Influence Of Brand Image and Product Quality Towards Customer Loyalty Among High School Students Using Xiaomi Brand Smartphones In South Tangerang

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ABSTRACT

This research aims to test how big the influence of branding is on customer loyalty. To test how much influence product quality has on customer loyalty. To test how much influence customer satisfaction has on customer loyalty. To test how big the influence of brand and product quality and customer satisfaction simultaneously on customer loyalty among high school students using Xiaomi brand smartphones in the city of South Tangerang. The method approach used in this research is a quantitative approach. The population used in this research were high school students who using Xiaomi brand smartphones in South Tangerang. The sample consisted of 388 respondents. The sampling technique uses accidental sampling using the Slovin formula in determining the number of samples. Meanwhile, the data analysis method tests research instruments using validity tests, reliability tests. Data analysis techniques consist of descriptive analysis of respondent characteristics and SEM Lisrel analysis. The results of this research show that brand image influences customer loyalty with positive and signifiant, product quality has positive and significant effect on customer loyalty, customer satisfaction has positive and significant effect on customer loyalty. Brand image, product quality and customer satisfaction simultaneously influence on customer loyalty with positive and significant.

INTRODUCTION

The internet has now become a major human need because almost all human activities starting from activities related to human work, education, finance and social activities always use the internet. According to the results of a survey conducted by We Are Social & Hootsuit in the Digital 2022 Global Overview Report, more than 62.5% of the world's population has accessed the internet, of the world's 7.91 billion population, 4.95 billion people have accessed the internet. Based on the survey results , 5.31 billion people or 67.1% of the population access the internet via mobile phones/ smartphones while the rest access the internet using other devices such as computers, laptops and tablets.

In Indonesia, there are many brands smartphones with various types of smartphones . Based on a survey conducted by Counterpoint regarding the smartphone market in Indonesia in the first quarter

of 2022 with the research title " Monthly Indonesia Smartphone Channel Share Tracker ", there are 5 brands that will lead the market in 2022, namely the Oppo, Vivo, Samsung, Xiaomi and Realme brands . In 2021, Oppo leads the market with a market share of 22.9%, while below it is Vivo (20.6%), in third position is Samsung (17.7%), in fourth position is Xiaomi (14.3%) and in fifth position is occupied by Realme (11%). In 2022, Oppo will still lead the market with a market share of 22.3%, Vivo will remain in second position with a market share of 20.6%, Samsung will remain in third position with a market share of 17.7%, Xiaomi will remain in fourth position with a market share of 14, 3% and realme remains in fifth position with a market share of 14.1%.

Based on the ranking positions of the five brands that dominate the smartphone market in Indonesia, there is no difference in the ranking positions of the five vendors in 2021 and 2022. However, if you look at the value of YoY sales growth in 2022, it turns out that Xiaomi is a brand smartphone which had the most drastic YoY sales decline this year. In 2022, Xiaomi will experience a decline in sales of up to 39.9%. Based on smartphone market share data released by IDC (2022), in the first quarter of 2022, the Samsung brand continues to have positive YoY growth , which means that this brand continues to have very good sales even though there are many factors that suppress people's purchasing power and other brands experience a decline in growth. sale. Meanwhile, OPPO in 2022 will experience a decline in YoY sales growth of 26.8%. Vivo experienced a decline in sales of 11.8%, realme experienced a decline in sales growth of 12.8% while Xiaomi experienced the highest YoY sales growth of 39.9%. This means that amidst the declining trend in smartphone sales in Indonesia, Xiaomi is the brand with the most drastic decline in growth compared to other brands which also occupy the top 5 positions in the smartphone market dominating vendors in Indonesia. Therefore, this company should be able to evaluate and improve sales in the future so that it continues to dominate the smartphone market in Indonesia (Febrina & Fitriana, 2022; Iskamto, 2021; Masyhuri, 2022; Teuku, 2022).

In Indonesia, consumer interest in Xiaomi brand smartphones is quite high. According to the results of a survey conducted by Counterpoint (June, 2021), Xiaomi is one of the brands smartphone sales will increase in 2021. In 2020, Xiaomi only controlled 15% of smartphone sales in Indonesia, while in 2021, to be precise in the second quarter, Xiaomi smartphone sales reached 26% of total smartphone sales in Indonesia. Xiaomi even beat Samsung as market leader in 2020, Xiaomi's sales in 2021 exceeded Samsung's sales by only 23%. Based on the Counterpoint report , 2021 will be the first time Xiaomi has succeeded in becoming the number one vendor in Indonesia. The good delivery performance of Xiaomi cellphones was seen starting in the second quarter of 2021, where Xiaomi sales were boosted by sales of Xiomi cellphone models Redmi 9C, Redmi 9A, and Poco M3. These three cellphones are popular among Indonesian consumers because they are equipped with features such as jumbo batteries with relatively cheap price tags, around 1-2 million.

Even though Xiaomi's sales in 2021 were very good, it turns out that in 2022, Xiaomi was again defeated by local brands Oppo, Vivo and Samsung. In the first quarter of 2022, Xiaomi's market share only reached 14.3%, while Oppo leads the market with a market share of 22.3%, Vivo with a market share of 20.6% and Samsung with a market share of 17.7%. On the world stage, Xiaomi is also ranked third after Samsung and Apple. Globally, the largest shipments of smartphones in the world are from Samsung (74 million units) and Apple (59 million units), while Xiaomi only has 39 million units. The interesting phenomenon here is that Oppo and Vivo apparently globally in 2022 will not be able to beat Xiaomi as is the phenomenon that is happening in Indonesia. In the global market, Xiaomi is still quite far above Oppo and Vivo, while in Indonesia Xiaomi is increasingly being beaten by Oppo and Vivo, this means that there are things that are more attractive to the Indonesian people about the Oppo and Vivo brands so they choose those brands more .

The formulation of the problem in this research is:

Does branding have an effect on customer loyalty among high school students who use Xiaomi brand smartphones in the city of South Tangerang? Does product quality affect customer loyalty among high school students who use Xiaomi brand smartphones in the city of South Tangerang? Does customer satisfaction have an effect on customer loyalty among high school students who use Xiaomi brand smartphones in the city of South Tangerang? What is the brand , product quality And Customer satisfaction simultaneously What effect does it have on customer loyalty among high school students who use Xiaomi brand smartphones in the city of South Tangerang?

LITERATURE REVIEW

Brand Image

Kotler and Keller (2016) define brand image as the extrinsic nature of a product and/or service, including the way in which the brand attempts to fulfill consumers' psychological and social desires and/or needs. *The American Marketing Association* (2013) defines brand image as terms, designs, names, symbols and other characteristics that differentiate one company's products from other companies' products. Martisiute (2010) defines brand image as an intangible and conditional asset for a company that has the ability to generate company profitability and functional and emotional compromise. Brand image is also a product negotiation, packaging, promotion, advertising and all presentations other than a specific name (Pepe *et al* , 2011).

Product Quality

Kotler and Armstrong (2018) define product quality as product characteristics that support its ability to satisfy, express or imply consumer desires and/or needs. Product quality is the totality of features and characteristics of a product or service that depends on its ability to meet certain needs (Chigbata, 2018). Product quality is the ability of a product to meet the objectives produced at the minimum possible cost which can be categorized by its advantages, value for money, suitability and being able to meet consumer needs (Ghezelbash, 2017).

Customer Satisfaction

Kottler and Keller (2016) define consumer satisfaction as a consumer's feeling of happiness or disappointment resulting from comparing a product or perceived service performance (results) against their expectations. Kotler and Armstrong (2018), define consumer satisfaction as the extent to which the performance of products and/or services perceived by consumers is in line with their expectations. Consumer satisfaction is the result of consumer evaluation after selecting a particular transaction (Bastos & Gallego, 2008). Oliver in Chigbata (2018) defines consumer satisfaction as a response to consumer fulfillment which is the result of evaluation related to the assessment of a product and service offered as well as measuring the level of satisfaction or dissatisfaction.

Customers Loyalty

Kotler and Keller (2016) define consumer loyalty as consumer loyalty to re-purchase products and/or service Which has he chose. Abbas et al (2021) define loyalty consumer as behavior purchase consumer Where he buy Again And Again same brand products and/or services in the future regardless of efforts rival, loyalty can become something about thinking subscriber about product. Loyalty consumer can defined as attitude And action consumers prefer one brand over all competing brands or If consumer satisfied with product And or service Which reflect extent of encouragement them to shop regularly, (Peiguss, 2012; Magatef & Tomalieh, 2015).
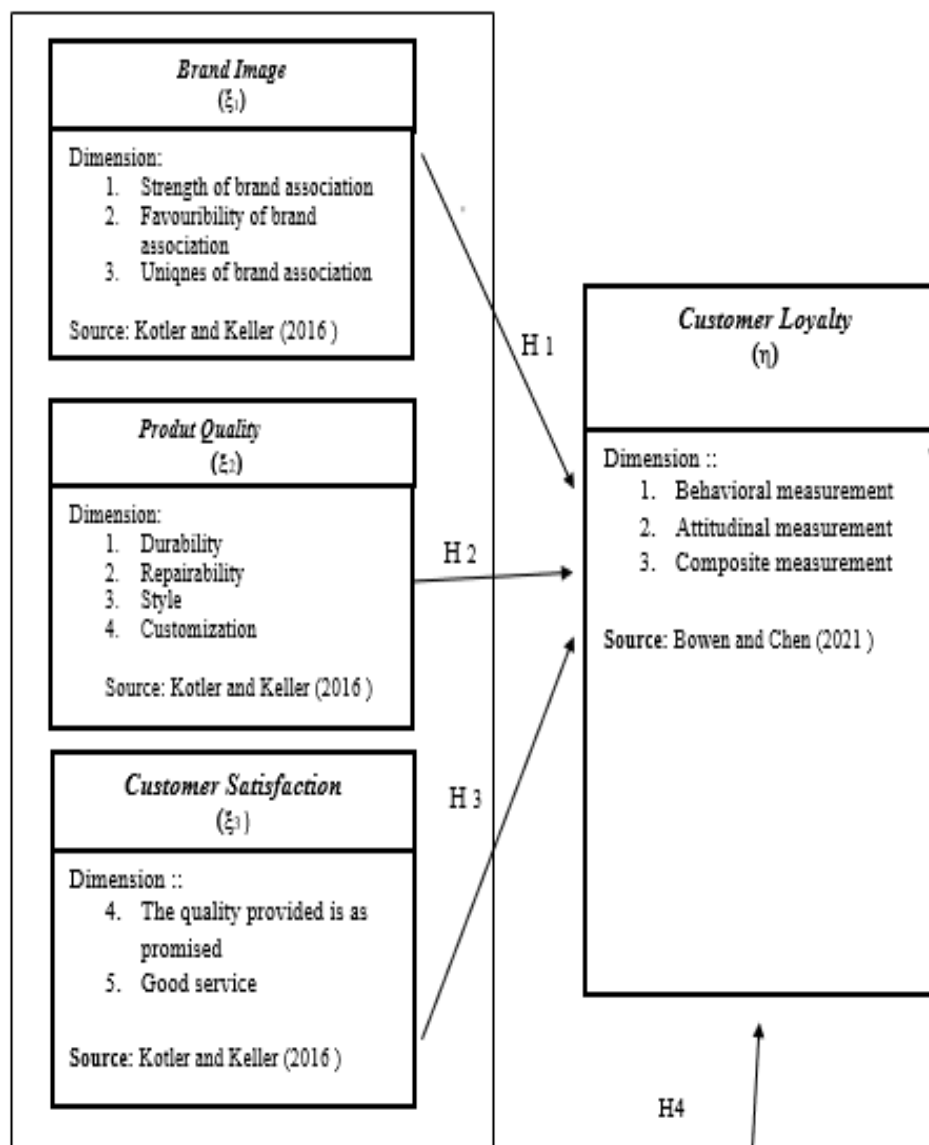
Figure 1. Framework of Thinking

METHOD

The location of the research was carried out at a high school in the city of South Tangerang. Research i was carried out for 6 months, namely from September 2022 to April 2023.

This research is quantitative associative in nature, based on the type of research data, the data includes quantitative data in the form of questionnaire data. According to Sugiyono (2012:6), associative (relationship) research is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict and control a phenomenon.

Population is all subjects or objects of research. According to Sugiyono (2016:80) Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. Based on the research location that has been determined, the population used as the object of this

research is high school students in the city of South Tangerang who have active status in the 2021/2022 academic year, totaling 63,543 students.

The sample is part of the number and characteristics of the population. After the number of samples to be taken from the population has been determined, then sampling is determined in the form of a sampling technique.

According to Sugiyono (2014: 120), "The sample is part of the number and characteristics possessed by the population". To determine the sample size, the author uses the Slovin formula, namely

$$ n = \frac{N}{N\,(e)^2 + 1} $$

Information:
n= Number of samples
N= Number of population
e= The error rate in taking samples is set at 5 %
The population (N) of 63,543 students , assuming an error rate (e)= 5 % is:

$$ n = \frac{63.543}{1 + \{\,63.543 x (5\%)^2\}} $$

$$ n = \frac{63.543}{1 + (\,63543 x (0,0025)} $$

$$ = 397,498 $$

The number of samples was rounded to **398 respondents**.

Primary data in this research is data obtained by directly researching high school students who use Xiaomi brand *smartphones* in the city of South Tangerang, using data collection techniques, observation and distributing questionnaires. Secondary data was obtained through library *research* .

The data analysis method uses validity tests, reliability tests, descriptive analysis of respondent characteristics and SEM Lisrel analysis

RESULT AND DISCUSSION

Respondent characteristics

Table 1 Respondence Gender

	Category	Frequency	Percentage (%)
Gender	Male	120	30,90%
	Female	268	69,10%

Source: Processed data (2023).

The above table show that the majority of respondents gender are female (69.1%), while the remainder male are (30.9%).

Validity and Reliability Test

Table 2 Validity and Reliability Test Result

Brand Image	Slf (λ)	Validity	e	AVE	CR	Result
BI_1	0.92	Valid	0.300			
BI_2	0.97	Valid	0.340	0.728	0.889	reliable
BI_3	0.96	Valid	0.370			
Product Quality	**Slf (λ)**	**Validity**	**e**	**AVE**	**CR**	**Result**
PQ_1	0.93	Valid	0.033			
PQ_ 2	0.91	Valid	0.140	0.867	0.963	reliable
PQ _3	0.91	Valid	0.130			
PQ_ 4	0.94	Valid	0.260			
Customer Satisfaction	**Slf (λ)**	**Validity**	**e**	**AVE**	**CR**	**Result**
CS_1	0.81	Valid	0.270	0.798	0.888	reliable
CS_2	0.89	Valid	0.220			
Customer Loyalty	**Slf (λ)**	**Validity**	**e**	**AVE**	**CR**	**Result**
CL_1	0.98	Valid	0.046			
CL_2	0.99	Valid	0.017	0.966	0.988	reliable
CL_3	0.98	Valid	0.039			

Source: Processed data (2023).

Based on the above table, the CR and AVE calculation results for all variable construct show CR values > 0.7 and AVE > 0.5, which means the all variable construct meets the required construct validity and reliability criteria.

SEM analysis

Testing between variables

Testing influence between variables in model SEM done withlook at the p *value* and CR followed by reviewing the values path coefficient. With a significance level of 5%, the variable is declared to have that influence significant to variable other if on that route, mark $t_{count} > 1.96$, whereas If $t_{count} < 1.96$ so influence between variable the declared not significant. There is a positive sign accompanying the path coefficient shows the direction of influence of exogenous variables on endogenous, if the coefficienttrack marked positive so direction influence exogenous to endogenous is one way, whereas If coefficient track marked negative so influence exogenous toendogenous opposite direction
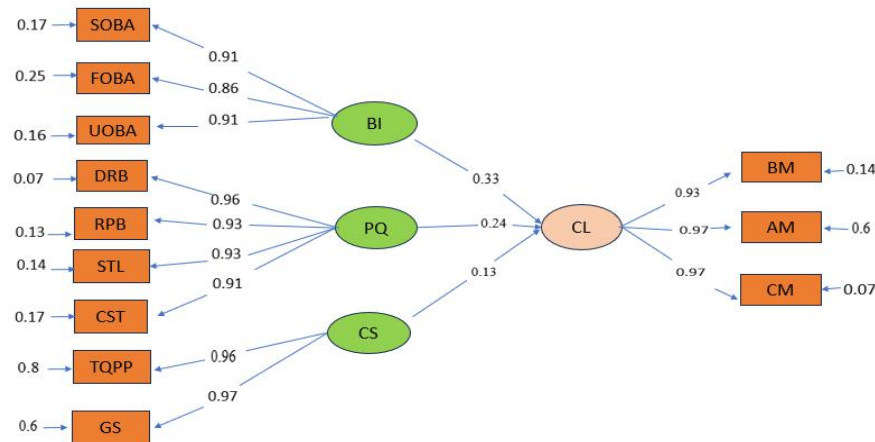
Figure 2. Path Coefficient Value

Table 3. Results Test Influence Between Variable

Direct Path	p	t - count	t- table	Results
BI → CL	0.33	4.95	1.96	Significant Positive
PQ → CL	0.24	3.94	1.96	Significant Positive
CS → CL	0.13	2.89	1.96	Significant Positive

Source: Data processed (2023)

Information:
BI   : *Brand Image*
PQ   : *Product Quality*
CS   : *Customer Satisfaction*
CL   : *Customer Loyalty*
P   *:* Path Coefficient

Based on results analysis on Table 4.3 2 in on, obtained results asfollowing:
BI →CL : Results analysis show that *brands image* (BI) influentialpositive and significant towards *customer loyalty* (CL), shown by The calculated t value is 4.95 > 1.96 and the positive path coefficient is 0.33. Results This analysis shows that the better *the brand image* of Xiaomi products the higher the consumer loyalty towards Xiaomi products, that isOn the contrary, the worse Xiaomi's *brand image* is, the more it declines loyalty consumers towards the product.
PQ →CL : The analysis results show that *product quality* (PQ) has an influence positive and significant towards *customer loyalty* (CL), shown by The calculated t value is 3.94 > 1.96 and the positive path coefficient is 0.24. Results This analysis shows that the better the quality of Xiaomi products thenthe more tall loyalty consumer to product Xiaomi, thereby conversely, the lower the quality of Xiaomi products, the more it declines loyalty consumers towards the product.
CS →CL : Results analysis show that *customers satisfaction* (CS) influential positive And significant to *customers loyalty* (CL), showed with mark t count as big as 2.89 > 1.96 And coefficient track positive

as big as 0.13. Results analysis This show that the more tall satisfactionuser product Xiaomi so the more tall loyalty user, therebyon the contrary the more low loyalty user product Xiaomi so the moredecrease user loyalty Xiaomi.

Structural Equations and Coefficients of Determination
The relationship between variables in the SEM model analyzed forms twoequality structural, each equality structural own coefficient determination, Where mark This show big influence simultaneous variable exogenous to variable endogenous. Mark coefficient determination range between 0 – 1. More and more big mark coefficient determination so the more Good model Becausethe percentage of endogenous variance that can be explained exogenously is also getting higher.

$$CL = 0{,}13\ CS + 0{,}33\ BI + 0{,}24\ PQ\ \ Errorvar.= 0.27\ R^2 = 0{,}60$$

Based on results analysis the, coefficient determination *customers loyalty* to *brand image* and *product quality* as well as *customer satisfaction* is 0.60 , this means that 60 % of the bell variable *customer loyalty* influenced by *brand image* and *product quality* as well as *customer satisfaction* on Xiaomi brand *smartphones.*

Hypothesis test
Brand Image Influential Towards Customers Loyalty
The 1st (one) hypothesis in this research is to determine the effect brands image to customers satisfaction , so formulated hypothesis statistics as following:

Ho $_1$: $\rho1 = 0$ *Brand image* No influential to *customers loyalty*

Ha 1 : $\rho \neq 0$ *Brand image* influential to *customers loyalty*

Based on Table 1. can seen that mark t- count For the brand image variable is 4.95 greater than the t-table value 1.96. By because of the calculated t-value greater than the t- table value at the level α = 5%, then at error rate of 5% is decided to accept Ha1 and reject H01 . So that It can be concluded that brand image has a significant influence on customers loyalty . The direction of the relationship between brand image and customer loyalty positive Which means that when There is enhancement brands image so customers loyalty also will increase and so also on the contrary.

Product Quality Influential Towards *Customers Loyalty*
The second (two) hypothesis in this research is to determine the effect *product quality* to *customers satisfaction* , so formulated hypothesis statisticsas following:

Ho 2 : $\rho2 = 0$ Product quality No influential to customers loyalty

Ha 2 : $\rho2 \neq 0$ Product quality influential to customers loyalty

Based on table 1, it can be seen that the calculated t-value for variables product quality is 3.94 greater than the t- table value 1.96. Therefore calculated t-value greater than the t- table value at the level α = 5%, then at level 5% error decided to accept Ha2 and reject H02 . So that it can concluded that product quality influential significant to customer loyalty. The direction of the relationship between product quality and customer loyalty is positive, which means that when there is an increase in product quality then customers loyalty Also will increase and vice versa.

Customer satisfaction Influential Towards Customer Loyalty
The third (three) hypothesis Third (three) hypothesis in this research is to determine the effect customer satisfaction with customers loyalty , so formulated hypothesis statistics as following:

Ho 3 : $\rho3 = 0$ Customer satisfaction No Influential Towards Customer Loyalty

Ha 3 : $\rho3 \neq 0$ Customer satisfaction Influential Towards Customer Loyalty

Based on table 4.1, it can be seen that the calculated t-value for variables product quality is 3.94 greater than the t- table value 1.96. Therefore calculated t-value greater than the t- table value at the level α = 5%, then at level 5% error decided to accept H 1 and reject H 0 . So that it can concluded that product

quality influential significant to customer loyalty . The direction of the relationship between product quality and customer loyalty is positive, which means that when there is an increase in product quality then customers loyalty Also will increase and vice versa.

Brand Image and Products Quality as well as Customers Satisfaction has a simultaneous effect on customer loyalty

The fourth (three) hypothesis in this research is to determine the effect simultaneously *brand image* And *product quality and customers satisfaction* , towards *customer loyalty* so formulated statistical hypothesis as follows:

Ho 4 : ρ4 = 0   Brands image and product quality and customer satisfaction No influential to customers loyalty

Ha 4 : ρ4 ≠ 0   Brands image and product quality and customer satisfaction influential to customers loyalty

To determine the simultaneous influence *of brand image* and *product quality* as well as *customer satisfaction* on customer loyalty, it can be calculated as follows:

$$F_{hitung} = \frac{R^2(n - K - 1)}{(1 - R^2)2}$$

$$= \frac{0.77\,(388 - 3 - 1)}{(1 - 0.77)2}$$

$$= \frac{295.68}{0.69}$$

$$F_{hitung} = 428$$

Based on the results of data analysis, it was found that $F_{calculated} > F_{table,}$ or $428 > 2.63$. The significant test was carried out using the F test at the $\alpha = 0.05$ level and obtained a $_{calculated\ F\ value}$ of 428 which was greater than the F_{table} of 2.63. Thus H_0 is rejected and H_1 is accepted.

Discussion

Based on results analysis the discussion as follow:

Results of the analysis show that brands image (BI) influential positive and significant towards customer loyalty (CL), this indicates that the better the brand image of Xiaomi products the higher the consumer loyalty towards Xiaomi products, that is On the contrary, the worse Xiaomi's brand image is, the more it declines loyalty consumers towards the product. The results of this research supported by previous research conducted by Abbas et al (2021), Ayesh et al (2021), Frydom (2020), Neupane (2015), Sulibhavi & Shivashankar (2017) and Kumar & Menon (2017), in the results his research states that a good and strong brand image is compared with competitors' brand images can directly increase choice consumer in determining products.

The analysis results show that *product quality* (PQ) has an influence positive and significant towards *customer loyalty* (CL), that's means the better the quality of Xiaomi products then the more tall loyalty consumer to product Xiaomi, thereby conversely, the lower the quality of Xiaomi products, the more it declines loyalty consumers towards the product.

The results of this research are supported by previous research conducted by Ali et al (2021), Chigbata

(2018), Hoe & Shaheen (2018), Ghezelbash (2017), Saleem (2015), Gasthi et al (2011), And Lin et al (2010), in the results his research stated that the higher the performance the product can produce, the better the greater the product's ability to meet appropriate quality with consumer expectations

Results analysis show that *customers satisfaction* (CS) influential positive And significant to *customers loyalty* (CL), results analysis show that the more tall satisfaction of user product Xiaomi so the more tall loyalty user, therebyon the contrary the more low loyalty user product Xiaomi so the moredecrease user loyalty Xiaomi.

From the results, it is known that Brand Image and Products Quality as well as Customers Satisfaction has a simultaneous effect on customer loyalty.

In several previous studies it was stated that brand image, product quality and customer satisfaction are factors that partially or simultaneously influence customer loyalty, in research by Cahyani (2020) the results show that brand image, product quality and customer satisfaction simultaneously influence customer loyalty. with a large influence of 74%. Research by Hasnah, et al (2014) also shows that brand image , product quality and consumer satisfaction have a simultaneous and significant effect on consumer loyalty.

CONCLUSION

Brand image influential to customers satisfaction . The more Good brands the image of a Xiaomi brand smartphone , the higher customer satisfaction for the user, thereby on the contrary, the more decrease brands image Xiaomi brand smartphones will decrease customer satisfaction its users.

Product quality influences customer satisfaction . Better The product quality of Xiaomi brand smartphones increases the customer base satisfaction for the user, thereby on the contrary the more decrease product quality smartphones brand Xiaomi so the more decrease customers satisfaction for its users. Customer satisfaction influences customer loyalty. The higher the customer satisfaction of Xiaomi brand smartphone users , the higher the user's customer loyalty , and conversely, the lower the customer satisfaction of Xiaomi brand smartphone users , the lower the user's customer loyalty .

Brand image, product quality and customer satisfaction simultaneously influence customer loyalty.

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