y = 3,558 + 0,614\ X_1 - 0,202\ X_2 + 0,324\ X_3 + 0,086\ X_4 + e \qquad (2)$$

The constant value of the Y variable shows the number 3.558. This number indicates the size of the Demand variable (Y), if the product's quality (X_1), pricing (X_2), distributing (X_3) and promoting (X_4) are each 0,

Product's quality (X_1) and demand (Y) are significant and positively correlated, as indicated by the product's quality coefficient of regression (X_1) with a value of 0,614. Whenever the product's quality variable (X_1) enhances by one unit, demand (Y) will increase by 0,614, assuming that each other variable in this research have a value of zero.

Price (X_2)'s regression coefficient value is -0,202, indicating a negative relationship between price (X_2) and demand (Y). Assuming that any additional variables in this research are a value of zero, demand (Y) will fall by -0,202 if the price variable (X_2) rises by one unit.

The distribution (X3) with demand (Y) are positively correlated, as indicated by the regression coefficient value of 0,324. Demand (Y), assuming that each other factor in this research is equivalent to zero, will increase by 0,324 for each additional unit in income (X3).

The promotion coefficient of regression (X-) has a value of 0,086, indicating a positive link between promotion (X_4) and demand (Y). Demand (Y) will enhance by 0,086 if promotion (X_4) enhances for each additional unit, assuming that any additional research variables remain at zero.

F-test (Simultaneous)

Table 9. F Test

Model	F	Sig.
Regression	50.050	0,000

Source: SPSS-processed data

Table 9. indicates that 0,000 < 0,05 is the significant value. This demonstrates that Ha is accepted and Ho is rejected. in order for demand (Y) to be significantly impacted concurrently by the independent variables of the product's quality (X_1), the price (X_2), the distribution (X_3), and the promotion (X_4).

t-Test (Partial)

Table 10. t-test

Model	T	Sig.
(Constant)	2.603	0.011
X_1	6.851	0,000
X_2	-2.383	0.019
X_3	4.398	0,000
X_4	.881	0.381

Source: SPSS-processed data

Table 10. demonstrate that it may be concluded that the product quality variable (X1) significantly affects demand (Y) because the sig. value for X_1 is 0,000 < 0,05, H_0 is rejected and accepting Ha at a significance level of 5%.

Table 10. demonstrate that price variable (X_2) has a significant effect on demand (Y) because the sig. value for X_2 is 0,019 < 0,05, rejecting H_0 and accepting Ha at a significance level of 5%.

Table 10. demonstrate that the distribution variable (X_3) has significant effects on demand (Y) because the sig. value for X_3 is 0,000 < 0,05, rejecting H_0 and accepting Ha at a significance level of 5%.

Table 10. demonstrate that the promotion variable (X_4) has an insignificant effect on demand (Y), according to, where the sig value for X_4 is 0,381 > 0,05, accepting H_0 and rejecting Ha at a significance level of 5%.

DISCUSSIONS
The Effect of Product's Quality on Demand

It is evident from the research results showing that the product's quality regression coefficient is 0,614, in a significance level of 0,000 < 0,05. These figures show that the demand for Xiaomi phones is positive and significantly impacted by its product's quality. These results lend credence to the theory that "Product Quality (X_1) has a partial positive and significant effect on Xiaomi Demand (Y) in Surabaya." that H_2 asserts. The results presented align with previous studies by (David Bong et al., 2021) (Zed & Kartini, 2023), (Bayu et al., 2020)(Dewi & Elwisam, 2021), (Rohmah & Sukaris, 2024), and (Oktipianti et al., 2023), which found that The quality of the product has a major and positive affect on the choice of consumers to purchase Xiaomi smartphones.

The Effect of Pricing on Demand

The price regression coefficient, according to the study's findings, was -0,202 with a significance level of 0,019 < 0,05. This data suggests that the demand for Xiaomi phones is significantly and negatively impacted by pricing. These findings support H_3, which claims that "Price (X_2) has a partial negative and significant effect on Xiaomi Demand (Y) in Surabaya." These findings are corroborated by research by (Iriani & Aida, 2019)which found that price significantly and negatively influences consumers' decisions to buy Xiaomi smartphones. These findings run counter to those of other researchers, including (Murti & Yuliansyah, 2019) (Aloysius Rangga Aditya Nalendra et al., 2019)and (Merina, 2021)who found price significantly and positively effects consumers' decisions to buy.

The Effect of Distribution on Demand

The results of the analysis revealed that the distribution of the coefficient of regression was 0,324 at a level of significance of 0,000 < 0,05. This data suggests that the demand for Xiaomi phones is positively and significantly impacted by consumer income. These findings support H$_4$, which claims that "Distribution (X$_3$) has a partial positive and significant effect on Xiaomi Demand (Y) in Surabaya." These results agree with research carried out by (Sunarti & Chandra, 2019) (Wijayanti, 2022)and (Fadillah et al., 2024)which found that distribution had positively and significantly effect on the purchase decisions.

The Effect of Promotion on Demand

The promotion regression coefficient, as determined by the research results, is 0.086 at a significance level of 0.381 > 0.05. This indicates that the demand is positively and insignificantly influenced by promotions. This finding does not support H5, which states that "Promotion (X4) has a positive and significant partial effect on Xiaomi Demand (Y) in Surabaya." This study supports (Pramudya & Lamidi, 2024) which shows that the promotion variable positively and insignificantly influences the decision to purchase, which supports this finding. Furthermore, this study contradicts the results of (David Bong et al., 2021), (Bayu et al., 2020) (Dewi & Elwisam, 2021), and (Oktipianti et al., 2023) who found that the promotion variable significantly and favorably influences buyer decisions.

CONCLUSION

Based on the analysis, the following conclusions may be reached: Xiaomi smartphone demand is significantly affected by product quality, pricing, distribution, and promotion. Product's quality has a significant amd positive effect on demand for Xiaomi smartphones. Price has a significant and negative effect on demand for Xiaomi smartphones. Distribution has a significant and positive effect on the demand for Xiaomi smartphones. Promotion has a insignificant and positive effect on the demand for Xiaomi smartphones. sThe adjusted R2 is 0,654, or 65.4%. This demonstrates that the factors of product quality, pricing, distribution, and promotion may explain 65.4% of the variable demand for Xiaomi smartphones, whereas the other 34.6% may be explained by other factors not included in this research.

RECOMMENDATIONS

The variables used in this study are just four, therefore other demand-related factors can be added in future research. As a result, it is expected to gives a more complete view of the factors influencing Xiaomi phone demand in addition to product quality, price, distribution, and promotion. The indicators utilized by researchers for the factors of product quality, price, distribution, promotion, and demand are still limited, and the questionnaire questions are still insufficient; therefore, further studies can add or modify the questions/statements in this study. This study included a population of 105 respondents. It is anticipated that future researchers might be enabled to do more research than those who are now doing so in order to produce findings that are more in line with the real circumstances.

REFERENCES

Aloysius Rangga Aditya Nalendra, Slamet Heri Winarno, Susanti, I. D., & Latumahina, J. (2019). Pengaruh Kualitas Produk, Harga Dan Citra Merek Produksi Tiongkok Terhadap Keputusan Pembelian (Studi Kasus Hp Android Xiaomi). *Jurnal Mitra Manajemen*, *3*(12), 1171–1181. https://doi.org/10.52160/ejmm.v3i12.307

Badan Pusat Statistik Provinsi Jawa Timur. (2024). *Statistik Kesejahteraan Rakyat Provinsi Jawa Timur* (Badan Pusat Statistik Provinsi Jawa Timur, Ed.; Volume 6). BPS Provinsi Jawa Timur.

Bayu, R., Eka, M. N. W., & Ayu, I. I. G. (2020). Pengaruh Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Kartu Perdana Internet Di Gallery Smartfren Denpasar. *Values*, *1*, 1–12.

Besanko, D. A., & Braeutigam, R. R. (2014). *Microeconomics* (Fifth Edit). The University of Chicago.

Canalyst. (2024). *Southeast Asia smartphone shipments surge 14% Y-o-Y, outperforming global growth*. Canalyst.

David Bong, S., Wishman Siregar, B. S., & Segoro, W. (2021). Pengaruh Kualitas Produk, Harga, Citra Merek Dan Promosi Terhadap Keputusan Pembelian Produk Smartphone Xiaomi Di Kota Depok. *Jurnal Akuntansi Dan Manajemen Bisnis*, *1*(3), 17–27.

Dewi, A. S., & Elwisam. (2021). Pengaruh Citra Merek, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Produk Proyektor Epson Di Jakarta. *Oikonomia: Jurnal Manajemen*, *17*(1), 39–51. https://doi.org/10.47313/oikonomia.v17i1.1241

Douglas, E. J., & Callan, S. (1992). *Managerial Economics Analysis and Strategy* (4th Editio). Prentice-Hall, Inc.

Fadillah, R. Y., Dewi, C. K., & Nurfitriani. (2024). *Pengaruh Produk, Harga, Saluran Distribusi dan Promosi Terhadap Keputusan Pembelian Handphone Samsung a52S Di Kota Samarinda*. 1–9. https://doi.org/https://doi.org/10.31293/jma.v13i2.7752

Imron, M. A., & Suwarto. (2022). *Pengaruh Kualitas Produk, Promosi, dan Saluran Distribusi Terhadap Keputusan Pembelian Konsumen (Studi Pada Pabrik Keripik Pisang "Metro Snack" Kota Metro)*. *2*(2), 333–349. https://doi.org/https://doi.org/10.24127/diversifikasi.v2i2.1109

Iriani, E., & Aida, N. (2019). Moderasi Citra Merek atas Pengaruh Harga Produk dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Smartphone Xiaomi. *JAMSWAP; Jurnal Akuntansi Dan Manajemen*, *4*(5), 8–19.

Merina, E. (2021). Smartphone Xiaomi Di Toko Apollo Plaza Marina Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, *9*(3), 1342–1348.

Mulyadhi, M., Buzaman Hamidi, A., & Anis, B. J. (2022). Harga Tunai, Kualitas produk, Citra merk dan Iklan Terhadap keputusan Pembelian Smartphone Samsung di wilayah Jabodetabek. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, *2*(2), 179–190. https://doi.org/10.37366/master.v2i2.428

Murti, W., & Yuliansyah, F. H. (2019). Pengaruh Kualitas Produk dan Harga Produk Terhadap Keputusan Pembelian Implikasinya Pada Kepuasan Konsumen Smartphone Xiaomi di Pusat Handphone PGC Cililitan. *Jurnal Manajemen*, *07*(2), 45–59.

Oktipianti, E., Afriani, S., & Febliansa, M. rahman. (2023). Pengaruh Kualitas Produk, Promosi, dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus Pada Toko Fashion Citra

Merek Bengkulu Selatan). *Jurnal Ekombis Review -Jurnal Ilmiah Ekonomi Dan Bisnis*, *11*(2), 1427–1436. https://doi.org/10.37676/ekombis.v11i2

Pasaribu, B., Herawati, A., Utomo, K. W., & Aji, R. H. S. (2022). *Metodologi Penelitian Untuk Ekonomi dan Bisnis* (A. Muhaimin, Ed.). MEDIA EDU PUSTAKA.

Pramudya, Z., & Lamidi. (2024). *PENGARUH CITRA MEREK , HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI (Survei pada Pengguna Smartphone di Kecamatan Ngemplak Boyolali)*. *2*(2), 84–93. https://doi.org/https://doi.org/10.62017/jemb

Retalia, Soesilo, T. D., & Irawan, S. (2022). Pengaruh Penggunaan Smartphone Terhadap Interaksi Sosial Remaja. *Scholaria: Jurnal Pendidikan Dan Kebudayaan*, *12*(2), 139–149. https://doi.org/10.24246/j.js.2022.v12.i2.p139-149

Rohmah, Z., & Sukaris. (2024). Pengaruh kualitas produk, harga, dan citra merek terhadap keputusan pembelian Wardah kosmetik. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, *7*(1), 37–48. https://doi.org/10.36407/jmsab.v7i1.1164

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA, CV.

Sunarti, & Chandra, T. (2019). Analysis Of Effects Of Product, Price, Promotion, And Place On Purchasing Decision Of Vivo Smartphone In Pekanbaru. *Jurnal Akuntansi , Kewirausahaan Dan Bisnis*, *4*(1), 1–16.

Wijayanti, T. C. (2022). Analisis Pengaruh Harga, Promosi Dan Distribusi Terhadap Keputusan Pembelian Smartphone Merek Samsung (Studi Pada Pakuwon Trade Center/Ptc Di Surabaya). *Refleksi: Jurnal Riset Dan Pendidikan*, *1*(1), 17. https://doi.org/10.25273/refleksi.v1i1.14463

Zed, E. Z., & Kartini, T. M. (2023). Pengaruh Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian Smartphone Merek Xiaomi (Studi Kasus pada Mahasiswa S1 Prodi Manajemen Universitas Pelita Bangsa, Cikarang). *Jurakunman (Jurnal Akuntansi Dan Manajemen)*, *7*(2), 7217–7237.