

# XIAOMI'S BRAND IMAGE ANALYSIS OF CONSUMER PURCHASING DECISIONS IN JAKARTA

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**ABSTRACT**

The role of a brand image is very important in marketing smartphone products. And this research was conducted to find out and describe the influence of this on consumer purchasing decisions for a smartphone brand called Xiaomi in Jakarta. In this study, a sample of 100 informants or respondents was taken. The technique used in collecting the data is non-probability sampling which emphasizes purposive sampling method. The data obtained was taken by distributing questionnaires to the respondents. Then for the data analysis technique used is the PLS or Partial Least Square technique. According to the analysis, it was found that price and brand image have a significant and positive influence on consumer purchasing decisions. This is shown by the influence of affordable prices and also a good brand image, so that purchasing decisions from consumers will obviously be much better. The selling price also has a significant partial effect on the consumer's decision to buy the Xiaomi smartphone. Brand image also has a significant influence on the decision.

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## 1. INTRODUCTION

Developments in the telecommunications and information world have made significant changes. Everyone already has a smartphone which helps in facilitating communication and interaction in cyberspace. With the rapid development of technology, many smartphone vendors in the world are competing to release their cellphones with various attractive features. One of them is a manufacturer from China, Xiaomi. The smartphone manufacturer is able to invite interest from people who want to have a smart phone.

The economic conditions that had declined drastically after the Covid 19 pandemic had indeed had a very big impact. But for the smartphone industry, this does not really have an impact. And the economic downturn did not last long. Starting to rise in the economy and stretching the world economy, many smartphone vendors in the world have re-released their newest series. Xiaomi started releasing the *flagship series* in the Xiaomi 13 Ultra and Pro series. Not to mention the gaming series like Poco which spoils the public with features that make it easy to play games.

Between 2018 and 2021, smartphone users will continue to increase. Smartphone penetration in Indonesia continues to increase. Even in 2020, there are around 171 million smartphone users. Experienced an increase of around 29 million from 142.8 million. Even though in 2020 the pandemic began to attack, the increase of 29 million made smartphone users increase. This is triggered by the community's need for telecommunications equipment to make contact with other people. Not to mention the need for online meetings which makes the need for cell phones even greater. This can be seen from the following data

Table 1. Smartphone users in Indonesia

<b>Year</b>	<b>Population</b>	<b>Internet user</b>	<b>Smartphone owner</b>
2018	265.4 million	132.7 million	124.8 million
2019	268.2 million	150 million	142.8 million
2020	274.9 million	202.6 million	171 million
2021	274.9 million	202.6 million	195.3 million

If the data above describes smartphone users in Indonesia, then the table below is smartphone users of certain brands in 2021 taken from IDC Quarterly Mobile Phone Tracker.

Table 2. Top Companies in the Smartphone Industry in Indonesia

Indonesia Smartphone Market, 5 Perusahaan Teratas dalam Hal Pengiriman, Pangsa Pasar, dan Pertumbuhan, 2021 (pengiriman dalam jutaan)					
Vendor	Pengiriman 2021	Pangsa Pasar 2021	Pengiriman 2020	Pangsa Pasar 2020	Pertumbuhan YoY
1. OPPO	8.5	20.6%	8.2	22.3%	3.5%
2. Xiaomi	8.1	19.8%	6.0	16.3%	34.2%
3. vivo	7.4	18.1%	9.3	25.2%	-20.2%
4. Samsung	7.2	17.6%	6.0	16.4%	19.5%
5. realme	5.0	12.2%	5.2	14.0%	-3.3%
Lain-Lain	4.7	11.5%	2.1	5.8%	119.0%
Total	40.9	100.0%	36.9	100.0%	10.9%

Sumber: IDC Quarterly Mobile Phone Tracker, 2021Q4

Catatan:  
\* Angka-angka diatas adalah hasil pembulatan

From the table it is found that Oppo is the highest smartphone in 2021 which has a market share of around 20.8%. While Xiaomi is in 2nd place in terms of market share in 2021 with 19.8%. Vivo, Samsung, Realme and also other brands are in the next position. Oppo experienced a pretty drastic increase. But Xiaomi is still on a very stable path. Xiaomi has a *brand image* that is already attached to smartphone users as an *entry-level price phone* but features that are close to *flagship*.

Table 3. Top Companies in the Smartphone Industry in Indonesia

Vendor Ponsel	Pengiriman (shipment) kuartal IV-2022	Pangsa pasar (persentase)
Oppo	2,2 juta unit	26,1
Samsung	1,8 juta unit	21,8
Vivo	1,5 juta unit	18,2
Xiaomi	1,1 juta unit	12,7
Realme	1,0 juta unit	11,7
Lainnya	0,8 juta unit	9,6

Unfortunately, in 2022, Xiaomi is starting to be rivaled by Samsung and also Vivo, which is starting to rise. However, this is understandable. Because the two brands have released their newest series several times. While Xiaomi only issued a series for *flagship* and entry level which was not as many as its competitors. However, when viewed from the percentage of sales or market share, there has not been much change for Xiaomi's sales in 2022.

Xiaomi is already known to the general public as having a fairly affordable price when compared to other products. Meanwhile, in terms of performance, Xiaomi is very superior and able to provide satisfaction to consumers. Even in measuring the performance of the cellphone using a *benchmark application* to see the score of the smartphone's performance. And this is what makes Xiaomi one of the prima donna in the smartphone world.

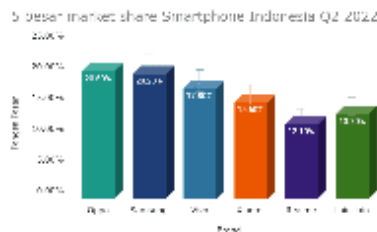


Figure 1. Sales Data of the Top 5 Smartphone Vendors in Indonesia

In the market share in the 2nd Quarter in Indonesia, Xiaomi is still under the shadow of Oppo, Samsung and Vivo. However, the record percentage of Xiaomi's market share is still stable at dozens of percent. Plus, Xiaomi doesn't release as many cellphone series as their rivals and is still stable in position 4 with a relatively stable market share.

## 2. LITERATURE REVIEW

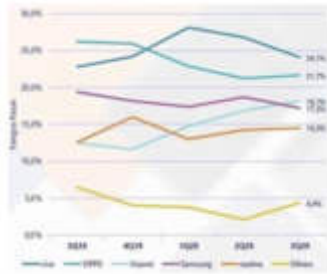


Figure 2. Sales Data of the Top 5 Smartphone Vendors in Indonesia

Based on the narrative from Kotler & Armstrong (2016) that the decision regarding this purchase is a part of consumer behavior. And the purchase decision becomes a study of how individuals to groups and organizations can choose, buy and also use goods and services or ideas and experiences in ways to satisfy the needs of consumers. The ability of a company to survive in the market is of course dependent on competitiveness. And of course a company must set up a marketing strategy.

According to research from Saraswati & Rahyuda (2017) that a marketing strategy that must be owned by a company is a strategy that can bring the company's products to record increased product sales and provide profits for the future. While based on research conducted by Muharram & Soliha (2017) that the purchase decision is the choice of 2 or more alternatives to the purchase decision choice.

This definition has the notion that an individual can make a decision from several alternatives made by that individual. Of course, it can be concluded that purchasing decisions are the process of consumers regarding how they begin to recognize problems. Then try to find product and brand information. After that the evaluation process of the alternatives that have been made. And of course this will lead to a purchase decision. And according to Made, et al (2015) that these factors are a major influence for consumers to decide on these purchases. This is a very important aspect for vendors or manufacturers.

Doing research first becomes a habit for Indonesian people before buying a product. This research will certainly help in deciding to buy a smartphone. In making a purchase decision, there are several factors that play a large role. One of them is situational factors where these factors must be anticipated by consumers. For example, when the Covid 19 pandemic yesterday had an impact on the economic decline. Not to mention the economic recession that occurred due to the pandemic and also rumors of a recession in 2023 to 2024.

These situational factors are predictable factors that will influence purchasing decisions according to Harahap (2017). Likewise during the pandemic period from 2020 to 2022. This causes a decrease from income to people's purchasing power. Therefore, the price factor that has fallen is one of the factors that consumers are looking for when they want to buy smartphone products.

According to Kotler & Armstrong (2008) that the definition of price is the amount of money that must be spent by consumers to obtain products or services as well as the amount of exchange rates made by consumers to gain ownership or benefits as well as the use of these products and services. They stated that there are 4 aspects and factors that characterize the price consisting of:

1. Compatibility of price with quality
2. Price affordability
3. Prices are in accordance with the purchasing power of consumers
4. Price suitability with the benefits obtained

Several studies such as those conducted by Albari & Safitri (2018) state that there are price variables that have a positive influence on the decision to buy KW goods from well-known *brands*. There is also research which states that the price variable has a very dominant role in the decision to purchase products from these consumers. Price also has a significant and positive influence on the decision to purchase the product which can also influence the purchase decision.

*Brand Image* is a representation of the perception of the brand as a whole which is made on the basis of information and past experience of the brand. Meanwhile, based on the narrative from Huang & Ku (2016), this *brand image* has a definition of an image in an individual's image of feelings, knowledge and also belief in a *brand* or that brand.

Understanding of this *brand image* is a picture of a product or brand about good or bad that is built in the imagination of consumers when they hear or see the product. Based on the narrative from Buehler

& Halbheer (2011) states that in the purchase decision, consumers can calculate *the brand image* that exists and is attached to a product.

One aspect of making a purchase decision is the choice of brand or brands that consumers pay attention to. How when choosing the product, consumers will think about the price compatibility issues, the image embedded in the product and also the benefits provided by the product. Of course without a strong and positive *brand image*, the company will not be able to participate in competition in the market according to Durrani (2015).

Djatomiko & Pradana (2016) stated that the price of a product and *brand image* have a very large influence on consumer purchasing decisions. Therefore, this research will use *brand image variables* to mediate price variables and purchase decisions. This research itself was conducted with the objectives, namely:

1. Describes the influence on purchasing decisions from Xiaomi products
2. Describes the influence of *brand image* on consumer decisions to buy Xiaomi
3. Examine the effect of price and *brand image* on products from Xiaomi
4. Explaining the factors of *brand image* in mediating the effect of price on Xiaomi's purchasing decisions.

Research from Alfred (2013) and Hanasya (2018) found that there is an effect of price and quality that can make purchasing decisions have an effect. The price of the product has a positive influence on purchasing decisions and there is also a significant relationship. Likewise, research from Armayani & Jatra (2019) and Suparna (2018) states that price suitability has a positive and significant influence. Of course, the hypothesis will be obtained from the research, namely:

H 1: Price has a significant influence on purchasing decisions

Research from Rahma & Aksari (2018) and Ardani (2018) states that price has a significant and positive influence on *brand image*. Then, fairness in the price aspect also has a big influence on *the brand image* of the product. From this definition and description, the research hypothesis can be obtained, namely:

H 2: Price has a significant influence on *Brand Image*

There is also research from Marta (2016) and also Ningsih, et al (2019) which states that the majority of consumers will be more interested in buying products by displaying or representing a *brand image* that claims to be a symbol of the quality of the product. And this has a positive and significant influence on the purchasing decision of the product. From this study, the research hypothesis was obtained, namely:

H 3: *Brand image* has a significant influence on purchasing decisions.

Research which states and concludes that price also has an influence on purchasing decisions and also *brand image* becomes a partial mediation with a significant influence on the purchase decision. This research was conducted by Armayani & Jatra (2019) and also Saraswati & Rahyuda (2017). From this research, the research hypothesis was obtained, namely:

H 4: *Brand image* mediates the effect of price on purchasing decisions

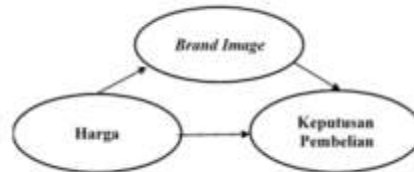


Figure 3. Sales Data of the Top 5 Smartphone Vendors in Indonesia

In Figure 2 there is a conceptual and thinking framework that presents how the influence of price (X1) has on the purchase decision (Y2). Then how is the effect of price (X1) on *the brand image* of a product (Y2). Then the influence of *brand image* (Y1) on purchasing decisions (Y2). Likewise with the effect of price on *brand image* (Y1) and also purchasing decisions (Y2).

### 3. METHOD

This research used a quantitative method with an associative research type approach. The research method is a study conducted with the aim of providing information in looking at the correlation between 2

or more variables according to Sugiyono (2014). This research will look at the influence of *brand image*, price and also purchasing decisions which are the object of the research.

In this study, the population used is people from Jakarta who use Xiaomi cell phones. And the total number of samples is about 100 respondents. The *non-probability sampling* method is the sample determination method used in this study. Meanwhile, the technique used in this method is *purposive sampling*. While the quantitative data in this study is the value or score obtained from the questionnaire distributed to the respondents or informants.

The data is the opinion or opinion of the respondents to the questionnaire. In the data collection process, this study uses a survey of respondents who can be used to meet the criteria. While the data measurement method in this study uses a Likert scale, which is from 1 to 5. This study also uses analytical techniques in the process of testing the hypothesis with PLS or Partial Least Squares as a test of the hypothesis.

#### 4. RESULT AND DISCUSSION

The respondents who were the sampling data in the study were a description of the 100 respondents who participated in filling out the questionnaire. Information from the respondents is presented, as follows.

Table 4. Classification of Respondents

Character Data	Data Category	Respondents	Percentage
Gender	Woman	46	46%
	Man	54	54%
Age	16 – 20 yrs	44	44%
	21 – 25 yrs	33	33%
	26 – 30 yrs	13	13%
	31 – 35 yrs	3	3%
	>36 yrs	7	7%
Education	SENIOR HIGH SCHOOL	78	78%
	D3	5	5%
	S1	16	16%
	S2	1	1%
Work	Student	66	66%
	Employee	8	8%
	civil servant	3	3%
	Self-employed	1	1%
	Another job	10	10%
<b>Total</b>		<b>100</b>	<b>100%</b>

From Table 4 it was found that there were around 54 male respondents. Meanwhile, there were around 46 female respondents. Meanwhile, from this age classification, the age range between 16 and 20 years is about 44 people. Then aged 21 to 25 years there were about 33 people. The least is the age range of 31 to 35 years. From the last education category, the average respondent is a high school graduate of around 78 people. And there are around 66 respondents who are still in college.

Table 5. Research Validity Test

Variable	Pearson Correlation	Note
Affordable price (X1)	0.55	Valid
Price according to economy (X2)	0.87	Valid
Compatibility of quality and price (X3)	0.87	Valid
Pricing based on benefits (X4)	0.88	Valid
Brand recognition (Y1.1)	0.77	Valid
Reputation (Y1.2)	0.68	Valid
Attractiveness (Y1.3)	0.80	Valid
Loyalty (Y1.4)	0.89	Valid
Product stability (Y2.1)	0.895	Valid
Looking for product information (Y2.2)	0.84	Valid
Provide recommendation (Y2.3)	0.92	Valid

Data from table 5 is the result of testing the validity of the study where there were around 30 respondents who entered the test. The instrument will be called Valid if it has a Pearson Correlation value greater than 0.3 (> 0.3). From this table it can be seen that the research instruments ranging from price, *brand image* and also purchasing decisions from consumers have a very valid Pearson Correlation value and can be used as an instrument in this study.

Table 6. Research Reliability Test

Variable	Cronbach's Alpha	Note
Price	0.79	Reliable
Brand Image	0.80	Reliable
Buying decision	0.86	Reliable

From table 6 the results can be obtained from testing the reliability value of the research instrument which consists of price, *brand image* and also the decision to purchase. Instruments that have a reliable value of Cronbach's Alpha which is greater than 0.6, will be considered reliable to be included in the research instrument. From the data from the test results, it can be found that the 3 instruments have a value greater than 0.6. Price instruments that have the lowest value of 0.79 are also greater than 0.6.

Table 7. Respondents' Assessment of Purchasing Decisions

Instrument	Mark					Total value	Average	Note
	1	2	3	4	5			
Xiaomi is ahead of other manufacturers	0	2	8	49	41	429	4.29	Strongly agree
Looking for information and specs before buying Xiaomi	0	1	10	58	31	419	4.19	Agree
Recommend Xiaomi phones to other consumers	0	4	10	52	34	416	4.16	Agree
Score average							4,21	Strongly agree

From table 7 regarding the respondent's assessment of the decision to purchase Xiaomi products, the instrument regarding Xiaomi is superior to other products with an average value of around 4.29. This shows that respondents believe that Xiaomi is much better with an indication of the highest score that makes consumers finally make purchasing decisions for these Xiaomi phones.

Meanwhile, the instrument for making Xiaomi recommendations to other consumers or other people has a value of 4.16. The average has low points. And is below the average variable of the score. With these results it is indicated that only the majority of respondents would recommend Xiaomi. While some do not recommend it.

Table 8. Respondents' Assessment of Purchasing Decisions

Instrument	Mark					Total value	Average	Note
	1	2	3	4	5			
Affordable prices	0	0	8	48	44	436	4.36	Very affordable
Prices according to the ability of the community	0	1	6	51	42	434	4.34	Very affordable
Prices are equivalent to quality	0	1	8	58	33	423	4.23	Very affordable
Prices according to benefits	0	1	8	52	39	429	4.29	Very affordable
Score average							4,31	Very affordable

From table 8 it is obtained that the price variable has an average score of 4.31 which is included in the very affordable category. This can show that the price of Xiaomi as a whole is very affordable. Instruments with very affordable prices become instruments with the highest value of 4.36. This is one of the factors that makes affordable prices the decision of the respondents to make a decision on the purchase.

The instrument that has the lowest value is the price equivalent to the quality which is recorded at only around 4.23. This means that there are still a small number of respondents who think that the quality of Xiaomi is still not commensurate with the selling price of Xiaomi in the smartphone market.

Table 9. Respondents' Assessment of Purchasing Decisions

Instrument	Mark					Total value	Average	Note
	1	2	3	4	5			
Xiaomi is known to the wider community	1	2	11	46	40	422	4.22	Very good
Xiaomi has a great reputation for quality	0	1	22	49	28	404	4.04	Good
Xiaomi has charm	0	2	18	51	29	407	4.07	Good
Xiaomi has loyal consumers	0	9	32	39	20	370	3.7	Good
Score average							4,1	Good

From table 9 regarding Respondents' Assessment of Purchasing Decisions regarding the *brand image*, there is an average score of 4.1. This shows that overall the respondents have a pretty good view of the Xiaomi *brand image*. From the instruments in table 7 it is found that Xiaomi is well known by the wider community. The average value of 4.22 indicates that the instrument is quite good.

While Xiaomi has a good reputation for quality it also gets an average rating of around 4.04. Only Xiaomi instruments have loyal consumers who have an average value of 3.7 and are below the average value of this variable. This states that a small portion of the respondents stated that Xiaomi does not have loyal consumers.

From the research results of the 3 variables, it was found that there was a very significant and positive influence on Xiaomi which has its own *brand image* in the minds of consumers. From the data obtained, it can be seen that the price of this Xiaomi product has a very large and positive and significant influence on the *brand image*. The testing process is aligned with research on prices which have a significant influence on the *brand image of a product or service*.

The research data obtained is in line with research from Ardani & Simannuntung (2017) and research from Saraswati & Rahyuda (2017) which states that price has a very large and positive and significant influence on the brand image of a product. Likewise with research from Noerchoidah (2013) which states that the price variable has a significant impact and also a positive influence on *brand image* from the sale of a product from a smartphone.

Research from Albari & Safitri (2018) is also in line with the results of this study where *brand image* has a very important influence on purchasing decisions. *Brand Image* presents a significant and positive influence that can have an effect on consumer purchasing decisions. The results of the tests conducted in this study found that *brand image* has a significant and positive impact on purchasing decisions. In line with research conducted by Septayuda (2017) which presents these data.

## 5. CONCLUSION

From the data obtained that price has a positive influence on purchasing decisions. In addition, the price of the product also has a very significant influence on the purchasing decisions of consumers. From the results of this study it was found that cheap and economically affordable prices, it can have a high chance of purchasing decisions from consumers as well. Price has a considerable influence where the more affordable the price, the *brand image* from Xiaomi will rise. This gives the conclusion that the *brand image* has a significant and positive influence on purchasing decisions made by consumers. With the correlation between *brand image*, price and purchasing decisions, Xiaomi can influence consumer behavior in buying their products.

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