The Influence of Brand Image and Product Quality Towards Customer Satisfaction Among High School Students Using Xiaomi Brand

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ABSTRACT

This research aims to test how big the influence of branding is on customer satisfaction. To test how much influence product quality has on customer satisfaction . To test how big the influence of brand and product quality is on customer satisfaction 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 S LTA students using Xiaomi brand smartphones in South Tangerang City. 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 (1) Brand image has positive and significant effect on customer satisfaction (2) Product quality has positive and significant effect on customer satisfaction (3) Brand image and product quality simultaneously has positive and significant effect on customer satisfaction

INTRODUCTION

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%.

Top OEMs' Share in Indonesia Smartphone Market, Q1 2021 vs Q1 2022

Indonesia

Figure 1. Market Share 5 Vendors Ruling the Smartphone Market in Indonesia

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; Gultom, 2021; Herispon & Sudriana, 2023; Iskamto, 2021; Iskamto & Gunawan, 2023; Mappigau & Hastan, 2012). Based on the background of the problem above, the author is interested in researching "The Influence of Brand Image and Product Quality Towards Customer Satisfaction Among High School Students Using Xiaomi Brand Smartphones In South Tangerang"

The formulation of the problem in this research is:

Does branding have an effect on customer satisfaction among high school students who use Xiaomi brand smartphones in the city of South Tangerang? Does product quality affect customer satisfaction among high school students who use Xiaomi brand smartphones in the city of South Tangerang? Are brand and product quality simultaneous influence on customer satisfaction among high school students who use Xiaomi brand smartphones in the city of South Tangerang?

LITERATURE REVIEW

Brand Image

Kotler and Keller (Beig, 2019) 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 & Vilutyte, 2008) 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).

Kadhim et al., (2021) say that there are several dimensions that can be used to measure brand image, *including* the following:

Strength of brand associations *(strength of brand associations)*

The more information consumers get and relate their knowledge to the brand, the stronger the brand association that will be formed. The strength of brand associations depends on how much information enters the minds of consumers and how much information is retained as part of a brand. The source of information in a brand image has two strengths, namely *brand attributes* and *brand benefits* . *Brand attributes* are features that are descriptive characteristics of a product. These features can include how consumers think about the products involved in the purchasing process.

Attributes are divided into two, namely, *product-related attributes* , which are defined as the composition used in a product or service process function to consumers. *Non-product related attributes* , which are defined as external aspects of a product that can influence the purchasing or consumption process, include information about the price, packaging and design of the product, people, *peer groups* or celebrities who use the product or service. Meanwhile, *brand benefits* are consumers' personal values regarding products or services, such as what consumers think about the advantages of a product or service.

Advantages of brand associations *(favorability of brand associations)*

This component means whether the brand is liked or not by consumers. Brand association excellence is formed by consumer confidence in products that can satisfy consumer needs and desires. The success of a marketing program is reflected in the creation of *favorability of brand associations* , where consumers have confidence that the brand has *attributes* and *benefits* that can fulfill needs and desires, such as a positive attitude that the entire brand wants to show. Thus, the success of a brand can be seen if the brand can meet consumer needs which are successfully fulfilled by the marketing program it carries out.

It can be concluded that the advantages of brand associations lie in consumer trust in brand associations, the availability of many choices to fulfill needs and desires, the ease with which the product brand can be pronounced, the ability of the brand to remain in mind and the ease of getting the product needed as well as the compatibility between the impression of the brand in the mind of the customer and its image. cool the company on the brand in question.

Uniqueness of brand associations

The essence of *brand positioning* is that the brand has a competitive advantage in *its unique selling proposition* which makes consumers interested in making purchases. This advantage provides more value to consumers so that they have an interest in a product or service. Brands should be able to create a good impression for consumers who consume products with that brand. These things are information that contains meaning about a brand. The brand must be unique and attractive, so that it can create strong associations in the minds of consumers.

Product Quality

(Martisiute & Vilutyte, 2008) 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 ((Mahmoodi et al., 2017a), 2017).

Wates & Water (2008) defines product quality as the ability of a product to meet or exceed consumer expectations. (Sivadasan, 2021) defines product quality as the product's ability to meet consumer needs, including different features that can improve the product's performance. Product quality is the main point for the existence of a company (Priansa, 2017). Product quality is the ability of a product to fulfill the desires and needs of consumers so that it can be offered to the market for consumers to pay attention to, own, use and consume (Garpersz, 2010; (Priansa, 2019), 2012).

Kotler and Keller (2016) say that there are 4 dimensions that can be used to measure product quality, namely as follows:

1. Durability, it is a measure of the expected service life of a product under natural conditions and under stress conditions.
2. Repairability, it is a measure of the ease of repairing a product when it malfunctions or fails altogether.
3. Appearance (*style*), it is the look and feel of the product to buyers and creates a specialty that is difficult for competitors to imitate.
4. Conformity (*customization*), customized products and marketing allow companies to be highly relevant and differentiated by finding out exactly what consumers want.

Service 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. (Martisiute & Vilutyte, 2008), 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 ((Martisiute & Vilutyte, 2008). Oliver in (Ayesh et al., 2021) (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.

(Kadhim et al., 2021) say that there are two dimensions that can be used to measure consumer satisfaction, namely as follows:

The quality provided is as promised *(the quality provided is as promised)*

The quality of the products and/or services promised by the company is in accordance with what is felt and obtained by consumers.

Good service and satisfaction for consumers *(good service)*

The quality of service provided by the company to consumers to meet the needs and/or desires and expectations of consumers for the products and/or services offered by the company to consumers.

Hypothesis

According to (Priansa, 2019) (2013:64), a hypothesis is a temporary answer to the formulation of a research problem. There are six hypotheses that the author will carry out, namely partial hypothesis and simultaneous hypothesis.

Ho $_1$: $\rho 1 = 0$ There is no influence *of brand image* on *customer satisfaction* among high school students using Xiaomi brand *smartphones in the city of South Tangerang*

Ha 1 : $\rho \neq 0$ There is an influence of *brand image* on *customer satisfaction* among high school students using Xiaomi brand *smartphones in the city of South Tangerang* .

Ho 2 : $\rho 2 = 0$ There is no influence *on product quality* on *customer satisfaction* among high school students using Xiaomi brand *smartphones in the city of South Tangerang* .

Ha 2 : $\rho 2 \neq 0$:   There is an influence on *product quality* on *customer satisfaction* among high school students using Xiaomi brand *smartphones in the city of South Tangerang*

Ho 3 : $\rho 3 = 0$ There is no influence *of brand image* and *product quality* on *customer satisfaction* among high school students using Xiaomi brand *smartphones in the city of South Tangerang*

Ha 3 : $\rho 3 \neq 0$ There is a simultaneous influence of *brand image* and *product quality* on *customer satisfaction* among high school students who use Xiaomi brand *smartphones* in the city of South Tangerang
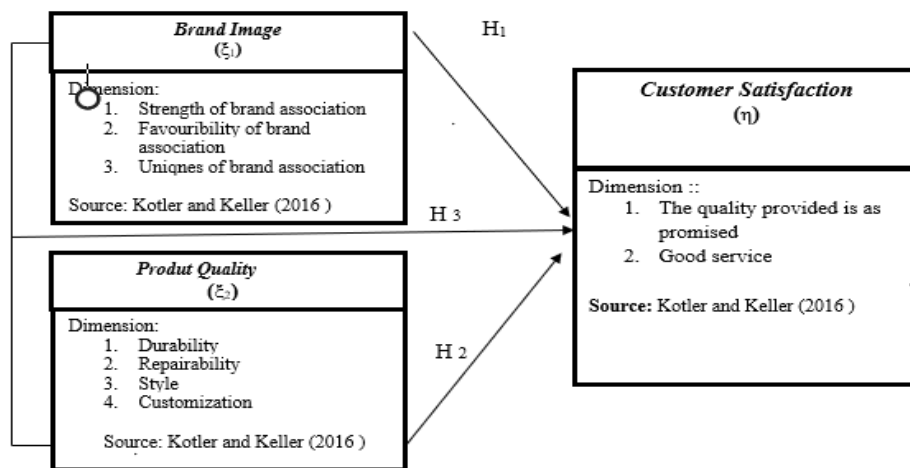
Framework of Thinking

Figure 2. 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 (Priansa, 2019)(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 (Priansa, 2019)(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:

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

$$n = \frac{63.543}{1 + (63543 \text{x}(0,0025)}$$
$$= 397,498$$

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

Description of Respondence

Table 1. Respondence Grade

Grade	Frekuenci	Percent(%)
X	30	7,70%
XI	285	73,30%
XII	73	18,80%

Source: Processed Data (2023)

According to the above table, show that the majority of respondents were at XI grade (73.3%), while the remaining 18.8% were at XII grade and 7.7% were at X grade. This is in accordance with the student population High school students using Xiaomi brand smartphone products in South Tangerang City, where high school students using Xiaomi brand smartphone products are dominated by XI grade students.

Table 2 Respondence Sex

Sex	Frekuensi	Persentase (%)
Male	120	30,90%
Female	268	69,10%

Source: Processed Data (2023).

The above table show that the gender is female (69.1%), while the remainder are male students (30.9%). This is in accordance with the population of high school students using Xiaomi brand smartphone products in South Tangerang City, where the number of female students uses Xiaomi brand smartphones more than the number of male students.

Description of Research Variables
Tabl 3. Brand Image Variable Description

Strength	3,42
Favorability	3,47
Uniqueness	3,69

The results of the descriptive analysis in table 1 show the average score of respondents' answers to each dimension of the Brand Image variable . Based on the results of this analysis, the dimensions of brand association strength (strength of brand association _ SOBA) is the dimension with the lowest average (3.42), while the dimension of uniqueness of brand association (UOBA) is the dimension with

the highest average (3.69) and followed by the dimension of excellence of association brand (favorability of brand association_FOBA) is the dimension with the second highest average (3.47)

Table 4. Product Quality Variable Description

Durability	3,59
Repairability	3,64
Product Design	3,64
Customization	3,74

The results of the descriptive analysis in Figure 4.2 show the average score of respondents' answers to each dimension of the product quality variable . Based on the results of this analysis, the product durability dimension (durability_DRB) is the dimension with the lowest average h (3.59), while the product suitability dimension (customization_CST) is the dimension with the highest average (3.74) and is followed by the dimension ease of repair (repairability_RPB) and product design (style _STL) as the dimensions with the second highest average (3.64).

Table 5. Product Quality Variable Description

Product Quality	3,83
Service Quality	3,84

The results of the descriptive analysis in Figure 4.3 show the average score value respondents' answers to each dimension of the customer satisfaction variable . Based on the results of this analysis, the dimensions of product quality (the quality provided is as promised_TQPP) is the dimension with the average lowest (3.83) and Service quality (good services_GS) is a dimension with an average highest (3.84). This means that in terms of customer satisfaction , the quality dimension product (the quality provided is as promised_TQPP) is a dimension that The main thing that needs to be improved is the dimension of service quality (good services_GS) has Good

Goodness of Fit Model

Table 6. Goodness of Fit Model

Goodness of fit index	Cut of Value	Hasil	Evaluasi Model
Absolut fit measure			
· *Sig / probability Chi2*	≥ 0,05	0,000	*Not Fit*
· GFI	≥ 0,90	0,910	*Good Fit*
· RMSEA	≤ 0,08	0,063	*Good Fit*
· RMR	< 0,05	0,170	*Good Fit*
· CMIN/DF	<3,00	2,854	*Good Fit*
Incremental Fi Measure			
· AGFI	≥ 0,90	0,87	*Marginal Fit*
· CFI	> 0,90	0,98	*Good Fit*
· IFI	≥ 0,90	0,98	*Good Fit*
· RFI	≥ 0,95	0,96	*Marginal Fit*
Persimonius Fit Measure			
· PNFI	semakin besar semakin baik	0,75	*Good Fit*
· PGFI	semakin besar semakin baik	0,63	*Good Fit*

According to the above table, all of the varible are in a good fit, so it can be continued to the next step test.

Validity and Realibility test

Table 7. Validity and Realibility test

Dimensions	Slf (λ)	Validity	e	AVE	CR	Conclucion
Validity and realibility test of Brand Image						
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			
Validity and realibility test of Product Quality						
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			
Validity and realibility test of Customer Satisfaction						
CS_1	0.81	Valid	0.270	0.798	0.888	Reliable
CS_2	0.89	Valid	0.220			

According to the above table, show that all variable are valid and realible where CR value > 0,7 dan AVE value > 0,5.

SEM analysis

Testing influence between variables in model SEM done with look 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 coefficient track marked positive so direction influence exogenous to endogenous is one way, whereas If coefficient track marked negative so influence exogenous to endogenous opposite direction
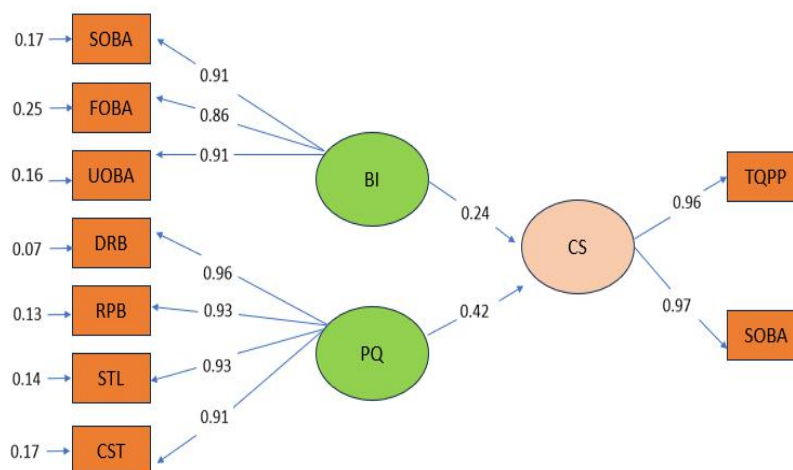

Figure 3. Path Coefficient Value

Table 8. Results Test Influence Between Variable

Direct Path	p	t-count	t-table	Result
BI→CS	0,24;	4,24	1,96	Positive and Significant
PQ →CS	0,42	7,45	1,96	Positive and Significant

Source: Data processed (2023)

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

Based on results analysis on Table 4 in on obtained results asfollowing:

BI→ CS : Results analysis show that *brands image* (BI) influentialpositive and significant to *customers satisfaction* (CS), showed with mark t count as value 4.24 > 1.96 and coefficient track positive as value as 0.24.The results of this analysis show that the better the product *brand image* Xiaomi, the higher consumer satisfaction with Xiaomi products, On the other hand, the worse Xiaomi's *brand image* becomes decrease consumer satisfaction with the product the.

PQ →CS : The analysis results show that *product quality* (PQ) has an influence positive and significant to *customers satisfaction* (CS), showed with mark t count as big as 7.45 > 1.96 And coefficient track positive as big as 0.42. The results of this analysis show that the product quality is getting better Xiaomi, the higher consumer satisfaction with Xiaomi products, vice versa, the lower the quality of Xiaomi products, the more decrease consumer satisfaction with the product the.

Structural Equations and Coefficients of Determination

The relationship between variables in the SEM model analyzed forms twoequality structural, each equality structural own coefficientdetermination, 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.

$$CS = 0.24\ BI + 0.42\ PQ \quad Errorvar. = 0.26 \quad R^2 = 0,59$$
$$(0.040)\quad(0.021)$$
$$21.44\quad11.31\qquad\qquad277.01$$

Based on results analysis the, coefficient determination *customers satisfaction* on *brand image* and *product quality* is 0.59 , this means that 59 % of the bell variable *customer satisfaction* influenced by *brand image* and *product quality* Xiaomi brand *smartphone* .

Hypothesis test

Brand Image* Influential Towards *Customers Satisfaction

The 1st (one) hypothesis in this research is to determine the effect *brands image* to *customers satisfaction* , so formulated hypothesis statisticsas following:

Ho $_1$: $\rho 1 = 0$ *Brand image* No influential to *customers satisfaction*

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

Based on Table 4 can seen that mark t- count for the *brand image* variable is 4.24 greater than the t-table value 1.96. By because of the calculated t-value greater than the t- table value at the level $\alpha = 5\%$, then at error rate of 5% is decided to accept H 1 and reject H 0 . So that It can be concluded that *brand image* has a significant influence on *customers satisfaction* . Direction of the relationship between *brand image* and *customer satisfaction* is positive Which means that when There is enhancement *brands image* so*customers satisfaction* Also will increase And so as on the contrary.

From the results of the descriptive analysis that has been carried out, it can be seen in table 1 of the mean dimensions of the *brand image variable* , it is known that the most dimensions tall from variable *brands image* is dimensions uniqueness association brand *(uniqueness of brand association_UOBA)* with an average value of 3.69 and with mark *loading factors* of 0.91. Followed dimensions association excellence brand *(favourability brands association_FOBA)* is dimensions with indigo flat – flatthe

second highest was 3.47 with *a loading factor* of 0.86. And the most dimensions low is dimensions strength association brand *(Strength of brands association_SOBA)* with average value - flat 3.42 with *loading factor* 0.91 .

The results of this research support previous research conducted by (Abbas et al., 2021),, (Nainggolan & Hidayet, 2020) (2020), (Reitsma et al., 2017) (2015), (Ka et al., 2017)(2017) and (Sivadasan, 2021), 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 .

Product _ Quality **Influential Towards** *Customers Satisfaction*

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

Ho 2 : $\rho 2 = 0$ Product quality No influential to customers satisfaction

Ho 2 : $\rho 2 \neq 0$ Product quality influential to customers satisfaction

Based on table 4.1, it can be seen that the calculated t-value for variables *product quality* is 7.45 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 *customers satisfaction* . Direction of the relationship between *product quality* and *customer satisfaction* is positive, which means that when there is an increase in *product quality* then *customers satisfaction* Also will increase and vice versa.

From the results of the descriptive analysis that has been carried out, it can be seen in table 2 mean dimensions variable *product quality*, is known that dimensions the most tall from variable *product quality* is dimensions suitability product *(customization_CST)* with an average value of 3.74 and a *loading factor value* of 0.91. Followed by dimensions second highest there are two dimensions with value flat – flat Which The same that is dimensions *style* product *(style_STL)* And dimensions ease of repair *(repairability_RPB)* with the same average value as big as 3.64 with *loading factors* Which The same Also as big as 0.93, And dimensions Which most low is dimensions Power stand product *(durability_DRB)* with mark flat – average 3.59 with *loading factor* 0.96.

The results of this research are supported by previous research conducted by (Ali et al., 2021) et al (2021), (J. G. et al., 2020)(2018), (Hoe, 2018), (Mahmoodi et al., 2017a) (2017),(Lahap et al., 2016), ==(Jahanshahi et al., 2009)== *et al* (2011), And (C. Lin et al., 2011), in the results his researchstated that the higher the performance the product can produce, the better the greater the product's ability to meet appropriate quality with consumer expectations.

Brand Image **And** *Products Quality* **Influential To** *Customers Satisfaction*

The third (three) hypothesis in this research is to determine the effect simultaneously *brand image* And *product quality* to *customers satisfaction* , so formulatedstatistical hypothesis as follows :

Ho 3 : $\rho 3 = 0$ Brands image and product quality No influential to customers satisfaction

Ho 3 : $\rho 3 \neq 0$ Brand Image and product quality has an influence to customers satisfaction

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

$$\text{Fcount} = \frac{R^2 (n\text{-}K\text{-}1)}{(1 - R^{2)\,2}}$$

$$= \frac{0.59 (388 - 3 - 1)}{(1 - 0.59)^2}$$

$$= \frac{227.15}{0.82}$$

$$= 277$$

Based on the results of data analysis, it was found that F $_{calculated}$ > F $_{table,}$ or 277 > 3.02. The significant test was carried out using the F test at the α = 0.05 level and obtained a $_{calculated\ F\ value}$ of 277 which was greater than F $_{table}$ 3.02. Thus H $_0$ is rejected and H $_1$ is accepted.

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From the results of the descriptive analysis carried out, it is known that the variables that are The most influential is *the brand image variable* and *the product quality variable* on *Customer Satisfaction* is a *product quality variable* where the t value is calculated of 7.45 > 1.96 and a positive path coefficient of 0.42, compared with *brand image* variable calculated t value of 4.24 > 1.96 and the path coefficient is positive of 0.24.

The results of this research support previous research conducted by (Ali et al., 2021) et al (2021), (J. G. et al., 2020) (2018), (Ali et al., 2021)(2018), (Mahmoodi et al., 2017b)(2017),(Lahap et al., 2016)(2015), (J. G. et al., 2020) *et al* (2011), And (S. Lin & Hsu, 2013) *et al* (2010), in the results his researchstated that the higher the performance the product can produce, the better the greater the product's ability to meet appropriate quality with consumer expectations as well as (Abbas et al., 2021), (Nainggolan & Hidayet, 2020)(2020), (Ka et al., 2017) (2015), (Ka et al., 2017)(2017) and (Sivadasan, 2021), in their research results stated that a good *brand image* And strong compared with *brands image* para competitor in a way direct canincreasing consumer choice in determining products. Based on both framework thinking the, There is conjecture that *brands image* And *product quality*are two factors that collaborate with each other in influencing *customers satisfation*.

CONCLUSION

Results of the study, the influence of brand image and product quality on customer satisfaction among high school students who use smartphone Xiaomi in South Tangerang give a number of conclusion Which all obtained from Structural Equation Modeling (SEM) analysis with use Program Software Lisrel 8.72, following is conclusion results the study:

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

Product quality influences customer satisfaction, The better product quality of Xiaomi smartphone will increases the user customer satisfaction, thereby on the contrary the more decrease product quality smartphones Xiaomi brand so the more decrease customers satisfaction for its users.

Brand image And product quality in simultaneous influent the customers satisfaction .

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