

THE INFLUENCE OF LIFESTYLE, PRODUCT INNOVATION, AND BRAND IMAGE ON XIAOMI SMARTPHONE PURCHASING DECISIONS

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ABSTRACT

Smartphones are a primary need in daily activities. In Indonesia, the development of the Smartphone industry is very rapid, where Smartphones are currently used by all groups of society from the bottom to the top in various purposes, whether for business, family, or other purposes. Lifestyle, product innovation and brand traits are believed to influence the purchase decision of Xiaomi Smartphones. This study aims to determine the influence of lifestyle, product innovation and brand image on Xiaomi smartphone purchase decisions (case study of Students of the Faculty of Letters, Islamic University of North Sumatra). The type of research used is quantitative with associative type. The population in the study is students of the Faculty of Letters, Islamic University of North Sumatra from 2019-2023 totaling 171 students. The sampling technique uses the Slovin formula and purposive sampling with the criteria of Students who have bought and used Xiaomi Smartphones totaling 120 respondents. Data processing is carried out using SPSS 23 software. Data analysis techniques using validity tests and reliability tests, classical assumption tests, multiple linear regression analysis tests and hypothesis testing. From the tests that have been done, that there is an influence between lifestyle variables, product innovation and brand image on the purchase decision of Xiaomi Smartphones in students of the Faculty of Letters, Islamic University of North Sumatra, and lifestyle variables, product innovation and brand image have a coefficient of determination of 60.9% while the rest are influenced by other variables.

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1. Introduction

Technological developments are increasingly rapid along with the times and the level of human needs (Callizta & Hasbi, 2020). Technology is here to make it easier for humans to carry out various activities such as communication, accessing information and entertainment which are fulfilled by this technology, namely smartphones. Smartphones or what are known as smart phones are a technology product that is considered complete with various features in it (Azzah & Novrianti, 2022). Xiaomi is one of the most popular smartphones with a market share of 14.2% in Indonesia (IDC, 2023). Xiaomi was founded by eight partners on June 6 2010. On August 16 2010, Xiaomi officially launched Android- based firmware, namely MIUI (Maghfiroh, 2019). PT. Sat NusaPersada Tbk operates a Xiaomi Smartphone assembly, packaging and quality control factory in Batam, Riau Islands, Indonesia. Apart from Xiaomi, there are several smartphone brands offered in Indonesia, including Samsung, Oppo, Vivo, Lenovo and others. The following is the brand index table for phase 1 of the Smartphone category for 2019-2022.

Table 1. Top Brand Index Phase 1 Smartphone Category 2019-2022

Year/ Brand	2019	2020	2021	2022
Samsung	45,8%	46,5%	37,1%	33%
Oppo	16,6%	17,7%	19,3%	20,6%
Xiaomi	14,3%	10,1%	12,4%	11,2%
Vivo	4,5%	7,9%	7,9%	9,7%
Lenovo	3,7%	2%	-	-

Sumber: (Top Brand Award, 2023)

Based on table 1 above, in 2019 the Xiaomi Smartphone was included in the Top Brand Phase 1 in 3rd place with a percentage of 14.3%. In 2020, Xiaomi smartphones experienced a decrease in the percentage of Top Brand Phase 1, namely from 14.3% to 10.1%, but in 2021 there was an increase in Top Brand, namely from 10.1% to 12.4%. In 2022, the Top Brand category will experience a decline from 12.4% to 11.2%. This makes the Xiaomi Smartphone rank 4th in the Top Brand phase 1 category. From the data presented above, it is necessary to know the factors that influence purchasing decisions on Xiaomi Smartphones.

Purchasing decisions are something that is very important to pay attention to because purchasing decisions are something that companies use to create marketing strategies (Wolff et al., 2021). This purchasing decision is certainly influenced by several things such as lifestyle, product innovation and brand image. Lifestyle or lifestyle has an important influence. Especially for Indonesian people who often listen to other people's opinions. This is what influences consumers in deciding to purchase a Xiaomi smartphone. Apart from that, product innovation is no less important. Many people want good, durable products with sophisticated features that can provide real benefits, even though product innovation will be directly proportional to the price offered.

Then finally, brand image is a series of tangible and intangible characteristics, such as ideas, beliefs, interests, values and features that make it unique. A brand image must represent all internal and external characters that are able to influence customers according to the target of a product. A good brand can give a sign of superiority to consumers.

2. Literature Review

Lifestyle

According to Kotler and Armstrong (2019) lifestyle is a person's lifestyle which is expressed in their psychographic circumstances. Lifestyle captures something more than just a person's social class or personality. Lifestyle displays a profile of a person's entire pattern of actions and interactions in the world. If used carefully, the lifestyle concept can help marketers understand changing consumer values and how lifestyle influences consumer behavior.

Product Innovation

According to (Aminah, 2023) , the definition of product innovation is a combination of various processes that influence each other. By new products or what is meant by original products, product improvements, modified products and new brands of companies that develop through their own research and development efforts. Carrying out product innovation can increase the efficiency of a product without having to waste more time. According to (Riadi, 2022) product innovation is the process of adapting a product in the form of materials, methods, packaging technology or services in order to create or improve products so as to provide significant added value which ultimately increases sales value and increases customer loyalty.

Brand Image

Brand image is a guide used by consumers in evaluating products when they do not have sufficient knowledge about the product. So there is a tendency that consumers will choose products that are known either through experience using the product or based on information obtained from various sources. According to (Firmasyah, 2019) brand image is what consumers think and feel when they hear or see a brand. A positive consumer image of a brand makes it more likely for consumers to make a purchase. A better brand is also the basis for building a positive company image. According to (Ari & Muhammad, 2016) brand image is a type of association that appears in consumers' minds when they remember a particular brand. This association can appear in the form of certain images or thoughts associated with a brand. Brand image is built by inserting personality or image into a product or service, which is then inserted into the consumer's subconscious.

Purchasing Decision

The purchasing decision is a very important element to pay attention to because it is the phase where the company creates the marketing strategy that will be implemented. One of the things that companies must pay attention to when marketing their products is understanding consumer needs and knowing their desires and tastes. A deep understanding of consumers will enable marketers to influence the purchasing decision process(Wolff et al., 2021).

3. Method, Data, and Analysis

The type of research used is a quantitative approach with an associative type. Associative research aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain a phenomenon. (Sujarweni, 2019) The degree of relationship and form of influence will be proven by the variables Lifestyle, Product Innovation and brand image as independent variables (X) on Purchasing Decisions (Y) as the dependent variable.

Population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by the researcher to be studied and then conclusions drawn(Sujarweni, 2019). The population in this study was 171 students from the Faculty of Letters, North Sumatra Islamic University, 2019-2023.

The sample is part of the number and characteristics of the population used by the researcher. To determine the sample size, the Slovin formula is used, so the minimum sample size that must be used in this research is 119.7 respondents which will be rounded up to 120 respondents. The sampling technique used in this research is purposive sampling. According to (Sugiyono, 2021) purposive sampling is a technique for determining samples with certain considerations. This means that sampling is based on certain considerations or criteria that have been formulated in advance by the researcher. The criteria for the research were students who had purchased and used a Xiaomi Smartphone at the Faculty of Letters, Islamic University of North Sumatra.

The types and sources of data used in this research are:

a. Primary data

Primary data is data created by researchers for the specific purpose of solving the problem they are dealing with. Data is collected by the researcher himself directly from the first source or place where the research object is carried out. Primary data was obtained by providing a list of questions (questionnaire).

b. Secondary Data

According to Sujarweni (2019), data obtained from notes, books and magazines are in the form of company published financial reports, government reports, articles, books as theories, magazines and so on.

Data collection techniques in this research were carried out using several techniques, including:

a. Questionnaire

A questionnaire is a data collection technique that is carried out by giving a set of questions or written questions to respondents to answer (Sugiyono, 2021). This questionnaire will be given to Xiaomi Smartphone users selected as samples.

a. Document Study, data is collected from various books, scientific works, the internet, which have a relationship with research.

4. Results and Discussion

Table 1. Lifestyle Validity Test Results (X1)

No. Item	Statement	r _{count}	r _{table}	information
1	X _{1.1}	0,840	0,1509	Valid
	X _{1.2}	0,757	0,1509	Valid
2	X _{1.3}	0,776	0,1509	Valid
	X _{1.4}	0,796	0,1509	Valid
3	X _{1.5}	0,819	0,1509	Valid
	X _{1.6}	0,809	0,1509	Valid

Table 2. Product Innovation Validity Test Results (X2)

No. Item	Statement	r _{count}	r _{table}	information
1	X _{2,1}	0,617	0,1509	Valid
	X _{2,2}	0,757	0,1509	Valid
2	X _{2,3}	0,740	0,1509	Valid
	X _{2,4}	0,720	0,1509	Valid
3	X _{2,5}	0,759	0,1509	Valid
	X _{2,6}	0,754	0,1509	Valid
4	X _{2,7}	0,690	0,1509	Valid
	X _{2,8}	0,757	0,1509	Valid

Table. 3 Brand Image Validity Test Results (X3)

No. Item	Statement	r _{count}	r _{table}	Information
1	X _{3,1}	0,699	0,1509	Valid
	X _{3,2}	0,558	0,1509	Valid
2	X _{3,3}	0,542	0,1509	Valid
	X _{3,4}	0,666	0,1509	Valid
3	X _{3,5}	0,695	0,1509	Valid
	X _{3,6}	0,690	0,1509	Valid
4	X _{3,7}	0,751	0,1509	Valid
	X _{3,8}	0,752	0,1509	Valid
5	X _{3,9}	0,698	0,1509	Valid
	X _{3,10}	0,682	0,1509	Valid

Table. 4 Purchasing Decision Validity Test Results (Y)

No. Item	Statement	r _{count}	r _{table}	information
1	Y _{,1}	0,688	0,1509	Valid
	Y _{,2}	0,746	0,1509	Valid
2	Y _{,3}	0,750	0,1509	Valid
	Y _{,4}	0,676	0,1509	Valid
3	Y _{,5}	0,672	0,1509	Valid
	Y _{,6}	0,613	0,1509	Valid

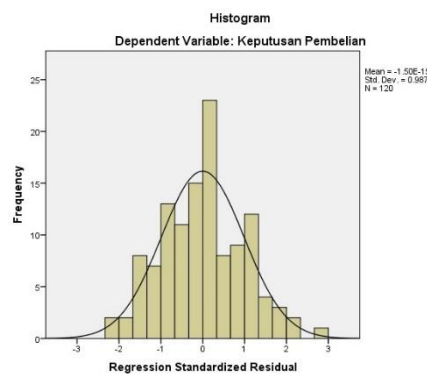
Of all the statement items for each variable (perceived usefulness and ease of use towards customer loyalty) tested, the calculated r is greater than the r table and it turns out that all the items have valid status.

Table 5. Summary of Instrument Reliability Testing

No	Variabel	Cronbach Alpha	Standar Reliabel	Keterangan
1	Gaya Hidup (X ₁)	0,886	0,60	Reliabel
2	Inovasi Produk (X ₂)	0,871	0,60	Reliabel
3	Citra Merek (X ₃)	0,866	0,60	Reliabel
4	Keputusan Pembelian (Y)	0,780	0,60	Reliabel

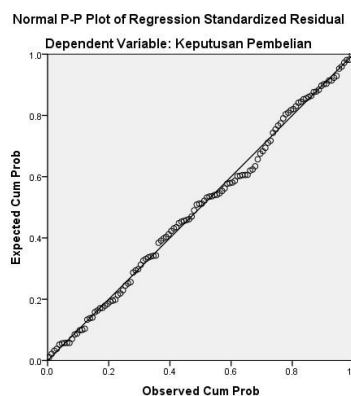
The table above shows the Cronbach Alpha value as a reliable standard limit, where each variable studied has a result greater (>) than 0.60. So it is concluded that all research variable data has met the feasibility elements of passing the reliability test, so that the research data is suitable for use in this research.

Figure 1. Histogram Test Results



The image above shows the position of the histogram right in the middle of the graph and forms a bell-shaped histogram. This condition shows that the data is normally distributed.

Figure 2. Hasil Uji P-Plot

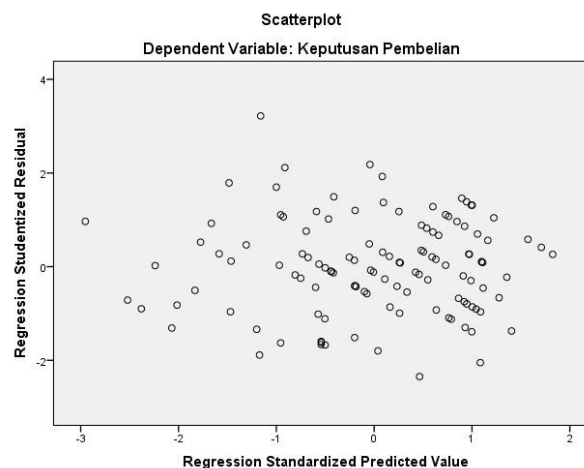


The P-Plot image above shows the data spread around the diagonal line and following the direction of the diagonal line. This indicates that the data is normally distributed.

Table 6. Hasil Uji Multikolinearitas

Variabel	Collinearity Statistic	
	Tolerance	VIF
Lifestayle	0,630	1.588
	0,980	1.021
Citra Merek	0,620	1.614

Figure 3. Heteroscedesity Test Results



The image above shows data spread in all directions above and in a particular direction. In this situation, the data is declared to have a normal distribution below the zero line (0) and does not gather at one point and form a pattern.

Table 7. Table of Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.421	1.908	
Lifestyle	.283	.057	.359
Product Innovation	.149	.040	.214
Brand Image	.273	.043	.460

The model shows the meaning that:

- The constant value of 0.1421 shows the pure value of the purchasing decision variable without being influenced by the independent variables.
- The regression coefficient value on the lifestyle variable (X1) is 0.283, meaning that the lifestyle variable (X1) has a positive influence on purchasing decisions (Y). This means that every time there is an increase in the lifestyle variable by 1 point, it will result in an increase in the purchasing decision coefficient of 0.283.
- The regression coefficient value on the product innovation variable (X2) is 0.149, meaning that the product innovation variable (X2) has a positive influence on purchasing decisions (Y). This means

that every time there is an increase in the product innovation variable by 1 point, it will result in an increase in the purchasing decision coefficient of 0.149.

- d. The regression coefficient value on the brand image variable (X3) is 0.273, meaning that the brand image variable (X3) has a positive influence on purchasing decisions (Y). This means that every time there is an increase in the brand image variable by 1 point, it will result in an increase in the purchasing decision coefficient of 0.273.

Table 8. T Past

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	1.908		.745	.458
	Gaya Hidup	.283	.057	.359	4.964	.000
	Inovasi Produk	.149	.040	.214	3.697	.000
	Citra Merek	.273	.043	.460	6.319	.000

The table above explains the partial test results of lifestyle variables, product innovation and brand image on purchasing decision variables with t-count as follows:

- 1) Lifestyle has a significant influence on purchasing decisions with tcount 4.964 > ttable 1.658. Thus hypothesis H1 is accepted.
- 2) Product Innovation has a significant influence on purchasing decisions with tcount 3.697 > ttable 1.658. Thus hypothesis H2 is accepted.
- 3) Brand image has a significant influence on purchasing decisions with tcount 6.319 > ttable 1.658. Thus hypothesis H3 is accepted.

Table 9. F past

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	658.546	3	219.515	62.660	.000 ^b
	Residual	406.379	116	3.503		
	Total	1064.925	119			

The table above explains the results of the simultaneous test for the independent variable against the dependent variable, where the value of Fcount is 62,660 > Ftable 2.68 and the significance of Fsig is 0.00 < 0.05. This means that the lifestyle variables, product innovation and brand image show that simultaneously (together) have a significant positive influence on the dependent variable, namely purchasing decisions. Thus the proposed hypothesis H4 is accepted.

Table 10. Coefficient of Determination

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.786 ^a	.618	.609	1.87170

The Adjusted R Square value above represents a coefficient of determination (R^2) of 0.609. This means that the independent variables consisting of lifestyle, product innovation and brand image contribute to the purchasing decision variable as a dependent variable of 0.609, which means it is close to 1. It can be said that the independent variables contribute and have an influence on the dependent variable.

From the results of the discussion and presentation of the problem that has been tested with the help of SPSS version 23, all the problems and hypotheses in this research have been answered and the results are known as follows:

The Influence of Lifestyle on Purchasing Decisions

The results of the t test for lifestyle (X1) on purchasing decisions obtained a t value of 4.964 > t table 1.658 and the resulting significance was $0.000 < 0.05$, so H_0 was rejected and H_1 was accepted. This means that the lifestyle variable (X1) partially has a positive and significant effect on purchasing decisions. This shows that the higher the lifestyle value (X1), the higher the purchasing decision.

Lifestyle is part of secondary human needs and can change along with developments over time and the technological era. Students can become active agents of change where students will also follow existing trends. For example, like the Xiaomi Smartphone. Xiaomi smartphones always make changes in design and attractive features, so that consumers feel satisfied with the advantages offered. Not only that, lifestyle is also a form of trying to make someone look different from other groups. Based on the explanation above, it can be concluded that a lifestyle that is up to date with developments in the times is a driving factor which is the reason consumers make purchases. So lifestyle is one of the supporters of consumer behavior in purchasing decisions.

The results of this research are in accordance with the theory put forward by Kotler and Armstrong (2019), which states that lifestyle is a person's lifestyle expressed in their psychographic circumstances. Lifestyle captures something more than just a person's social class or personality. This means that when a person's lifestyle and social class improve, technological changes are expected to increase so that they can help support their daily activities. This will increase enthusiasm for making purchasing decisions.

This research is in line with research (Sriwahyuni & Telagawathi, 2021) entitled "The Influence of Lifestyle and Brand Image on the Decision to Purchase Xiaomi Smartphones in Buleleng Regency" which proves that lifestyle has a positive and significant influence on the decision to purchase Xiaomi Smartphones.

The Influence of Product Innovation on Purchasing Decisions

The results of the t test for the influence of product innovation on purchasing decisions obtained a t value of 3.697 > t table 1.658 and the resulting significance value was $0.000 < 0.05$, so H_0 was rejected and H_1 was accepted. This means that the product innovation variable partially has a positive and significant effect on purchasing decisions. This shows that the higher the product innovation value, the higher the purchasing decision.

Students have an advantage in understanding and adopting new technology quickly. They are able to take advantage of technological advances to develop skills, make connections, and access information efficiently. Therefore, Xiaomi Smartphones must provide changes and improve the product innovation side which can be done by adding new features and attractive designs that are popular and liked by their users. In this way, it can increase consumer attention and provide a special attraction, thereby generating encouragement to purchase the product.

The results of this research are in accordance with the theory put forward by (erni yuningsih, 2020) which states that innovation is the deliberate introduction and application of new ideas, processes, products and procedures in the units that implement them, which are designed to provide benefits for individuals, groups, organizations and society at large. The benefits in this case can be felt directly by consumers where they will get something new that they may have never experienced before and in this case it will increase their enthusiasm for making purchasing decisions.

This research is in line with research (Setiadi, 2021) entitled "The Influence of Innovation, Brand Image and Price on Xiaomi Smartphone Purchasing Decisions" which proves that product innovation has a significant influence on consumer purchasing decisions. The more varied, unique and innovative a company's products are, the more it will increase consumer purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

The results of the t test for the influence of brand image on purchasing decisions obtained a t value of 6.319 > t table 1.658 and the resulting significance value was 0.000 < 0.05, so H0 was rejected and H1 was accepted. This means that the brand image variable partially has a positive and significant effect on purchasing decisions. This shows that the higher the brand image value, the higher the purchasing decision.

Brand image greatly influences consumer purchasing decisions because with a product's brand image that is easily recognized, easy to remember, and widely liked, then the product has a good brand image. This results in consumers deciding to buy the product.

The results of this research are in accordance with the theory put forward by (Firmasyah, 2019), brand image is what consumers think and feel when they hear or see a brand. A positive consumer image of a brand makes it more likely for consumers to make a purchase. A better brand is also the basis for building a positive company image.

This research is in line with research (Sriwahyuni & Telagawathi, 2021) entitled "The Influence of Lifestyle and Brand Image on Xiaomi Smartphone Purchasing Decisions in Buleleng Regency" which proves that brand image has a positive and significant influence on Xiaomi Smartphone purchasing decisions.

The Influence of Lifestyle, Product Innovation and Brand Image on Purchasing Decisions.

Based on the research that has been carried out, it was found that lifestyle, product innovation and brand image together have a positive and significant effect on purchasing decisions with a Fcount value of 62,660 > Ftable 2.68 and a sig significance of 0.000 < 0.05. This means that the lifestyle variables, product innovation and brand image show that simultaneously (together) have a significant positive influence on the dependent variable, namely purchasing decisions.

Basically, consumer purchasing behavior can be influenced by many things, consumers do not always buy according to their needs. Purchasing decisions are formed as a result of stimulation of an object based on what is seen and accepted and felt to have its own attractiveness. The relationship between lifestyle, product innovation and brand image on purchasing decisions simultaneously has a positive influence in increasing consumers' desire to buy Xioami Smartphone products.

The results of this research are in accordance with the theory put forward by Kotler and Armstrong (2019), the purchasing decision is to buy the most preferred brand, but two factors can be between

purchasing intentions and purchasing decisions. By knowing information about the product or product brand and carrying out an evaluation, it can solve problems and lead to purchasing decisions.

This research is in line with research (Wijaya et al., 2021) with the title "Lifestyle, Product Innovation, Price, and Brand Image: Their Impact on Samsung Smartphone Purchase Decisions" which states that lifestyle, product innovation and brand image influence each other simultaneously. (simultaneous) on purchasing decisions.

Furthermore, the results of statistical testing through the coefficient of determination test (R² test) state that the Adjusted R Square value is 0.609 so it can be concluded that lifestyle, product innovation and brand image have an influence of 60.9% while the remaining 39.1% is influenced by other variables. which were not examined in this research such as promotion, price, product quality and others.

5. Conclusion and Suggestion

From the results of the analysis and discussion, several conclusions were formulated as follows:

- a. Based on the hypothesis test (t test) Lifestyle has a positive and significant effect on the decision to purchase Xiaomi Smartphones at the Faculty of Letters, Islamic University of North Sumatra, where the t value is $4.964 > t$ table 1.658 and the resulting significance is $0.000 < 0.05$, then H₀ is rejected and H₁ is accepted . This means that the lifestyle variable (X₁) partially has a positive and significant effect on purchasing decisions.
- b. Based on the hypothesis test (t test) Product Innovation has a positive and significant effect on purchasing decisions for Xiaomi Smartphones at the Faculty of Letters, Islamic University of North Sumatra, where the t value is $3.697 > t$ table 1.658 and the resulting significance value is $0.000 < 0.05$, then H₀ is rejected and H₁ is accepted. This means that the product innovation variable partially has a positive and significant effect on purchasing decisions.
- c. Based on the hypothesis test (t test), brand image has a positive and significant effect on purchasing decisions for Xiaomi smartphones at the Faculty of Letters, Islamic University of North Sumatra, where the t value is $6.319 > t$ table 1.658 and the resulting significance value is $0.000 < 0.05$, then H₀ is rejected and H₁ accepted. This means that the brand image variable partially has a positive and significant effect on purchasing decisions.
- d. Based on the simultaneous test (F Test), Lifestyle, Product Innovation and Brand Image simultaneously have a positive and significant effect on purchasing decisions with a Fcount value of $62,660 > F$ table 2.68 and a sig significance of $0.000 < 0.05$. Lifestyle, Product Innovation and Brand Image contributed 60.9% while the remaining 39.1% was influenced by other variables not examined in this research such as promotion, price, product quality and others.

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