Research Article

International Journal of Economics and Business Management (IJEBUM)
Vol. 01, Issue 04, PP. 141–151
e.ISSN: 3090-6261

Analysis of Product Quality, Price Perception, and Promotion on Samsung Smartphone Purchasing Decisions

Diyah Ayu Cahyaningrum [1]*, and Joko Santoso[2]
[1] Student of the Faculty of Economics, University Semarang, Semarang, Indonesia
Email: ay.ningrum45@gmail.com [1]
[2] Student of the Faculty of Economics, University Semarang, Semarang, Indonesia
Email: djokosantoso@usm.ac.id [2]

*Corresponding Author Email: *ay.ningrum45@gmail.com*

Received: October 05, 2025; Revised: October 22, 2025; Accepted: October 28, 2025

Abstract

This study aims to find out and analyze the effect of product quality, price perception, and promotion on consumer buying decisions in the context of Samsung smartphones. The research was conducted at CM Mobile Mranggen counter. The study uses four variables: product quality, price perception, promotion, and buying decision. The population consists of all consumers who have ever bought a Samsung smartphone at CM Mobile Mranggen, with a sample size of 96 respondents. The sample was selected using non-probability sampling with purposive sampling technique. Data was collected through a questionnaire that had been tested for validity and reliability. The analysis method used in this study is multiple regression analysis, carried out using IBM SPSS 25. The results of this study show that product quality has a positive effect on buying decisions, price perception has a positive effect on buying decisions, and promotion also has a positive effect on buying decisions.

Keyword: Product Quality, Price Perception, Promotion, Purchasing Decisions, Samsung Smartphone, CM Mobile Mranggen Counter.

1. Introduction

Nowadays, technology continues to develop rapidly. One of the most rapidly developing information and communication technology devices is the mobile phone, or smartphone. Smartphones are essential electronic devices for everyone, as they offer a variety of functions and are easy to carry anywhere. Their size is perfect for holding or keeping in a pocket. Nowadays, smartphones have become a necessity in everyday life, for everyone from children and teenagers to adults (Mihailidis, 2014). Using a smartphone makes communication easier, and not just for communication; (Ayres & Williams, 2004). Every day, smartphones continue to introduce new features and have attractive and unique designs.

The rapid development of telecommunications has created new opportunities for companies to produce smartphones that meet the needs and desires of the public. There is a great chance for businesses to become more competitive and win in the market by understanding and focusing on what consumers really need and want (Veliyath & Fitzgerald, 2000). It can be said that people are now closely connected to their mobile phones, as almost everyone owns one. This study aims to find out and analyze how product quality, price perception, and promotion influence consumer buying decisions in the context of Samsung smartphones. With technology continuing to advance, smartphone manufacturers are constantly trying to innovate and release products with various features to meet market demands (Cooper, 2011; Mallinson, 2015). The emergence of many new technologies shows that creativity and technological innovation are constantly growing.

Consumer buying decisions are important for a company's growth because when more customers want to buy a product or service, the company has a better chance of making profit and gaining loyal customers (Arslan, 2020). According to Kotler and Keller (2016), product quality is the ability of a product to meet or even exceed customer expectations, and this has a big impact on their buying decisions (Ernest Grace et al., 2021; Waluya et al., 2019). If a company wants to grow and make money, business owners must use

the concept of quality. This shows that quality affects customers. In addition, price perception can be one of the ways customers evaluate a product, based on emotional feelings about whether the price offered by the seller is reasonable, fair, or justifiable compared to competitors (Malc et al., 2021; Sepehrian et al., 2023).

Assuming the price is lower than the product's value, customers will buy the product (Martinčić et al., 2022; Mukson et al., 2021). On the other hand, promotions carried out by the company are activities done to inform or stimulate customer interest so they are willing to buy, accept, and remain loyal to the product offered (Ferry Cahaya et al., 2023). In this case, CM Seluler is a business that runs a phone store or counter, selling mobile credits, data packs, new and used smartphones, and accessories, as well as providing smartphone and iPad repair services. It is hoped that CM Seluler has advantages in product quality, price, promotion, and friendly service, making customers interested in visiting to make purchases.

2. The Art of Research

1. Purchasing Decision

Stankevich, (2017) and Susipta et al., (2025) state that purchasing decisions are consumer efforts to evaluate several alternative choices before deciding to make a purchase. In the evaluation stage, consumers choose between several brands and may be more willing to buy from the brand they like (Thalib et al., 2025a; Widodo & Pakaja, 2025). Furthermore, regarding purchasing decisions, several previous studies have stated that there are several things that influence individual purchasing decisions, for example: cultural factors (Latief & Murti, 2023), social factors (Maulana, 2023), psychological factors (Daga & Andi Jenni Indriakati, 2022), and personal factors (Maulana, 2023). The integrative process that combines knowledge to evaluate alternative behaviors and choose one of the various existing inputs is the fundamental thing in forming a purchasing decision (Darley et al., 2010; Karimi et al., 2015).

2. Product Quality

According to Golder et al., (2012) product quality is the overall characteristics of a product that influence its ability to satisfy stated or implied needs. Furthermore, product quality is something that requires primary attention from companies, considering that product quality is closely related to consumer purchasing decisions, which is the goal of the company's marketing activities (Karimi et al., 2015). Each company must choose a quality level that will help or support efforts to improve or maintain the product's position in its target market (Waluya et al., 2019). In developing a product, a company must determine the qualities that support the product's position in the market (Martinčić et al., 2022; Mukson et al., 2021) and its dimensions lie in ease of use, durability, design diversity, and complete features (Kianpour et al., 2014).

3. Price Perception

According to Malc et al., (2021), price perception is a consumer's evaluation and related emotional form regarding whether the price offered by a seller and how it compares to other competitors' prices is reasonable, acceptable, or fair. Therefore, the first thing that attracts consumers to buy is the amount of money they spend to obtain the product offered. Furthermore, Sepehrian et al., (2023) explain that price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. Toha & Supriyanto, (2023)explain that there are several factors that can influence the pricing process, such as: product demand, target market, and competitor responses. In addition, measures widely used to determine price perception include: affordability, competitiveness, quality, and benefits (Mezafrie & Supriyono, 2025).

4. Promotion

According to Regina et al., (2021), promotion is an activity carried out by a company to discuss the benefits of the product so that trust arises in the minds of consumers to buy a product. Basically, promotion is an activity that aims to convey to consumers information about the products produced by the company with the aim of providing information about the characteristics (Thalib et al., 2025b), uses and most importantly about the existence of the product in order to change or attract consumer interest in buying the product (Alireza Aghighi, 2015). In marketing practice, promotion can be done directly or through telemarketing (Hurst, 2008). The measures that are widely used in promotion include: discounts, advertising, publicity, direct marketing (Rowley, 1998).

5. Hypothesis Development

Product quality is related to the concept of product. A product is a producer's subjective understanding of something that can be offered in an effort to achieve organizational goals by fulfilling customer needs and desires, in accordance with the organization's competencies and capacities, and market purchasing power (Karimi et al., 2015). In other words, product quality can be measured by the extent to which the product can satisfy its customers (Martinčić et al., 2022). Furthermore, a product can also be defined as a customer's perception as described by the producer through its production results (Kianpour et al., 2014). Product variables are variables that have a positive influence on purchasing decisions. Any company must have high quality because quality is now a potential strategic weapon (Darley et al., 2010; Waluya et al., 2019). They can consistently outperform their competitors and profitably meet customer needs and preferences for quality (Mukson et al., 2021). Therefore, this study hypothesizes the following:

H1: Product Quality Has a Significant Influence on Samsung Smartphone Purchasing Decisions

Price perception is a controllable variable that determines whether a product is accepted by customers (Mezafrie & Supriyono, 2025). Price perception depends solely on company policy, but of course, taking various factors into consideration (Thalib et al., 2025a). Whether a product is perceived as cheap or expensive is very relative. To determine whether it is cheap or expensive, it is necessary to first compare it with the price perception of similar products produced or sold by other companies. Price perception is used as a primary consideration for a product (Susipta et al., 2025). If a price change occurs, it can cause a change in consumer perception, which can ultimately lead to them switching to other products (Toha & Supriyanto, 2023). Price plays a crucial role in helping consumers obtain products and services with the best benefits (Thalib et al., 2025a). In order for consumers to make purchasing decisions, business actors must offer reasonable prices so that consumers have a good perception of the products sold and make purchasing decisions (Mezafrie & Supriyono, 2025). Therefore, this study hypothesizes as follows:

H2: Price Perception Has a Significant Influence on Samsung Smartphone Purchase Decisions

Promotion is one of the key determinants of a marketing program's success (Regina et al., 2021). Essentially, promotion is an effort to inform or offer a product or service with the aim of attracting potential consumers to purchase or consume it (Darley et al., 2010). With promotions, producers or distributors hope to increase sales figures. In addition to increasing sales, promotions can also stabilize production output (Karimi et al., 2015; Thalib et al., 2025b). Therefore, offering a product through promotions will make consumers aware of the product. Without promotions, consumers will not be aware of the product being sold (Alireza Aghighi, 2015). Therefore, this study hypothesizes the following:

H3: Promotion Has a Significant Influence on Samsung Smartphone Purchase Decisions

3. Method

The measurements used consist of 3 independent variables, namely: product quality (X1), price perception (x2), promotion (X3) and 1 dependent variable, namely: purchasing decision (Y1). The operational used in this study for the product quality variable is measured by four question indicators, price perception is measured by four question indicators, promotion with four question indicators and purchasing decision with four question indicators. All question indicators are arranged according to the existing literature and the population used in this study are consumers who have purchased at the Mranggen Cellular CM Counter and Samsung smartphone users whose population size is unknown. Because the population size is unknown, the sample provisions use the Rao Purba formula with a margin of error of 10%, the result of the Rao Purba formula calculation where:

$$\pi = \frac{Z^2}{4\,(moe)^2}$$

$$\pi = \frac{1.96^2}{4\,(0.10)^2} = 96.4 \text{ and rounded up to } 96$$

Based on the calculations above, the sample size for this study was 96 respondents. The sample was determined using purposive sampling, a sampling technique based on specific characteristics deemed relevant to the characteristics of the preceding population. The research data were obtained from primary sources, through direct questionnaire distribution to respondents. The measurement scale used in this study was the Likert scale, a scale based on the attitudes, opinions, and perceptions of an individual or

group of people regarding social phenomena. Using the Likert scale, the measured variables are broken down into indicator variables ranging from 1 to 5.

Table 1. Characteristics of Research Respondents

Information	Total	Percentage (%)	Information	Total	Percentage (%)
Gender			Age		
• Woman	55	57.3	• 17-19 Years	20	20.8
• Man	41	42.7	• 20-22 Years	38	39.6
Job			• 23-25 Years	15	15.6
• Student	35	36.5	• 26-28 Years	9	9.4
• Government Employees	12	12.5	• 29-31 Years	7	7.3
• Private Employees	19	19.8	• 32-34 Years	3	3.1
• Self Employed	20	20.8	• 35-37 Years	2	2.1
• Other	10	10.4	• 38-40 Years	2	2.1
Marital status					
• Married	28	29.2			
• Unmarried	68	70.8			

The data analysis in this study was descriptive in nature, where each piece of data, information, and description presented in this study was presented in prose and then linked to other data to clarify the truth of the research object. Furthermore, quantitative data analysis using a positivist philosophical approach was used in this study to test the established hypotheses (Onwuegbuzie et al., 2009). Multiple regression tests using IBM SPSS version 25 software were used to assist in answering the research hypotheses.

Table 2. Validity Test Results

Variables	Item	Corrected item-total correlation (r count)	r table	Information
Product Quality (X1)	X1.1	0.730	0.1689	Valid
	X1.2	0.726	0.1689	Valid
	X1.3	0.751	0.1689	Valid
	X1.4	0.779	0.1689	Valid
Price Perception (X2)	X2.1	0.388	0.1689	Valid
	X2.2	0.636	0.1689	Valid
	X2.3	0.633	0.1689	Valid
	X2.4	0.528	0.1689	Valid
Promotion (X3)	X3.1	0.388	0.1689	Valid
	X3.2	0.311	0.1689	Valid
	X3.3	0.439	0.1689	Valid
	X3.4	0.422	0.1689	Valid
Purchase Decision (Y)	Y1.1	0.683	0.1689	Valid
	Y1.2	0.680	0.1689	Valid
	Y1.3	0.656	0.1689	Valid
	Y1.4	0.475	0.1689	Valid

4. Result

A. Respondent Data Description

Respondent characteristics were used to determine customer diversity based on gender, age, occupation, marital status, and smartphone purchase intensity. The characteristics of respondents are as presented in Table 1 where the largest number of respondents came from women with the majority of jobs being students or university students and employees and this shows that online marketing is in great demand by students and workers who may greatly support their current work and duties. Furthermore, regarding the age of the respondents, the majority are in the age range of 17 to 22 years, which shows that the biggest interest in Samsung cellphones is generation Z with the majority of them being unmarried.

B. Validity and Reliability Test

Validity testing is used to determine whether a questionnaire is valid or not. A questionnaire is declared valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. Validity testing in this study by comparing the calculated r value with the r table for degrees of freedom (df) = n-2, in this case n is the number of samples. Large (df) = 96-2 = 94, and alpha 0.05 or 5%, resulting in an r table value of 0.1689. If the calculated r > r table, then the indicator question is valid. The results of the validity test calculation in this study as shown in Table 2, it is known that all indicators used in this study to measure the variables used have a correlation coefficient greater than r table = 0.1689. Therefore, all indicators of the dependent and independent variables in this study are valid.

Table 3. Reliability Test Results

Variable	Reliability Coefficients	Alpha	Information
X1	4	0.789	Reliable
X2	4	0.857	Reliable
X3	4	0.863	Reliable
Y	4	0.865	Reliable

The reliability test conducted in this study was to assess the reliability of a measuring instrument for reuse by the same researcher. The reliability test used an alpha formula with a requirement of >0.60 (Sen & Srivastava, 2000). The results presented in Table 3 indicate that the indicators of product quality, price perception, promotion, and purchasing decisions are reliable as measuring instruments for variables, as the Cronbach's alpha values for each variable are greater than 0.60.

Table 4. The Kolmogorov–Smirnov test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	0
	Std. Deviation	1. 32336550
Most Extreme Differences	Absolute	0.075
	Positive	0.075
	Negative	-0.62
Test Statistic		0.075
Asymp. Sig. (2-tailed)		.200[c,d]

C. Classical Assumption Test

1. Normality Test

The normality test aims to test whether the independent and dependent variables in the regression model have a normal distribution or not. A good regression model is one that has a normal or near-normal data distribution. This study uses the non-parametric Kolmogorov-Smirnov (KS) statistical test with the provision that the residual significance value of the data is greater than 0.05, indicating that the data is normally distributed. As shown in Table 4, the Kolmogorov-Smirnov (KS) significance value is known that the test statistic value is 0.75 or higher than 0.05. With the provision that the Kolmogorov-Smirnov (KS) significance value is greater than 0.05, the research data meets the requirements for normality.

2. Multicollinearity Test

The multicollinearity test aims to measure whether there is a correlation between independent variables in the regression equation. To test for the presence of multicollinearity, the VIF (Variance Inflation Factor) and Tolerance values can be seen. Therefore, a low tolerance value is equivalent to a high VIF value (because VIF = 1/tolerance). The cutoff value typically used to indicate multicollinearity is a Tolerance value > 0.10 or equal to a VIF value < 10. The results shown in Table 5 indicate that the regression model does not experience multicollinearity. This is indicated by the tolerance value for each variable being greater than 0.10. Meanwhile, the VIF value also shows below 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	0.560	1.787
	Price Perception	0.120	8.356
	Promotion	0.096	9.367

a. Dependent Variable: Purchase Decision (Y)

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the variance of the residuals from one observation to another in the regression model, so that it can be carried out on the next test. A good regression model is one that has heteroscedasticity or does not have heteroscedasticity. The heteroscedasticity test needs to be conducted using the Glejser test. The results shown in Table 6 show that the significance value in the Glejser test for each independent variable has a significance value above 0.05, so it can be concluded that the Glejser test in this study does not indicate heteroscedasticity.

Table 6. Heteroscedasticity Test Results

Model		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.240	.650		1.906	.060
	Product Quality	-.020	0.037	-0.076	-.544	.588
	Price Perception	-.017	0.103	-0.049	-.165	.870
	Promotion	-.025	0.105	-0.079	.236	.814

a. Dependent Variable: Abs_RES

D. Hypothesis Testing

1. Multiple Linear Regression Test

Based on the results (see table 7) of multiple linear regression analysis, the following equation is obtained:

$$Y = 0{,}246\ X1 + 2{,}381\ X2 + 2{,}212\ X3$$

Where:
X_1 = Product Quality
X_2 = Price Perception
X_3 = Promotion
Y = Purchase Decision

The multiple linear regression equation above can be interpreted as follows:

a. The regression coefficient for the product quality variable is positive at 0.246. This indicates a positive influence between product quality and purchasing decisions. This means that the better the product quality, the higher the purchase decision.
b. The regression coefficient for the price perception variable is positive at 2.381. This indicates a positive influence between price perception and purchasing decisions. This means that the better the price offered, the higher the purchase decision.
c. The regression coefficient for the promotion variable is positive at 2.212. This indicates a positive influence between promotion and purchasing decisions. This means that the better the promotion, the higher the purchase decision.

2. Partial Test

The t-test is used to determine the significance of the influence of independent variables on the dependent variable partially or separately. With a confidence level of 95% or (α) = 0.05, there is a significant influence, so Ho is rejected and Ha is accepted. With the formula df = n - k, where n = number of samples; k = number of variables, then df = 96-4 = 92, the t-table value is 1.661.

Table 7. Partial Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.019	1.061		6.615	0.000
	Product Quality	.209	. 061	.246	3.429	0.000
	Price Perception	2.575	. 167	2.381	15.379	0.000
	Promotion	2.185	. 171	2.221	12.804	0.000

a. Dependent Variable: : Purchase Decision

The partial test results are shown in Table 7, which shows the calculated t-value and significance of each independent variable. The t-table value is 1.661 at a significance level of 0.05. Thus, the following results are obtained:

a. Hypothesis test of Product Quality (X1) on Purchasing Decisions (Y). Based on the calculations, the calculated t-value is 3.429 > t-table value of 1.661 (the t-table value for n = 96 and a significance level of 0.05) with a significance level of 0.001 < 0.05. Therefore, Ha is accepted, meaning product quality has a positive and significant effect on purchasing decisions.
b. Hypothesis test of Price Perception (X2) on Purchasing Decisions (Y). Based on the calculations, the calculated t-value is 15.379 > t-table value of 1.661 (the t-table value for n = 96 and a significance level of 0.05) with a significance level of 0.000 < 0.05. Thus, Ha is accepted, meaning price perception has a positive and significant effect on purchasing decisions.
c. Hypothesis test of Promotion (X3) on Purchasing Decisions (Y). Based on the calculations, the calculated t-value is 12.804 > t-table 1.661 (the t-table value for n = 96 and a significance level of

0.05) with a significance level of 0.000 < 0.05. Thus, Ha is accepted, meaning promotion has a positive and significant effect on purchasing decisions.

3. Model Feasibility Test (F test)

The F statistical test is basically to test the feasibility of a regression model and the results of this model's feasibility test as shown in table 8 show that the calculated F value is 85,082 with the F table value (df = n - k) 96 - 4 = 92 of 2.47 so that the calculated F is 85,082 > F table 2.47 and the significance probability is 0.000 < 0.05. Because the significance probability is less than 0.05, it can be said that the variables Product Quality, Price Perception, and Promotion have a simultaneous effect on Purchasing Decisions.

Table 1. Simultaneous Analysis Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	461.585	3	153.862	85.082	.000[b]
	Residual	166.373	92	1.808		
	Total	627.958	95			

a. Dependent Variable: Purchase Decision

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

4. Determination Test (R^2)

The coefficient of determination (R2) test aims to determine how much influence the variables of product quality (X1), price perception (X2), and promotion (X3) are able to explain purchasing decisions (Y). This coefficient of determination is indicated by the size of the Adjusted R Square (R2). The results shown in Table 9 show that the coefficient of determination (Adjusted R Square) is 0.726, where the independent variables, namely product quality, price perception, and promotion, contribute 72.6% of the influence on purchasing decisions.

Table 2. Determination Analysis Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.735	.726	1.34578

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

5. Discussion

Based on the t-test results, the calculated t-value was 3.429 > t-table 1.661 (t-table value for n = 96 and significance of 0.05) with a significant result of 0.001 < 0.05. Thus, product quality has a positive and significant effect on purchasing decisions. This is in accordance with the product quality hypothesis that the better the quality of the product offered, the higher the level of purchasing decisions. This indicates that by improving indicators of product quality such as convenience, durability, design diversity, and complete features, Mranggen Mobile CM Counter can create product differences from other competitors. Consumers place great importance on product quality because they expect the best quality from the products they buy. Good product quality will improve consumer purchasing decisions. Because quality directly affects the performance of products and services, quality is closely related to customer value and satisfaction (Hu et al., 2009; Samudro et al., 2020).

Furthermore, the findings of this study show the results of the t-count calculation of 15.379 > t-table 1.661 (t-table value for n = 96 and significance of 0.05) with a significant result of 0.000 < 0.05. Thus, price perception has a positive and significant effect on purchasing decisions. In this case, it means that the more affordable the price of a product, the more consumers will make a purchase. Price is an important marketing priority in setting prices, because the perception formed from the price will be strongly attached to the minds of consumers such as positive and negative perceptions. This indicates that indicators of price affordability, price competitiveness, price according to quality, and according to benefits influence

consumer purchasing decisions, so that the Mranggen Mobile CM Counter can set the right price to attract consumer attention. To be able to evaluate whether the price can be considered affordable by buyers, companies must compare their prices with competitors' prices. The strategy of offering products and services at competitive prices can be an attraction for consumers to make purchases and not consider the price low or high (Martinčić et al., 2022; Sepehrian et al., 2023).

Finally, the findings of this study show the results of the t-count calculation of 12.804 > t-table 1.661 (t-table value for n = 96 and significance of 0.05) with a significant result of 0.000 < 0.05. Thus, promotions have a positive and significant effect on purchasing decisions. This is in accordance with the promotion indicator, which means that promotions influence consumers to decide to buy a product. This means that the better the promotion is carried out, the more it will increase purchasing decisions. Which indicates that indicators of promotions such as discounts, advertising, publicity, and direct marketing are considered important to attract consumer attention. Promotion will be more effective if the Mranggen Mobile CM Counter carries out it continuously so that the promoted product will be easily recognized by many people and interested in making a purchasing decision. The Mranggen Mobile CM Counter can utilize social media to make it a very attractive alternative in conducting promotions via the internet. This means, there is a very potential media to be utilized by the Company. Through social media, business actors will read the direction of their consumers and know what they want (Heinonen, 2011),

6. Conclusion

Based on the analysis conducted, it can be concluded that product quality, price perception, and promotion together have a positive influence on the purchase decision of Samsung smartphones at CM Mobile Mranggen. This means that consumers are increasingly motivated to buy when they perceive Samsung products to have reliable quality, the price offered is considered reasonable and in accordance with the value they receive, and there are effective and attractive promotional activities. In other words, these three factors are important pillars that determine the success in forming interest and ultimately the consumer's decision to make a purchase at the store.

This study has several limitations. First, this research was conducted in only one location, namely CM Mobile Mranggen. Consumer characteristics, the level of competition, and market conditions in Mranggen may differ significantly from those in other areas. The same findings may not necessarily apply to other mobile phone stores in different cities. Second, this study focused only on Samsung smartphones. Factors influencing purchasing decisions may be very different for other brands (such as Xiaomi, Oppo, or Apple) that have different positioning, pricing strategies, and consumer bases. Third, this research was conducted over a specific time period. Marketing strategies, product models, and economic conditions can change rapidly. Promotions that are effective today may not be effective six months from now. Thus, these findings have an expiration date.

Practically, these findings provide a clear roadmap for CM Mobile Mranggen management to optimize marketing strategies by maintaining and improving the quality of the products offered, setting competitive prices that are perceived as fair by consumers, and designing more targeted and aggressive promotional programs to boost Samsung smartphone sales. However, for further research, it is recommended to expand the scope of the study by covering more diverse locations and including other variables that have a significant influence, such as brand image, social recommendations (word-of-mouth), and after-sales service, in order to obtain a more comprehensive and holistic understanding of the determinants of purchasing decisions.

Acknowledgments

-

References

1. Alireza Aghighi, M. F. (2015). Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior. *International Journal of Economics and Management Sciences*, *04* (04). https://doi.org/10.4172/2162-6359.1000243
2. Arslan, I. K. (2020). THE IMPORTANCE OF CREATING CUSTOMER LOYALTY IN ACHIEVING SUSTAINABLE COMPETITIVE ADVANTAGE. *Eurasian Journal of Business and Management*, *8* (1), 11–20. https://doi.org/10.15604/ejbm.2020.08.01.002

3. Ayres, R. U., & Williams, E. (2004). The digital economy: Where do we stand? *Technological Forecasting and Social Change*, *71* (4), 315–339. https://doi.org/10.1016/j.techfore.2003.11.001
4. Cooper, R. G. (2011). Perspective: The Innovation Dilemma: How to Innovate When the Market Is Mature: HOW TO INNOVATE WHEN THE MARKET IS MATURE. *Journal of Product Innovation Management*, *28*(s1), 2–27. https://doi.org/10.1111/j.1540-5885.2011.00858.x
5. Daga, R. & Andi Jenni Indriakati. (2022). Religiosity, Social and Psychological Factors on Purchase Decisions and Consumer Loyalty. *Jurnal Manajemen*, *26*(3), 469–491. https://doi.org/10.24912/jm.v26i3.941
6. Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology & Marketing*, *27*(2), 94–116. https://doi.org/10.1002/mar.20322
7. Ernest Grace, Rosita Manawari Girsang, Sudung Simatupang, Vivi Candra, & Novelyn Sidabutar. (2021). PRODUCT QUALITY AND CUSTOMER SATISFACTION AND THEIR EFFECT ON CONSUMER LOYALTY. *International Journal of Social Science*, *1*(2), 69–78. https://doi.org/10.53625/ijss.v1i2.138
8. Ferry Cahaya, Y., Siswanti, I., Faculty of Economics and Business, Universitas Mercu Buana, Jakarta-Indonesia, Mihadi Putra, Y., Faculty of Economics and Business, Universitas Mercu Buana, Jakarta-Indonesia, Pattiwael, A. C., & Faculty of Economics and Business, Perbanas Institute, Jakarta-Indonesia. (2023). Contributions to Customer Satisfaction from Product Quality, Promotion and Price. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, *06*(06). https://doi.org/10.47191/jefms/v6-i6-02
9. Golder, P. N., Mitra, D., & Moorman, C. (2012). What is Quality? An Integrative Framework of Processes and States. *Journal of Marketing*, *76*(4), 1–23. https://doi.org/10.1509/jm.09.0416
10. Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, *10*(6), 356–364. https://doi.org/10.1002/cb.376
11. Hu, H.-H. (Sunny), Kandampully, J., & Juwaheer, T. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: An empirical study. *The Service Industries Journal*, *29*(2), 111–125. https://doi.org/10.1080/02642060802292932
12. Hurst, C. G. (2008). Sustainable telemarketing? A new theory of consumer behavior. *Direct Marketing: An International Journal*, *2*(2), 111–124. https://doi.org/10.1108/17505930810881761
13. Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, *77*, 137–147. https://doi.org/10.1016/j.dss.2015.06.004
14. Kianpour, K., Jusoh, A., & Asghari, M. (2014). Environmentally friendly as a new dimension of product quality. *International Journal of Quality & Reliability Management*, *31*(5), 547–565. https://doi.org/10.1108/IJQRM-06-2012-0079
15. Latief, F., & Murti, R. S. (2023). Factors Influencing Consumer Decisions to Purchase Hijab Products Online on Instagram Social Media. *Advances in Business & Industrial Marketing Research*, *1*(2). https://doi.org/10.60079/abim.v1i2.90
16. Malc, D., Selinšek, A., Dlačić, J., & Milfelner, B. (2021). Exploring the emotional side of price fairness perceptions and its consequences. *Economic Research-Ekonomska Istraživanja*, *34*(1), 1931–1948. https://doi.org/10.1080/1331677X.2020.1860790
17. Mallinson, K. (2015). Smartphone Revolution: Technology patenting and licensing fosters innovation, market entry, and exceptional growth. *IEEE Consumer Electronics Magazine*, *4*(2), 60–66. https://doi.org/10.1109/MCE.2015.2392954
18. Martinčić, M., Vuković, D., & Hunjet, A. (2022). Consumer Responses to Selected Activities: Price Increases, Lack of Product Information and Numerical Way of Expressing Product Prices. *Journal of Risk and Financial Management*, *15*(6), 255. https://doi.org/10.3390/jrfm15060255
19. Maulana, L. H. (2023). Determination of Social, Cultural, Personal, dnd Psychological Factors on Purchasing Decisions of SMEs Culiner Products. *Technium Business and Management*, *5*, 88–94. https://doi.org/10.47577/business.v5i.10171
20. Mezafrie, H. M. & Supriyono. (2025). The Impact of Location and Price Perception on Customer Loyalty. *Jurnal Economic Resource*, *8*(2), 1329–1337. https://doi.org/10.57178/jer.v8i2.1717

21. Mihailidis, P. (2014). A tethered generation: Exploring the role of mobile phones in the daily life of young people. *Mobile Media & Communication*, *2*(1), 58–72. https://doi.org/10.1177/2050157913505558
22. Mukson, Zaman, M. B., & Ikhwan, S. (2021). Analysis of Influence of Product Quality and Price on Buyer's Decision. *Journal of Business and Behavioural Entrepreneurship*, *5*(1), 149–160. https://doi.org/10.21009/JOBBE.005.1.10
23. Onwuegbuzie, A. J., Johnson, R. B., & Collins, K. M. (2009). Call for mixed analysis: A philosophical framework for combining qualitative and quantitative approaches. *International Journal of Multiple Research Approaches*, *3*(2), 114–139. https://doi.org/10.5172/mra.3.2.114
24. Regina, R., Rini, E. S., & Sembiring, B. K. F. (2021). The Effect of Online Customer Review and Promotion through E-Trust on the Purchase Decision of Bukalapakin Medan City. *International Journal of Research and Review*, *8*(8), 236–243. https://doi.org/10.52403/ijrr.20210833
25. Rowley, J. (1998). Promotion and marketing communications in the information marketplace. *Library Review*, *47*(8), 383–387. https://doi.org/10.1108/00242539810239543
26. Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 1077–1084. https://doi.org/10.5267/j.msl.2019.11.001
27. Sen, A. K., & Srivastava, M. S. (2000). *Regression analysis: Theory, methods, and applications* (Nachdr.). Springer.
28. Sepehrian, A. H., Mirzazadeh, Z. S., & Aghaei Shahri, M. S. (2023). Effect of price transparency on the perception of fair price and satisfaction with the purchase of sports products. *Journal of Revenue and Pricing Management*, *22*(5), 327–337. https://doi.org/10.1057/s41272-022-00391-w
29. Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *JOURNAL OF INTERNATIONAL BUSINESS RESEARCH AND MARKETING*, *2*(6), 7–14. https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001
30. Susipta, I. N., Purnomo, J., & Pakaja, F. (2025). Analysis of the Influence of Risk Perception, Customer Testimonials and Shopping Experience on COD Purchase Decisions on the Shopee Platform. *International Journal of Economics and Business*, *1*(2), 60–68.
31. Thalib, R. R., Machmud, R., & Isa, R. A. (2025a). The Effect of Price, Promotion and E-Service Through The McDonald's Application On Consumer Buying Interest. *International Journal of Multidisciplinary Applied and Science Research*, *01*(03), 115–124.
32. Toha, M., & Supriyanto, S. (2023). Factors Influencing The Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, *1*(1), 1–17. https://doi.org/10.69965/danadyaksa.v1i1.5
33. Veliyath, R., & Fitzgerald, E. (2000). FIRM CAPABILITIES, BUSINESS STRATEGIES, CUSTOMER PREFERENCES, AND HYPERCOMPETITIVE ARENAS: THE SUSTAINABILITY OF COMPETITIVE ADVANTAGES WITH IMPLICATIONS FOR FIRM COMPETITIVENESS. *Competitiveness Review: An International Business Journal*, *10*(1), 56–82. https://doi.org/10.1108/eb046389
34. Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, *10*(2), 177. https://doi.org/10.1504/IJSEM.2019.100944
35. Widodo, W. B., & Pakaja, F. (2025). Analysis of the Influence of Trust, Security and E-Service on Purchasing Decisions for Climbing Tickets Through The Tiket Pendakian Application. *International Journal of Economics and Business*, *1*(3), 134–140.