



Brand image and perceived quality effects on Samsung Smartphone repurchase intention

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ARTICLE INFO

Received 29 September 2024
Accepted 01 June 2025
Published 30 June 2025

Keywords:

Brand image; perceived quality; repurchase intention

ABSTRACT

As technology develops increasingly rapidly, business competition is increasing, especially in the electronics sector. This is certainly felt by Samsung, which focuses on the electronics sector, resulting in a decrease in market share for Samsung smartphone products. This research aims to see the influence of Brand Image and Perceived Quality on Repurchase Intention on Samsung smartphones (case study of STIE Ekuitas Bandung students). The method used in this research is descriptive and verification. Data collected using questionnaire techniques. Respondents in this study numbered 100 people. Data analysis uses multiple linear regression analysis. The hypothesis testing design uses the normality test, heteroscedasticity test and multicollinearity test, multiple linear regression analysis, hypothesis testing via the Ttest, Ftest, as well as the coefficient of determination (R^2) and correlation coefficient. The results of this research show that partially Brand Image, Perceived Quality have a positive and significant effect on Repurchase Intention. Simultaneously Brand Image and Perceived Quality have a significant effect on Repurchase Intention. The magnitude of the influence of Brand Image and Perceived Quality on Repurchase Intention is 62,4%, while the remaining 37,6% is influenced by other factors not examined in this research.

How to cite: Lestari, T.A., & Maulani, T.S. (2025). Brand image and perceived quality effects on Samsung Smartphone repurchase intention. *Marketing Management Studies*, Vol 5 (2), 117-128. DOI: [10.24036/mms.v5i2.586](https://doi.org/10.24036/mms.v5i2.586)



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INTRODUCTION

The development of communication technology is currently growing and inherent in our lives. Communication technology that is widely found around us is a Smartphone. Where Smartphones have many uses and benefits. One of them is its use on an internet basis which makes it easier for people to communicate verbally and in writing at close range to a distance. In addition to communicating, Smartphone users can freely add various applications so that they can add and change various functions according to the will of the user, its flexible form makes the Smartphone can be carried anywhere.

With the existence of several uses and benefits that can be felt by the community from the existence of Smartphones, of course, it triggers people to own these objects. Not only that, the increasingly sophisticated situation makes Smartphone very important to have because it can facilitate the search for information with a wider range, so it can be said that Smartphone is one of the primary needs in human life. The data of Smartphone users in Indonesia in 2011-2022

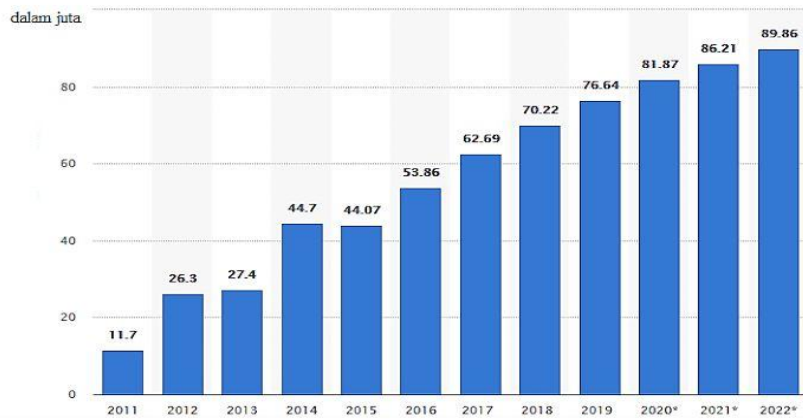


Figure 1. Total smartphone users in Indonesia

From the picture above, it can be seen that Smartphone users in Indonesia are increasing from year to year. This is certainly an opportunity for business people, especially in the electronic field, to be able to create a smartphone product that the public likes. This triggers business people to compete fiercely to release their best products with the intention that the products they produce will increase sales and make consumers trust, so that consumers decide to make repeat purchases of their products.

With business competition, companies must be able to maintain and share their market by maintaining and strengthening the brand image that has been created so that a product brand can be the first choice for consumers. One of the smartphone brands on the market is the Samsung smartphone brand. Samsung has been established since 1969, and began marketing Smartphone products in 1993 with the SH-700 series which was designed to be small and slim but with quality sound. Samsung continues to develop its wings until now even to Indonesia.

However, Samsung's long presence does not guarantee that Samsung continues to progress, especially in the world of Indonesian smartphones. This is due to intense competition and the emergence of new smartphones that make consumers able to switch and choose other brands besides Samsung. This is supported by a significant decrease in market share every year for the Samsung brand in Indonesia.

Based on Mobile Vendor Marketshare Indonesia data for 2018-2023 Samsung has experienced a significant decline in marketshare from year to year. In 2018 Samsung's marketshare reached 28.7%, in 2019 it decreased to 25.33%, in 2020 marketshare became 24.44%, in 2021 it became 21.89%, in 2022 it fell to 20.9%, and in 2023 it decreased again to 18.76%. With the decline in Samsung's marketshare from year to year, it identifies that there is a low level of repeat purchases on Samsung smartphones. In this data, it can be seen that Samsung's current rivals are Oppo, vivo and also Iphone, which are increasingly experiencing a consistent increase in marketshare.

The decline in marketshare is certainly a focal point for the Samsung Company, because if this continues, a decrease in repurchase interest in Samsung smartphones is inevitable. Not only that, Samsung can also lose old customers who already know the Samsung Smartphone brand compared to new customers, where old customers can also stabilise revenue for the company. Therefore, companies must be more careful in maintaining consumers to keep repurchasing their products.

Based on previous research, Repurchase Intention is important for companies because with Repurchase Intention, loyal behaviour will be formed in customers. Customers usually tend to have an interest in buying products or services repeatedly so that the company will benefit from the products or services that have been sold. (Sartika, 2017). Repurchase Intention

is very important for the company because the cost of retaining old customers will be much cheaper than attracting new customers. (Pratiwi & Prihastuty, 2021).

Smartphone customers have been found in various circles including STIE Ekuitas Bandung students, most of whom use smartphones. Students are of course the same as other humans, who use smartphones as a means of communication and looking for information needed in everyday life. In addition, the learning process at STIE Ekuitas also still uses an E-learning portal system which of course requires a smartphone as a tool to access academic facilities and needs on campus. Smartphones are very useful and help students explore a variety of new knowledge and can support activities on campus and in lecture activities, students can use smartphones to access several educational information such as scientific articles, scholarship information, Wikipedia.org, Detik.com, Google books, and Ejournal, smartphones also make it easy for students to discuss in class. (Pasaribu, 2020).

The decrease in Repurchase Intention is influenced by several factors, one of which is Brand Image. Brand Image is an important factor for customers in choosing and determining a product or service. Brand Image or brand image is very influential for consumers and can foster and support the repurchase interest of consumers.

Apart from Brand Image, of course there are other factors that influence repurchase interest, one of which is Perceived Quality. The factors that influence Repurchase Intention are Perceived Quality and brand reputation factors. Perceived Quality and brand reputation are expected to meet customer expectations, attract and retain customers for repurchase intentions. (Widjajanta, et al, 2020). With this, it can be said that customer perceptions of a product are good, so customers will repurchase the same product.

Based on this background description, the purpose of this study is to determine the effect of brand image and perceived quality partially and simultaneously on repurchase intention on samsung smartphones (case study on STIE Ekuitas Bandung students).

LITERATURE REVIEW

Brand Image

According to Firmansyah (2018: 87), Brand Image is a description of the overall perception of the brand and is formed from information and experience with the brand. According to Sari Dewi et al. (2020), Brand Image is the way consumers perceive a brand as a picture of what is in the mind or mind of consumers towards a brand. According to Kotler (in Yusup, et al, 2021) brand image is a consumer's understanding of the brand as a whole, consumer confidence in a particular brand and how consumers perceive a brand.

Based on the above understanding, it can be concluded that Brand Image is the result of consumer perceptions of a particular brand, which is formed from consumer experiences with a brand.

According to Kotler (in Yusup, et al, 2021) there are 3 dimensions of brand image, namely:

1. Strength of brand associations depends on information about the brand in consumer memory and how to maintain it as part of the brand image of the advertised product.
2. The favourability of brand associations is created by convincing the public that a brand can have relevant benefits and can meet needs and desires so as to form a positive brand attitude towards them.
3. Uniqueness of brand associations the level of uniqueness of the brand that has benefits that are competitive and continuous so that it can cause the target audience to be interested in using it.

Perceived Quality

Perceived Quality is a term that defines a comprehensive consumer assessment of a product or service that has obtained benefits, so that later it can affect consumer satisfaction, trust, and loyalty to products from a brand (Andika, 2021). Perceived Quality can also be defined as consumer feelings

that arise from subjective product or service assessments that differ from each consumer (Adhitama, 2018).

Based on the above understanding, it can be concluded that perceived quality is a consumer assessment of products and services that can affect consumer satisfaction and loyalty from a product or service.

According to Kotler (2016: 25) in Nabila (2022), there are 7 dimensions in Perceived Quality, namely:

1. Performance, this dimension is the functional and quality aspects perceived by consumers regarding a product and service.
2. Durability, describes the economic life of these products and services, how long the product can be used by consumers.
3. Conformance, is a view of a product or service in accordance with established specifications and in accordance with consumers.
4. Feature, is an added part of a product and service, which emphasises that the company understands customer needs.
5. Reliable (Reliability), is the consistency of the performance produced by a product from one purchase to another.
6. Serviceability, reflects the ability to provide service on certain products.
7. Style & Design, is the overall product features that will affect the appearance and function of the product against consumer desires.

Repurchase Intention

According to (Ayuniar, et al, 2017) repurchase interest is part of consumer purchasing behaviour where the suitability of the performance of the product or service offered by the company generates consumer interest in consuming it again in the future. Chen & Hsieh (in Purba, 2015: 18) define repurchase interest as a form of positive response shown by consumers to a product after conducting an overall evaluation of the product and the goals it has in the future.

Based on the above understanding, it can be concluded that repurchase intention is the positive behaviour of consumers towards goods and services to consume them again in the future with the evaluation and goals carried out by consumers.

The dimensions of Repurchase Intention according to Zeithaml, Berry, & Suraman, 1996 (in Aulia, 2018) are as follows:

1. Loyalty, loyalty Is a condition where consumers or buyers are loyal to the behaviour of reapplying or loyal without being influenced, and a buyer may recommend the product to others.
2. Not Switch, is the act of changing or rejecting the choice of purchase, before or after the consumer makes a product purchase transaction.
3. Pay More, pay more is the action of a buyer who is willing to pay more for a desired product.
4. External responses, external responses are circumstances where consumers complain about problems related to the consumption of products or services to parties outside the company.
5. Internal responses, internal responses are situations where consumers complain about problems related to the consumption of products or services to parties outside the company.

METHOD

In completing this research, the authors used descriptive methods and verification methods. The population in this study were STIE Ekuitas Bandung students. The sample used for questionnaire measurement was STIE Ekuitas Bandung students who had used Samsung smartphones. The sampling technique used in this study is based on the non-probability sampling method, namely sampling techniques that do not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample, using a purposive sampling approach.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variable	Question	R. count	R Table	Description
Brand Image (X1)	X1.1	0,551	0,196	VALID
	X1.2	0,736	0,196	VALID
	X1.3	0,749	0,196	VALID
	X1.4	0,677	0,196	VALID
	X1.5	0,620	0,196	VALID
	X1.6	0,554	0,196	VALID
Perceived Quality (X2)	X2.1	0,722	0,196	VALID
	X2.2	0,687	0,196	VALID
	X2.3	0,759	0,196	VALID
	X2.4	0,783	0,196	VALID
	X2.5	0,777	0,196	VALID
	X2.6	0,611	0,196	VALID
	X2.7	0,605	0,196	VALID
Repurchase Intention (Y)	Y1	0,517	0,196	VALID
	Y2	0,589	0,196	VALID
	Y3	0,625	0,196	VALID
	Y4	0,543	0,196	VALID
	Y5	0,662	0,196	VALID
	Y6	0,556	0,196	VALID
	Y7	0,554	0,196	VALID
	Y8	0,503	0,196	VALID

Source: Data processed by the author, 2024

Based on table 1 shows that the validity test results are known to be greater than $r_{count} > 0.196$. This states that an item is declared valid.

Reliability Test

Table 2. Reliability Test Results

Variabel Penelitian	Cronbach'S Alpha Based on Standardized	Titik Kritis	N of Items	Keterangan
Brand Image (X1)	0,723	0,60	6	Reliabel
Perceived Quality (X2)	0,829	0,60	7	Reliabel
Repurchase Intention (Y)	0,701	0,60	8	Reliabel

Source: Data processed by the author, 2024

Based on the data that the author has processed using SPSS version 27, it can be concluded that all the variables in this study are reliable because the Cronbach's Alpha value is greater than 0.60. Which means that this variable is reliable and can be used for further research.

CLASSIC ASSUMPTION TEST

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	100
Normal Parameters ^{a, b}	
Mean	0
Std. Deviation	1.37686713
Most Extreme Differences	
Absolute	0.075
Positive	0.074
Negative	-0.075
Test Statistic	0.075
Asymp. Sig. (2-tailed) ^c	0.179
Monte Carlo Sig. (2-tailed) ^d	
Sig.	0.172
99% Confidence Interval	
Lower Bound	0.162
Upper Bound	0.182

a. Test distribution is Normal.

Source: Research Data Processing, 2024

Based on table 3 above, it shows the results of the normality testing carried out resulting in the data being normally distributed. This is shown by the Asymp value. Sig (2-tailed) is $0.179 > 0.05$, which means all variables in the study are normally distributed.

Table 4. Multicollinearity Tests

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	.580	1.726
	Perceived Quality	.580	1.726

Source: Research Data Processing, 2024

Based on table 4, the tolerance value for each independent variable is 0.580 and the VIF value for each independent variable is 1.726, so that if we look at the conditions it is $0.580 > 0.1$ and $1.726 < 10$. So, it is concluded that there is no multicollinearity in the regression model.

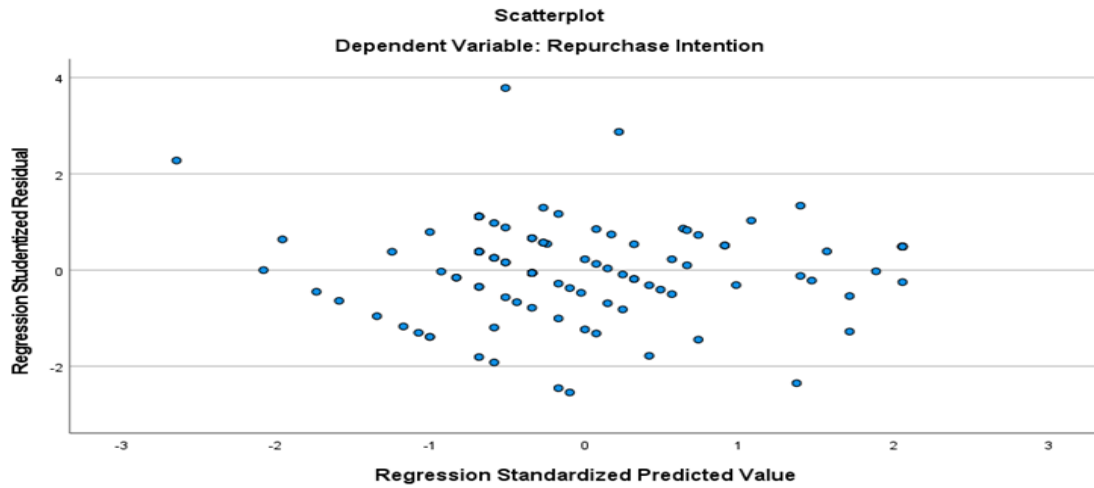


Figure 2. Heteroscedasticity test

Based on Figure 2, it can be seen that there is no pattern forming at these points because the points are spread out and below the number 0 on the Y axis. Therefore, it can be concluded that heteroscedasticity does not occur in the regression model.

Table 5. Multiple Linear Regression Calculation Results

Coefficients ^a		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.022	1.912		3.672	<.001
	Brand Image	.304	.094	.263	3.222	.002
	Perceived Quality	.434	.060	.593	7.257	<0.01

Source: Research Data Processing, 2024

Based on the table above, it can be formed into a multiple linear equation with the following formula:

$$Y = a + b1. x1 + b2. x2$$

$$Y = 7.022 + 0.304 X1 + 0.434 X2$$

Based on this equation, it can be said that:

- The equation constant in the table is 7.022 which has a positive value, so this number can show that if the first independent variable, namely Brand Image (X1) and the second independent variable, namely Perceived Quality (X2), is constant or does not change, then Repurchase Intention will remain at 7.022.
- Brand Image (X1) based on the table above shows that the efficiency value is 0.304 which has a positive value. This shows that the Brand Image variable (X1) can influence Repurchase Intention by 0.304, this means that for every one unit increase in Brand Image, Repurchase Intention will increase by 0.304 assuming that the other variables are constant.
- Perceived Quality (X2) based on the table shows a coefficient value of 0.434 which means a positive value. This means that the Perceived Quality variable (X2) influences Repurchase Intention by 0.434. This means that for every one-unit increase in the Perceived Quality variable, Repurchase Intention will increase by 0.434 assuming that the other variables remain constant.

Table 6. Correlation Coefficient

Correlations		Brand Image	Perceived Quality	Repurchase Intention
Brand Image	Pearson Correlation	1	.650**	.643**
	Sig. (2-tailed)		<.001	<.001
	N	100	100	100
Perceived Quality	Pearson Correlation	.650**	1	.764**
	Sig. (2-tailed)	<.001		<.001
	N	100	100	100
Repurchase Intention	Pearson Correlation	.643**	.764**	1
	Sig. (2-tailed)	<.001	<.001	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data Processing, 2024

Based on the table above, the results of the correlation efficiency analysis to determine the level of relationship between the independent variable and the dependent variable, the explanation is as follows:

- The level of relationship between Brand Image and Repurchase Intention is 0.643, which means that Brand Image has a positive relationship with Repurchase Intention with a strong relationship.
- The level of relationship between Brand Image and Perceived Quality is 0.650, which means that Brand Image has a positive relationship with Perceived Quality with a strong relationship.
- The level of relationship between Perceived Quality and Repurchase Intention is 0.764, which means Perceived Quality has a positive relationship with Repurchase Intention with a strong relationship.

Table 7. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.616	1.39099

a. Predictors: (Constant), Perceived Quality , Brand Image

Source: Research Data Processing, 2024

Based on table 7, it is known that the coefficient of determination value obtained is 0.624 or if it is a percentage, it is 62.4%. This shows that Brand Image and Perceived Quality contribute 62.4% to Repurchase Intention, the remaining 37.6% is thought to be influenced by other factors not examined for this research.

HYPOTHESIS TESTING

Simultaneous Test (F Test)

The F statistical test is used to test whether there is an influence of the independent variables on the dependent variable simultaneously (together).

Table 8. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311.709	2	155.855	80.551	<.001 ^b
	Residual	187.681	97	1.935		
	Total	499.390	99			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Perceived Quality, Brand Image

Source: Research Data Processing, 2024

The F table calculation in this research is as follows:

$$F_{table} = f(k : n-k)$$

$$= f(2 : 100 - 2)$$

$$= f(2 : 98) = 3.09$$

Based on table 8, the calculated F value is 80,551 > Ftable 3.09 and is significant <0.001 < 0.05, meaning that the calculated F is greater than F table and the significance value is smaller than 0.05, so H0 is rejected and Ha is accepted. It can be concluded that Brand Image and Perceived Quality have a positive and significant effect together on Repurchase Intention.

Partial Test (T Test)

Based on the results of the t test with the help of SPSS version 27 software, the following results were obtained:

Table 9. T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	7.022	1.912		3.672	<.001
	Brand Image	.304	.094	.263	3.222	.002
	Perceived Quality	.434	.060	.593	7.257	<.001

a. Dependent Variable: Repurchase Intention

Source: Research Data Processing, 2024

1) Influence of Brand Image (X1) on Repurchase Intention (Y)

Based on table 4.38, it is known that the hypothesis with the t test for Brand Image on Repurchase Intention is described as follows:

- The significant level of Brand Image has a significant value of 0.002 < 0.05, so H0 is rejected and Ha is accepted.
- The calculated t value is 3.672 which will then be compared with the t table value calculated as follows:

$$Df = n-2 = 100-2 = 98$$

$$T \text{ table} = t(\alpha: df)$$

$$= (0.05: 98) = 1.661$$

So if you look at the calculation of $t_{count} 3.672 > t_{table} 1.661$ which means H_0 is rejected and H_a is accepted. This means that Brand Image has a significant influence on Repurchase Intention, thus Brand Image influences Repurchase Intention.

2) The Influence of Perceived Quality (X2) on Repurchase Intention (Y)

Based on table 4.38, it is known that the hypothesis with the t test for Perceived Quality on Repurchase Intention is described as follows:

- a. The significant level of Perceived Quality has a significant value of $>.001 < 0.05$, this means that H_0 is rejected and H_a is accepted.
- b. The calculated t value is 3.222 which will then be compared with the t table value which is calculated as follows:

$$Df = n-2 = 100-2 = 98$$

$$T_{table} = t(\alpha; df)$$

$$= (0.05; 98) = 1.661$$

You can see the results from t count $3.222 > t_{table} 1.661$ which means H_0 is rejected and H_a is accepted. Therefore, by looking at the results of the two test criteria, it can be concluded that the significance value obtained by the Perceived Quality variable is $<.001 < 0.05$ and $3.222 > t_{table} 1.661$, which means that H_0 is rejected and H_a is accepted, which means that Perceived Quality has a significant effect on Repurchase Intention. .

CONCLUSION

1. Brand Image (X1) of Samsung smartphones for STIE Ekuitas Bandung students is in the "very good" category, meaning that the respondent's statement regarding the brand image of Samsung smartphones is very good. The highest value obtained by the brand image variable (X1) is that the product indicator is easy to find and has various types of smartphones. This means that respondents can easily find Samsung brand smartphones on the market and have a choice of smartphones because of the various types. Meanwhile, the lowest value is found in the indicator which has an interesting shape. This means that respondents felt that the shape of the Samsung smartphone was less attractive to them.
2. Perceived Quality (X2) of Samsung smartphones for STIE Ekuitas Bandung students is in the "good" category, meaning that the respondent's statement regarding the perceived quality of Samsung smartphones is good. The highest value obtained by the variable perceived quality (X2) is the indicator that the product can be used in the long term. This means that respondents think that Samsung smartphones can be used for a long time. Meanwhile, the lowest value is found in the indicators of having good product design and speed in responding to consumer complaints. This means that consumers feel that the design on Samsung smartphones is not good and there is a lack of convenience on Samsung smartphones in dealing with consumer complaints.
3. Repurchase Intention (Y) of Samsung smartphones among STIE Ekuitas Bandung students is in the "good" category, meaning that the respondent's statement regarding repurchase intention of Samsung smartphones is good. The highest value obtained from the repurchase intention (Y) variable is the situation indicator where consumers will complain to company staff or employees if there is a problem. This means that respondents will complain to employees if there is a problem with their smartphone. Meanwhile, the lowest value is found in the indicator of being willing to pay more costs for the benefits to be obtained and being willing to pay more because of good quality. This means that respondents are not willing to spend more just for the benefits and quality offered by Samsung smartphones.
4. The Samsung smartphone brand image of STIE Ekuitas Bandung students has a significant effect on repurchase intention. The perceived quality of Samsung smartphones among STIE Ekuitas Bandung students has a significant effect on repurchase intention. Brand image and perceived quality of Samsung smartphones among STIE Ekuitas Bandung students have a significant effect on repurchase intention.

SUGGESTION

Based on the results obtained by research and discussions regarding Brand Image and Perceived Quality, it can be concluded that suggestions that are expected to be useful include:

1. Samsung smartphones must pay attention to brand image, especially the shape of Samsung smartphones. Samsung smartphones are expected to provide the latest innovations in the form of smartphones so that they give a new impression to consumers, thereby increasing repurchase intention on Samsung smartphones.
2. Samsung smartphones must pay attention to perceived quality, especially in the design they have and how to respond to consumer complaints. Samsung smartphones are expected to provide a unique and attractive design, one of which is by providing colors that are not too sharp on the screen so that they are comfortable to use, and Samsung is good at increasing customer service to be quicker in handling consumer complaints, so that consumers will be comfortable and they can continue using Samsung smartphones. This will certainly trigger an increase in repurchase intention on Samsung smartphones.
3. Samsung smartphones must pay attention to repurchase intention, especially paying attention to the costs that consumers have to pay to match the quality and benefits that can be felt. It's good that Samsung smartphones explain what advantages they have and what differentiates Samsung smartphones from other brands. Samsung smartphones also offer discounted prices at each particular event in order to attract consumers' attention and make consumers aware that the costs they spend will be commensurate with what they get. This will certainly increase repurchase intention on Samsung smartphones.
4. For future research that will continue this research, it is recommended to develop research by adding other variables that can influence repurchase intention. Apart from that, future researchers can add some more complete data with interviews.

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