

The Effect of Product Quality and Price On Gen Z Customer Loyalty to Oppo Brand Smartphones in Mataram City

Ahmad Fatoni Karim Amirullah^{1*},

¹Faculty of Culture, Management, and Business (FBMB), Mandalika University of Education (UNDIKMA), Indonesia

DOI - <http://doi.org/10.37502/IJSMR.2025.8709>

Abstract

This study is entitled The Influence of Product Quality and Price on Gen Z Customer Loyalty on Oppo Brand Smartphones in Mataram City. This study aims to test and analyze the influence of product quality and price on customer loyalty to OPPO brand smartphones. The type of research used is associative research. The population and sample in this study were all residents of Mataram City born between 1997 and 2012 who use OPPO brand smartphone products. The data collection technique was a questionnaire with a data collection tool in the form of a questionnaire, and then the data was analyzed using multiple linear regression analysis. The results of this study indicate that the product quality variable does not affect customer loyalty, while the product price variable has a significant positive effect on customer loyalty.

Keywords: Product Quality, Price, Customer, and Smartphone Loyalty

1. Introduction

Current technological advancements allow people to communicate quickly and without limitations. The most popular communication technology currently showing significant promise is the smartphone. Smartphones are one such technology currently being developed in a much better direction, with improvements in internet connectivity, multimedia performance, and features like GPS and cameras (Hartini 2012). Smartphones are now a vital part of Indonesian society, supporting business needs, thanks to their helpful features like cameras, email, social media, and the internet.

In this era of globalization, every company no longer considers a brand merely a name or a distinguishing feature between one company's products and another, but rather a valuable corporate asset. A good, high-quality product can easily be imitated by competitors, but the brand and the impression it creates on consumers cannot be easily replicated. With so many products circulating on the market, brands are expected to be able to provide an additional dimension that uniquely differentiates them from other products designed to satisfy similar needs (Tjiptono in Gitaniati, 2009).

Referring to the current perception of industrial marketing, trust is built in person-to-person relationships, the understanding of brand trust is different from interpersonal trust, because a brand is a symbol that is not like a salesperson, it is difficult for consumers to respond to these symbols (Lau and Lee, 1999:342). Consumers must rely on brand symbols to build

relationships instead of human contact between organizations and consumers. Therefore, the characteristics of the brand, the company, and the customer's relationship with the brand are important factors in consumer trust (Lau and Lee, 1999:344).

According to Kotler (2008:332), a brand is a product or service that differentiates itself in some way from other products or services designed to satisfy the same need. Brand naming is crucial because it reflects the quality of the product. Furthermore, brands are important for both consumers and producers (Saifuddin, 2013). For consumers, brands can assure them of consistent quality and help buyers identify the product. For producers, brands can be promoted and create an impression on consumers.

Thus, product quality is a primary focus within a company to ensure it meets consumer expectations, thereby providing consumer satisfaction that exceeds or at least equals the quality of competitors' products. According to Crosby (1979), product quality is the form of a product that is determined by what is required or standardized. A product has quality if it meets predetermined quality standards. According to Juran (1993), product quality is the suitability of the product used to meet the needs and satisfaction felt by customers. According to Deming (1982), product quality is the product's suitability to market or consumer needs. Companies must truly understand consumer needs for the products they produce.

With appropriate quality and price, it is hoped that it will lead to consumer loyalty to a brand. Kotler (2005:18) defines loyalty as repeat purchases made by a customer due to commitment to a brand or company. Many factors influence consumer loyalty, including price; a person will naturally choose the company or brand that they perceive offers the lowest price among the available options. Furthermore, there is the habit factor; once someone becomes accustomed to using a particular brand or product, the likelihood of switching to another option is reduced.

OPPO Electronic Corp was founded in 2004 in Dongguan, Guangdong, China. Before entering smartphone technology, OPPO produced electronic equipment such as MP3 Players, Portable Media Players, LCD TVs, e-books, DVDs, and Disc Players (Wikipedia.org.id). In 2008, OPPO began entering the smartphone sector. In 2013, OPPO officially marketed its products in Indonesia for the first time. Before marketing its products to Indonesia, OPPO first spread its wings to several countries such as America, Vietnam, Thailand, Russia, and Qatar. Since then, OPPO has continued to promote its brand quality through TV advertisements, the Internet, print media, and so on (selsel.id). OPPO's marketing success can be seen in Tables 1.1 and 1.2, where OPPO has consistently ranked among the top 5 smartphone vendors globally in recent years, as evidenced by shipments, market share, and year-over-year growth.

Table 1.1 Top 5 Smartphone Vendors, Shipments, Market Share, and Year-on-Year Growth, 2024 Preliminary Data (units in millions)



Indonesia's Smartphone Market, Top 5 Company Shipments, Market Share, and YoY Growth, 2024 (shipments in millions)			
Vendor	2024 Market Share	2023 Market Share	YOY Growth
1. Transsion	18.3%	13.1%	61.7%
2. OPPO	17.8%	19.1%	7.6%
3. Samsung	17.2%	20.0%	-0.6%
4. Xiaomi	16.5%	14.8%	28.4%
5. vivo	15.3%	16.2%	9.2%
Others	14.8%	16.7%	2.3%
Total	100.0%	100.0%	15.5%

Source: IDC Quarterly Mobile Phone Tracker, 4Q24
 Note:
 * All figures are rounded off

Source: IDC.COM

In 2024, OPPO was the fourth-highest smartphone vendor with shipment growth. Despite its fourth-place growth, Oppo ranked second in terms of market share. This indicates that despite year-over-year growth, the market share in 2023 compared to 2024 experienced a decline. This could be attributed to slowing consumer demand as consumers consider the current economic uncertainty.

Table 1.2 Top 5 Smartphone Vendors, Shipments, Market Share, and Year-over-Year Growth, 2024 Preliminary Data (units in millions)



Indonesia's Smartphone Market, Top 5 Company Shipments, Market Share, and YoY Growth, 4Q24 (shipments in millions)			
Company	4Q24 Market Share	4Q23 Market Share	YOY Growth
1. Transsion	19.8%	17.1%	27.1%
2. Xiaomi	17.5%	16.1%	19.1%
3. vivo	17.0%	17.4%	6.6%
4. Samsung	16.6%	19.4%	-6.2%
5. OPPO	14.8%	15.8%	2.2%
Others	14.3%	14.1%	11.5%
Total	100.0%	100.0%	9.6%

Source: IDC Quarterly Mobile Phone Tracker, 4Q24
 Note:
 * All figures are rounded off

Source:IDC.COM

In Q4 2024, the smartphone vendors with the largest shipment growth were Transsion and Xiaomi, which ranked first and second, respectively, while Oppo's growth was fifth. Transsion and Xiaomi smartphone shipments are expected to grow by 27.1 and 19.1 percent compared to the fourth quarter of last year. Meanwhile, Vivo and OPPO's shipments grew by 6.60 percent and 2.20 percent, respectively, while Samsung's smartphone shipments declined by 6.2 percent compared to the same period last year. According to International Data Corporation (IDC), the Indonesian smartphone market grew by 9.6% year-on-year (yoy) in Q4 2024 and remained relatively stagnant at -0.2% quarter-on-quarter (qoq). In 2024, growth was primarily driven by the ultra-low-end segment (<US\$100), led by Transsion. The mid-range segment (US\$200<US\$600) saw strong growth of 24.9% YoY, with OPPO leading the segment. On the other hand, higher-priced smartphones in the US\$600+ segment experienced a significant decline of 9.2%, primarily due to the iPhone 16 ban in the fourth quarter of 2024. Average selling prices (ASPs) remained stable and decreased by 0.5% year-on-year, reaching US\$195 in 2024. 5G market share increased significantly to 25.8% in 2024, from 17.1% in 2023. This increase was primarily driven by the launch of new models and increasingly affordable 5G offerings in 2024. Samsung continued to lead the 5G market share, with OPPO narrowing the gap towards the end of 2024. 5G ASPs decreased by 20.4% year-on-year, reaching US\$441 in 2024.

OPPO Electronic Corp., as a relatively new smartphone manufacturer, certainly does not want consumers to switch to other products, given the increasing number and variety of OPPO product variants. OPPO has distinctive characteristics and characteristics that are considered very innovative in terms of quality and packaging, which are OPPO's main pillars to increase consumer confidence in Indonesia. With good and innovative quality and packaging, OPPO offers a variety of smartphone products at prices that are affordable for all groups. Prices of the Top 11 OPPO variants in 2025. 1. OPPO A18: Starting from IDR 1,499,000. 2. OPPO A3x: Starting from IDR 1,499,000. 3. OPPO A38: Starting from IDR 2,099,000. 4. OPPO A60: Starting from IDR 2,089,000. 5. OPPO A58: Starting from IDR 1,949,000. 6. OPPO Reno11 F 5G: Around IDR 4,399,000. 7. OPPO Reno12 F 4G: Starting from IDR 3,199,000. 8. OPPO Reno12 Pro 5G: Starting from IDR 6,999,000 to IDR 8,999,000. 9. OPPO Reno 13 5G: Starting from IDR 7,850,000. 10. OPPO Find N3 Flip: Around IDR 14,499,000. 11. OPPO Find X8 Pro: Around IDR 19,999,000. (liputan6.com). The prices of the top 11 OPPO variants in 2025 in Indonesia, if referring to tables 1.1 and 1.2 where market share is in second place and shipment volumes (shipments) are always experiencing positive growth, then the data assumes that OPPO's brand quality and affordable product prices can create customer loyalty to OPPO products.

Thus, it appears that the relationship between brand quality and product price will be very important in creating consumer loyalty to the brand. Based on this background, this study aims to determine how brand quality and price influence Gen Z customer loyalty to Oppo brand smartphones in Mataram City.

2. Literature review

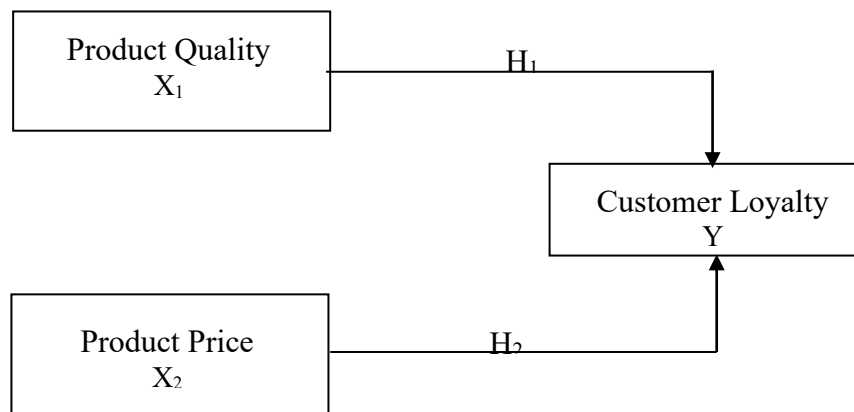
1. Product Quality According to Kotler and Armstrong (2008:272), product quality is "one of the primary positioning tools of marketers. Quality has a direct impact on product or service performance. Therefore, quality is closely related to customer satisfaction." According to Goetsch in Yamit (2013:8), "Product quality is a dynamic condition related to


products, services, human resources, processes, and environments that meet or exceed expectations."

2. Price is the sum of the values that consumers exchange for the benefits of owning or using a product or service. The value is determined by the buyer or seller (through bargaining) or is set by the seller at a price that is the same for all buyers (Stanton, 1994).

3. Customer Loyalty According to Morais in Sangadji and Sopiah (2013:104) defines customer loyalty is defined as "a customer's commitment to a brand, store, or supplier, based on a highly positive attitude and reflected in consistent repeat purchases."

2.1 Conceptual Framework



Description: :  partial effect

H₁: The better the product quality (X), the higher the level of customer loyalty (Y).

H₂: The more reasonable the price of the product (X), the higher the level of customer loyalty (Y).

3. Research methodology

3.1 Types of Research

The type of research used in this study is associative research. Associative research is research that seeks the relationship between variables, namely the independent variable (X) and the dependent variable (Y). This study aims to find the relationship or influence between the independent variables, namely product quality (X₁) and price (X₂), on the dependent variable of customer loyalty (Y).

3.2 Population and Sample

The population and sample in this study were all residents of Mataram City born between 1997 and 2012 who use OPPO smartphones. The researchers selected this population due to the growing phenomenon surrounding the use of OPPO smartphones.

The sample was drawn using a purposive sampling technique with the following criteria:

1. Residents of Mataram City.
2. Born between 1997 and 2012.

3. Have used an OPPO smartphone for at least the past 6 months. This is due to the large number of new variations in smartphone models and brands, so 6 months was the minimum limit the researchers used.

3.3 Operational Definition of Variables

Based on the variable identification above, these variables can be explained as follows:

- **Product Quality**

Indicators of product quality according to (Tjiptono, 2008) are:

1. Performance
2. Features
3. Reliability
4. Conformance
5. Durability

- **Price**

Indicators of the price variable according to (Kotler and Armstrong, 2012) are:

1. Affordability of OPPO smartphones
2. Appropriateness of price to product quality
3. Appropriateness of price to benefits
4. Price according to affordability or price competitiveness

- **Customer Loyalty**

Indicators of customer loyalty according to Pamariadinata (2008) are as follows:

1. Customer loyalty is related to liking
2. Customer loyalty is related to commitment to the Product
3. Customer loyalty related to recommending OPPO smartphone products to others, namely a consumer who recommends OPPO smartphone products to others.
4. Customer loyalty related to trust

3.4 Data Analysis Procedure

In this study, each variable studied was measured using a score referring to a Likert scale. Validity and reliability tests were conducted. Classical assumption tests were conducted (normality test, multicollinearity test, heteroscedasticity test). Multiple linear regression analysis was conducted. Hypothesis testing was conducted.

4. Results and Discussion

4.1 Multiple Linear Regression Analysis

Multiple linear regression analysis was used in this study to determine the influence of the independent variables Product Quality and Product Price on Customer Loyalty, as stated below:

$$Y = \alpha + \beta_1 \text{Customer Quality} + \beta_2 \text{Price} + e$$

Based on statistical tests, the multiple linear regression results are as follows:

Table 4.1 Results of Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	1.711	.467		3.661	.000
Product Quality	.124	.111	.110	1.118	.266
Product Price	.373	.098	.374	3.821	.000

a. Dependent Variable: Customer Loyalty

Source: SPSS data processing results

The results of the multiple linear regression can be entered into the following equation:

$$\text{Customer Loyalty} = 1.711 + 0.124 \text{ Product Quality} + 0.373 \text{ Product Price}$$

Based on this regression equation, it can be interpreted as follows:

1. The constant value is 1.711, meaning that if the Product Quality and Product Price variables are equal to zero, then the customer loyalty value is 1.147.
2. The Product Quality variable (X1) is 0.124. A positive regression coefficient indicates that Product Quality has a positive effect on customer loyalty. This means that if Product Quality increases and other variables are held constant, customer loyalty will increase by 0.124. Conversely, if Product Quality decreases, customer loyalty will decrease by 0.124.
3. The Product Price variable (X2) is 0.373. A positive regression coefficient indicates that Product Price has a positive effect on customer loyalty. This means that if the product price increases and other variables are held constant, customer loyalty will increase by 0.373. Conversely, if the product price decreases and other variables are held constant, customer loyalty will decrease by 0.373.

4.2 Hypothesis Testing

4.2.1. Model Fit Test (F-Test)

The F-test is a model fit test that must be performed in linear regression analysis. The F-test is used to assess the fit of the developed regression model. If the significance value is less than alpha (5%), then the independent variable can be used to predict the dependent variable. In simple linear regression analysis, the significance of the F-test is the same as the significance of the t-test (Ghozali, 2013).

Table 4.2 Results of the F Statistical Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.963	2	1.481	10.676	.000 ^p
	Residual	13.459	97	.139		
	Total	16.422	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Product Price, Product Quality

Source: SPSS data processing results

Based on the results of the ANOVA or F test, the calculated F was 10.676 with a significance level of 0.000. Because the significance level is much smaller than 0.05, it can be concluded that the Product Quality and Price variables have a significant influence on the Customer Loyalty variable.

4.3 Hypothesis Testing (t-Test)

The t-test is conducted by comparing the calculated t-value with the t-table value at a 5% confidence level. This test uses the criteria $H_0: \beta=0$, meaning there is no significant effect between the independent variable and the dependent variable. $H_0: \beta \neq 0$, meaning there is a significant effect between the independent variable and the dependent variable. If the calculated t-value is less than the t-table value, H_0 is accepted and H_1 is rejected. Conversely, if the calculated t-value is greater than the t-table value, H_0 is rejected and H_1 is accepted (Ghozali, 2013).

Table 4.3 t-Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.711	.467		3.661	.000
	Product Quality	.124	.111	.110	1.118	.266
	Product Price	.373	.098	.374	3.821	.000

a. Dependent Variable: Customer Loyalty

Source: SPSS data processing results

Based on the results of the t-statistic test in Table 4.3, the following explanation can be obtained:

1) Testing Hypothesis 1:

Ha1: Product quality has a positive effect on customer loyalty.

Product quality has a calculated t value of 1.118, because calculated $t < t$ table (i.e., $t = 1.071 < t$ table = 1.98472), with a significance level of 0.266, which is above 0.05. This means that the Product Quality variable has no significant effect on Customer Loyalty; therefore, the first hypothesis is **rejected**.

2) Testing Hypothesis 2:

Ha2: Product price has a positive effect on customer loyalty.

The product price has a t-value of 3.821, because t -value $>$ t -table, namely t -value = 3.821 $>$ t -table = 1.98472 with a significance level of 0.000, which is below 0.05, which means that the product price variable has a positive and significant effect on customer loyalty, so that the second hypothesis proposed is **accepted**.

4.4. Coefficient of Determination Analysis (Adjusted R2)

The coefficient of determination is a tool used to measure the ability of an independent variable to explain the value of a dependent variable. The coefficient of determination ranges from 0 to 1. The closer the coefficient of determination is to zero in a regression equation, the smaller the influence of all independent variables on the dependent variable, and vice versa.

Table 4.4 Results of the Coefficient of Determination Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.425 ^a	.180	.164	.37250	

a. Predictors: (Constant), Product Price, Product Quality

b. Dependent Variable: Customer Loyalty

Source: SPSS data processing results

The adjusted R² test results in this study obtained a value of 0.164. This indicates that customer loyalty is influenced by product quality and price by 16.4%, while the remaining 83.6% is influenced by other variables not examined in this study.

4.4. Discussion

Based on the multiple linear regression analysis calculations, the following equations were obtained:

$$\text{Customer Loyalty} = 1.711 + 0.124 \text{ Product Quality} + 0.373 \text{ Product Price}$$

Based on the hypothesis testing conducted, it was found that Product Quality does not affect Customer Loyalty, while Product Price has a significant positive effect on Customer Loyalty. The results of the study for each variable are described as follows:

4.4.1. Effect of Product Quality on Customer Loyalty

The results of this study indicate that Product Quality does not affect Customer Loyalty. This indicates that product quality does not influence customer loyalty. This means that the research sample did not particularly care about the product quality offered by Oppo smartphones. This indicates that the numerous variants and competing smartphone brands can influence customer loyalty. This is because product quality is a subjective assessment made by consumers. This assessment is determined by consumers' perceptions of what they want and need from the product. A quality product plays a crucial role in shaping customer satisfaction. The higher the quality of the products and services provided, the higher the customer satisfaction, which can generate profits for the business. On the other hand, if there is dissatisfaction, customers might turn to different products since product quality is closely tied to customer loyalty. If the purchased goods and services match consumer expectations, satisfaction or loyalty will result, and vice versa. If the enjoyment received exceeds expectations, consumers will be truly satisfied and will certainly continue to make repeat purchases.

Referring to the research sample used, which was Generation Z, or individuals born between 1997 and 2012, the majority of whom are students and private sector workers earning the UMK (City Minimum Wage), it can be identified that quality does not significantly influence loyalty levels because students tend not to be working, and those who are working prefer to save for other priority purchases such as a house or marriage, thus tending to ignore the quality of the smartphone brand they purchase. This research aligns with Kusumasasti's (2017) study, which found that product quality does not affect customer loyalty, and Hidayat's (2020) study, which found that product quality has a negative and non-significant effect on loyalty. Therefore, Hypothesis 1 (H1), which states that "Product quality has a positive effect on customer loyalty," is **rejected**.

4.4.2. The Effect of Product Price on Customer Loyalty

The results of this study indicate that product price has a significant positive effect on customer loyalty. This indicates that the price of Oppo smartphones can influence customer loyalty. This indicates that the sample, which is predominantly unemployed students and private sector workers earning the UMK (City Minimum Wage), purchases smartphones based on affordability. This is consistent with Oppo smartphones' wide range of variants and prices, making them more affordable for students and private sector workers earning the

UMK. Additionally, the present economic circumstances have not completely bounced back. Consumers remain anxious amidst the current global political and economic uncertainty, thus prioritizing their purchases. As long as the price of a brand they already use offers a variety of options that meet their needs and offers features that are comparable to other brands, this can establish a feeling of reassurance with a brand and encourage loyalty. This aligns with Fandy Tjiptono's (2005:54) assertion that product quality and price are closely related to customer satisfaction, fostering strong, long-term relationships with the company. Such relationships enable the company to thoroughly understand customer expectations and needs. From a consumer perspective, price is often used as an indicator of value when it is linked to the perceived benefits of a product/service. Therefore, at a given price, the value of a product or service increases as the perceived benefits increase. Often, the value of a product or service is determined by its ability to meet customer needs (Tjiptono, 1997).

The results of this study support research by Tomida (2016), Hardiyanto (2016), Putra and Suryoko (2016), and Bulan (2016), which found that product price has a positive and significant effect on customer loyalty. Therefore, Hypothesis 2 (H2), which states that "Product price has a positive effect on customer loyalty," is **accepted**.

5. Conclusion

Based on the analysis conducted, the following conclusions can be drawn from this study:

1. Product quality does not affect customer loyalty. This indicates that product quality does not influence customer loyalty. This means that the research sample does not place much importance on the product quality offered by Oppo smartphones. This indicates that the numerous variants and competing smartphone brands can influence customer loyalty.
2. Product price has a significant positive effect on customer loyalty. This indicates that the product price of Oppo smartphones can influence customer loyalty. This indicates that the sample, which is predominantly students who tend to be unemployed and private sector workers, most of whom are paid the city's minimum wage, therefore make smartphone purchases based on affordable prices and their needs to support their studies and work.

6. Suggestion

1. For the Oppo smartphone company to improve the quality of each of its product variants to compete with other smartphone brands, in addition to developing market segmentation that adjusts product quality to affordable prices for the lower middle class, so that Oppo brand smartphones can provide customer satisfaction and create loyalty to the Oppo brand smartphone.
2. For further researchers, they can continue this research to be broader and become a comparison for future researchers between the influence of product quality and price on customer loyalty of other products.

References

- 1) Anonim.<http://www.nielsen.com/id/en/press-room/2025/nielsen-konsumsi-media-lebih-tinggi-di-luar-jawa.html> Diunduh pada tanggal 31 mei 2025.
- 2) Anonim.<https://www.liputan6.com/hot/read/5997731/daftar-harga-oppo-terbaru-april-2025-ini-spesifikasinya>. Diunduh pada tanggal 31 mei 2025

- 3) Crosby, Philip B. (1979), *Quality is free: The Art of Making Quality Certain*, New York: New American Library.
- 4) Djaali. 2008. *Psikologi Pendidikan*. Jakarta: Bumi Aksara.
- 5) Ferdinand, Augusty. 2014. *Metode Penelitian Manajemen*. BP Universitas Diponegoro. Semarang.
- 6) Gordon, Davis B., 1994, *Management System Information*, TP. Midas Surya Grafindo, Jakarta
- 7) Goetsch, David L., Stanley B. Davis, 2000, *The Total Quality Approach to Quality Management*, 3rd ed., New Jersey: Prentice Hall
- 8) Ghozali, Imam. 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- 9) _____. 2013. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*, Semarang, Universitas Diponegoro.
- 10) Hasan, Ali. 2013. *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta. CAPS (*Center For Academic Publishing Service*)
- 11) Hartini, Sri (2012). Peran inovasi: pengembangan kualitas produk dan kinerja bisnis. *Jurnal manajemen dan kewirausahaan*, vol.14, no. 1, maret 2012: 63-90
- 12) Hardiawan, Febra dan Imam Mahdi. 2005. "Faktor-Faktor yang Mempengaruhi Kesetiaan Konsumen terhadap Sebuah Merek Rokok (Studi pada Mahasiswa Fakultas Ekonomi Universitas Sebelas Maret Surakarta)". *Fokus Manajerial*, Vol. 3, No. 1.
- 13) Kotler, Philip. 1990. *Marketing*. Jilid 1. Terjemahan Herujati purwoko Jakarta: Erlangga.
- 14) _____. dkk. 2000. *Manajemen Pemasaran Perspektif Asia*. Buku 2. Indonesia: ANDI and Pearson Education Asia Pte. Ltd.
- 15) Kotler, Philip. (2005), *Manajemen Pemasaran*, Dialihkan Molan, Benjamin, Sarwiji, Bambang. Edisi 11, Jakarta: Indeks Kelompok Gramedia.
- 16) _____. and Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi Tigabelas. Jakarta. Erlangga.
- 17) _____. 1990. *Marketing*. Jilid 2. Terjemahan Herujati purwoko Jakarta: Erlangga.
- 18) Lau, Geok Then and Lee, Sook Han. 1999. "Consumers Trust in a Brand and the Link to Brand Loyalty". *Journal of Market Focused Management*.
- 19) Nuraini. 2009. "Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Desain Produk, Harga Dan Kepercayaan Terhadap Loyalitas Pelanggan". Skripsi Fakultas Ekonomi Undip.
- 20) Saifuddin, Azwar. 2013. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- 21) Sekaran, Uma 2006. *Metode Penelitian untuk Bisnis* (Buku 2, edisi 4). Salemba Empat, Jakarta
- 22) Sucihati, Roos Nana. 2013. Pengaruh Stimulus Iklan Gulaku Versi *Costume Party* terhadap *Brand Awareness* pada Masyarakat Kota Mataram. 23-24,27-28.
- 23) Sufiana, Sasmita. 2012. *Jingle* iklan Televisi terhadap *Brand awareness* pada produk mizone. 48-49.
- 24) Shimp, Terence A. 2014. *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*. Edisi Delapan. Jakarta: Salemba Empat.
- 25) Simamora, Bilson. 2001. *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Jakarta: Gramedia Pustaka Utama.
- 26) Siregar, Syofian. 2012. *Statistik Parametrik Untuk Penelitian Kuantitatif*. Jakarta: Bumi Aksara.
- 27) Stanton, William J dan Y. Lamarto. 1993. *Prinsip pemasaran*. Edisi Ketujuh. Jakarta: Erlangga.
- 28) Subagyo, Ahmad. 2010. *Marketing in Business*. Jakarta: Mitra Wacana Media.

- 29) Sugiyono. 2014. *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung. Alfabeta
- 30) Suliyanto. 2009. *Metode Riset Bisnis*. Yogyakarta: ANDI
- 31) Stanton, William J dan Y. Lamarto. 1993. *Prinsip pemasaran*. Edisi Ketujuh. Jakarta: Erlangga.
- 32) Stanton, William, (1996), *Prinsip-prinsip Pemasaran*, Jilid Kedua, Edisi Ketujuh, Erlangga : Jakarta.
- 33) Staton, William J, (2002), *Prinsip Pemasaran*, terj. oleh Alexander Sindoro Jakarta, Penerbit Erlangga.
- 34) Swastha, Basu dan Irawan. 1997. *Manajemen Pemasaran Modern. Cetakan Kelima* . Yogyakarta: Liberty.
- 35) Swastha, Basu. 1994. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- 36) Swastha, Basu., (2000), *Asas-asas Marketing, Edisi III*, Yogyakarta : Liberty.
- 37) Sangadji, E.M., dan Sopiah. 2013. *Prilaku Konsumen: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.
- 38) Sudjana. 2000. *Metode Statistika*. Bandung: PT. Gramedia Pustaka Utama.
- 39) Sekaran, Uma. 2000. *Research Method for Business*. Edisi Kedua. New Jersey: John Wiley.
- 40) Tjiptono, Fandy. 1997. *Strategi Pemasaran*, Edisi Kedua, Cetakan Pertama. Yogyakarta: Andi Offset.
- 41) Tjiptono, Fandy, 2002. *Manajemen Pemasaran*. Yogyakarta : Penerbit Andi
- 42) Tjiptono, Fandy & Bregorius Candra, 2005. *Service Quality & Satisfaction*. Yogyakarta : Penerbit Andi
- 43) Tjiptono, Fandy. 2008. *Strategi Pemasaran*. Edisi Tiga. Yogyakarta: ANDI.
- 44) Yamit, Zulian. 2013. *Manajemen Kualitas Produk & Jasa*. Yogyakarta: Ekonisia
- 45) www.wikipedia.org.id, diakses 2025
- 46) www.seluler.id, diakses 2025
- 47) www.google.com, diakses 2025
- 48) www.idc.com , diakses 2025