



DETERMINATION OF XIAOMI SMARTPHONE PURCHASING DECISIONS AMONG COLLEGE STUDENTS: THE ROLE OF PRICE, INNOVATION, AND PRODUCT QUALITY

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Abstract

In phenomena that varying levels of consumer satisfaction and dissatisfaction have made competition in the smartphone market increasingly intense. This competition can be seen in terms of price, innovation, and the smartphone products themselves. Several smartphone brands have emerged, each with its own advantages. Xiaomi smartphones, which have typically been a popular choice among the public, are now facing many competitors. As a result, a problem has arisen in which Xiaomi smartphones face numerous competitors with various strengths, meaning that Xiaomi smartphones are not always in a leading position. This research was conducted using a quantitative method. The primary data source was obtained through the distribution of questionnaires, with a sample of 98 respondents consisting of Xiaomi smartphone users from the Management Study Program, Faculty of Economics, University of Semarang. This study is also supported by secondary data, including classical assumption tests, multiple linear regression analysis, and the coefficient of determination (R^2), using SPSS for Windows version 26 for data processing. The results of this study indicate that price does not have a significant effect on purchase decisions. Innovation and product quality have a significant effect on purchase decisions. Therefore, based on these factors, this study provides several recommendations for Xiaomi smartphone company management to improve innovation and product quality so that Xiaomi smartphones can better compete with other smartphone brands

Keywords :

*Price, Innovation,
Product Quality,
Purchasing
Decisions*

INTRODUCTION

In today's era of globalization, competition in the Indonesian business world is increasingly fierce, with every company striving to attract customers and maintain its market position. Companies employ various strategies and efforts to remain competitive. One sector experiencing intense competition between companies is the technology sector, where demand is extremely high. The development of the modern world and globalization today can be seen in the need for communication tools, which have become crucial for all levels of society.

One of the communication tools needed by today's society is the smartphone. Smartphones have experienced significant development in recent years, catering to various needs, including communication, entertainment, and work. With smartphones meeting an increasing number of needs, people are now dependent on these communication devices. The growing demand for smartphones has led to increased demand, creating increasingly fierce competition among manufacturers.

One of the most popular smartphone brands today is Xiaomi. The Xiaomi brand has been known to the Chinese public since 2011, and has been recognized by the Indonesian public since 2013. Since then, Xiaomi smartphones have consistently increased sales in Indonesia, leading the Indonesian smartphone market. This year's increasing technology is what has made Xiaomi continue to grow rapidly. The rapid growth in smartphone demand has certainly made other brands compete to win the hearts of consumers with various methods and the latest innovations, while also emphasizing affordable prices. Xiaomi's smartphone market share compared to its competitors can be seen in the following table:

Table 1. Indonesia Smartphone Market, Top 5 Companies, Market Share, and Year-Over-Year Growth, 2024

Company	Brand	2023 Market Share	2024 Market Share	Year-Over- Year-Change
Transsion Holdings	Infinix & Itel	13.1%	18.3%	61.7%
PT World Innovative Telecommunication (WIT)	Oppo	19.1%	17.8%	7.6%
PT Samsung Electronics Indonesia (SEIN)	Samsung	20%	17.2%	-0.6%
Xiaomi Corporation	Xiaomi	14.8%	16.5%	28.4%
PT Vivo Mobile Indonesia	Vivo	16.2%	15.3%	9.2%
Others		16.7%	14.8%	2.3%
Total		100.0%	100.0%	15.5%

Source: IDC Quarterly Mobile Phone Tracker, 2024

Note: Data are preliminary and subject to change

The International Data Corporation (IDC) research institute released its latest report on the Indonesian smartphone market for the full year of 2024. Xiaomi achieved a 16.5% market share in Indonesia in 2024. This percentage increased compared to 2023, when Xiaomi achieved a 14.8% smartphone market share in Indonesia. This number is below the market share of competitors such as Transsion and Oppo. However, this number is above the market share of competitors such as Vivo and other brands. Year-on-year, Xiaomi increased by 28.4%.

According to IDC (2024), significant smartphone market growth in Indonesia is predominantly in the low-budget segment, commonly referred to as affordable phones, which sell for around 1.5 million to 2 million rupiah. This segment is dominated by brands from Transsion (Infinix, Itel, Tecno). Transsion has

outperformed Xiaomi in the Indonesian mobile phone market in 2024 and early 2025 due to its focus on affordable phones with features tailored to local consumer needs, while Xiaomi is shifting its strategy with products that focus more on premium features and AI. The differences in research results regarding the influence of price, innovation, and product quality on purchasing decisions can be seen in the following table:

Table 2. Research Gap

No	Issue	Results	Researcher (Year)
1	There are different research results regarding the influence of price on purchasing decisions.	Price influences purchasing decisions	Septyadi et al. (2022)
		Price has no effect on purchasing decisions	Susanto (2021)
2	There are different research results regarding the influence of innovation on purchasing decisions.	Innovation influences purchasing decisions	Santoso et al. (2020)
		Innovation has no effect on purchasing decisions	Oktavianto et al. (2022)
3	There are different research results regarding the influence of product quality on purchasing decisions.	Product quality influences purchasing decisions	Supu et al. (2021)
		Product quality does not influence purchasing decisions	Septiani et al. (2021)

Source: Data processed 2026

From the explanation above, this can be used as one of the reasons that encourage researchers to re-examine the influence of price, innovation, and product quality on the purchasing decisions of Xiaomi smartphones among students of the Management Study Program, Faculty of Economics, Semarang University.

LITERATURE REVIEW

Price

Price is the nominal amount of money that must be spent to consume a particular product or service. Mardia et al in Syahputra (2025) stated that price is the amount of money spent for a product or service, or a certain amount. The value exchanged by consumers to obtain benefits or use of a product or service. Price is measured by the indicators (a) affordability (b) price suitability (c) price competition (d) price alignment with benefits

Innovation

Product innovation is the result of new product development by companies or industries, whether existing or not. Innovation is needed to replace existing products. Replacement products, whether completely new or with more modern or up-to-date developments of existing products, can increase consumer demand. consumers in the decision to purchase the product (Winarso and Widjaja in Ardani, 2024). Innovation is measured by the indicators (a) relative advantage (b) compatibility (c) divisibility (d) communicability (Ganda, 2024).

Product Quality

Product quality is a highly strategic weapon that has the potential to defeat competitors. Therefore, only companies with the best product quality will grow rapidly, and in the long run, these companies will be more successful than others. Companies that issue products must be tailored to consumer needs and desires. The benefits of a product can be understood by consumers and raise brand

awareness of the product (Lini et al, 2024). Product quality is measured by indicators such as (a) shape and style (b) features and customization (c) durability and ease of repair (d) reliability (e) design (Kotler & Keller in Auliya & Sutarmin, 2025).

Purchasing Decision

According to Kotler and Armstrong (in Hananto, 2021), purchasing decisions are the thoughts of individual consumers in evaluating various options and deciding on a product from among many. Purchasing decisions are measured by indicators such as (a) meeting needs, (b) having benefits, (c) appropriateness in purchasing the product, and (d) repeat purchases (Lystia et al., 2022).

Relationship Between Price Variables and Purchasing Decisions

Price is a crucial variable in marketing, where price perception can influence consumers' purchasing decisions. The prices offered by companies have different perceptions for different consumers. Price is a key consideration for potential consumers before making a purchasing decision (Septyadi et al., 2022).

Based on research conducted by Yogi Prima Putra, Diba Ulfiya, and Massine Slahanti (2023), Endy Yudha Prawira and Sukardi (2019), Afina Putri Vindiana and Fauziah Lestari (2022), and Nova Aditya Pradana and Ugy Soebiantoro (2023), price has a positive and significant influence on purchasing decisions. From the above description, the following hypotheses can be concluded :

H1: Price influences purchasing decisions.

Relationship Between Innovation Variables and Purchasing Decisions

Product innovation by companies can also inform consumer purchasing decisions. To maintain competitiveness, companies are required to continuously innovate to meet the dynamic needs and desires of consumers. The relationship between product innovation and consumer purchasing decisions is that product innovation has a positive influence on consumer purchasing decisions. The better consumers perceive product innovation, the higher their purchasing decisions will be (Wijaya et al., 2021).

Based on previous research conducted by Rudi Santoso, Martinus Sony Erstiawan, and Angen Yudho Kisworo (2020), Nova Aditya Pradana, and Ugy Soebiantoro (2023), innovation has a positive and significant influence on purchasing decisions, indicating that innovation has a positive effect on purchasing decisions. From the above description, the following hypothesis can be concluded :

H2 : Innovation influences purchasing decisions

Relationship Between Product Quality Variables and Purchasing Decisions

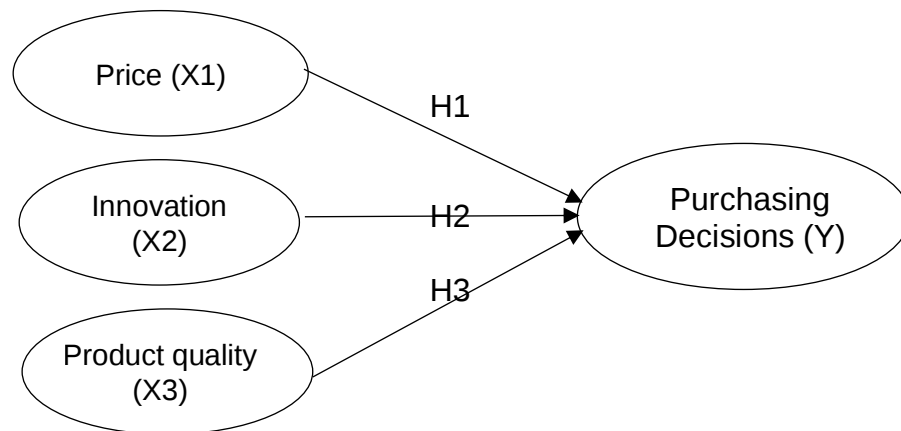
Product quality is part of a business strategy to enhance competitive advantage. Companies that utilize quality as a strategic tool will have a competitive advantage over their competitors in market dominance, as not all companies are capable of achieving superiority (Putra, 2022).

Based on research conducted by Yogi Prima Putra, Diba Ulfiya, and Massine Slahanti (2023), Endy Yudha Prawira and Sukardi (2019), and Afina Putri Vindiana and Fauziah Lestari (2022), product quality has a positive and significant influence on purchasing decisions. From the above description, the following hypotheses can be concluded :

H3 : Product quality influences purchasing decisions.

CONCEPTUAL FRAMEWORK

Figure 1
Framework of Thought



Source: Author, 2025

RESEARCH METHOD

The variables of this study are divided into 2, namely independent variables and dependent variables. The independent variables of this study consist of: Price (X1), Innovation (X2), Product Quality (X3). The dependent variable of this study is: Purchase Decision (Y). This type of research is a quantitative descriptive research. The object of this study is Xiaomi smartphone users. The population of this study is students at the Faculty of Economics, Semarang University who registered in 2024 based on sources from the PD Dikti website, totaling 4,796 students.

The sample in this study were active students at the Faculty of Economics, Semarang University, who had purchased a Xiaomi smartphone. A total of 98 samples were obtained. The sample selection method for this study was purposive sampling, a non-probability sampling technique in which researchers deliberately select research subjects based on certain criteria or considerations relevant to the research objectives, rather than randomly, to ensure that the data obtained is more representative of the topic being studied (Puspitasari, 2021). In this study, the data source was a questionnaire distributed to 98 respondents, whose statements were then analyzed. The data collection method used was a questionnaire. In this study, questionnaires were distributed to respondents via Google Form and distributed directly to respondents. The analytical method used in this study was descriptive analysis, where respondents' answers to the statements presented in the questions were in the form of frequencies, percentages, and cumulative percentages. Descriptive analysis in this study used a Likert Scale, a scale used to measure a person's attitudes and opinions about the research object. The analysis technique used was multiple linear regression analysis using the SPSS program version 26.

RESULT AND DISCUSSION

The respondents used in this study were all students of the Management Study Program at the Faculty of Economics, Semarang University, who had or were currently using *Xiaomi smartphones*. Respondents were given a questionnaire containing the indicators in the study to fill out according to their experiences when using *Xiaomi smartphones*. After obtaining the questionnaire results from the respondents, the next step was to group the respondents' characteristics by gender

and age to provide a general overview of Xiaomi *smartphone users*. The following is the respondent characteristics data in this study:

Table 3. Respondent Characteristics Results.

	Information	Amount	Percentage
Gender	Man	51	52
	Woman	47	48
Age	18 - 20 Year	49	50
	21 - 25 Year	36	37
	26 - 30 Year	13	13
	31 - 34 Year	0	0
	35 - 38 Year	0	0
	39 - 42 Year	0	0
	43 - 46 Year	0	0
	47 - 50 Year	0	0

Source: processed primary data, 2026

Based on gender, the majority of respondents were men, numbering 51 people with a percentage of 52% and women, 47 people with a percentage of 48%. This indicates that male consumers have a high interest in Xiaomi *smartphones*, which can be influenced by Xiaomi features that suit the needs of male consumers and affordable and attractive prices. Based on age, it shows that the age of the majority of respondents is in the age range of 18-22 years. This is influenced by the age where the majority of students as the research sample. Next are the results of the test conducted using the SPSS program version 26 as follows,

Table 4. t-Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,220	1,301		.002
	X1	.148	.095	.163	.125
	X2	.384	.089	.413	.000
	X3	.224	.098	.243	.024

a. Dependent Variable: Y1

Source: processed primary data, 2026

Based on the results of the SPSS test above, a multiple linear regression equation can be made for price, innovation, and product quality on purchasing decisions as follows:

$$Y = 0.163 X1 + 0.413 X2 + 0.243 X3$$

Based on table 4, the following hypothesis testing can be carried out: The result of the t-test of price on purchasing decisions is 1.548 with a sig. 0.125 greater than 0.05, so hypothesis 1 is rejected. The result of the t-test of innovation on purchasing decisions is 4.323 and a sig. 0.000 less than 0.05, so hypothesis 2 is accepted. The result of the t-test of product quality on purchasing decisions is 2.286 and a sig. 0.024 less than 0.05, so hypothesis 3 is accepted.

Table 5. F Test Results

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	227,823	3	75,941	33,189
	Residual	215,085	94	2,288	
	Total	442,908	97		

.000 ^b

a. Dependent Variable: Y1
b. Predictors: (Constant), X3, X2, X1

Source: processed primary data, 2026

The F-test result was 33.189, with a significance level of 0.000, less than 0.05. This indicates that price, innovation, and product quality simultaneously influence purchasing decisions.

Table 6. Results of the Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.717 ^a	.514	.499	1.51266

a. Predictors: (Constant), X3, X2, X1

Source: processed primary data, 2026

The adjusted R-squared value was 0.499. This result indicates that price, innovation, and product quality can explain 49.9% of purchasing decisions. The remaining 50.1% of purchasing decisions are influenced by other variables not examined in this study.

Discussion

The Role of Price in Purchasing Decisions

In the t-test in this study, price did not influence purchasing decisions. This is indicated by the t-test result of 1.548 with a sig. $0.125 > 0.05$. However, in the F-test, if the three variables are combined into an indicator, price can influence purchasing decisions. Price was not the main reason respondents, namely students of the Faculty of Economics, Semarang University, decided to purchase Xiaomi products. This is because many consumers consider whether the product they buy matches their desires. Some products are offered at low prices but do not match the quality provided. The results of this study are in line with the results of research conducted by Endy Yudha Prawira, Sukardi, (2020) which showed that price does not have a significant effect on purchasing decisions.

The Role of Innovation in Purchasing Decisions

Innovation influences the purchasing decision of Xiaomi *smartphones* as evidenced by the results of the t-test of 4.323 and sig. of $0.000 < 0.05$. This can be interpreted as innovation being an important factor for consumers in determining their choice to buy Xiaomi *smartphones*. Product innovation related to the design and features in Xiaomi *smartphones* that are made to suit consumer needs will certainly increase purchasing decisions. The types of products offered with various advantages, information about Xiaomi *smartphone features* that are easy to find, and innovations from Xiaomi *smartphones* that follow the times will increase purchasing decisions for students of the Faculty of Economics, Semarang University, towards Xiaomi *smartphones*. The results of this study are in line with the results of research conducted by Rudi Santoso, Martinus Sony Erstiawan, Angen Yudho Kisworo (2020) which shows that product innovation has a significant effect on purchasing decisions.

The Role of Product Quality in Purchasing Decisions

Product quality has a positive and significant effect on purchasing decisions, as evidenced by the results of the f-test of 2.286 and sig. of $0.024 < 0.05$. Therefore, it can be interpreted that product quality is an important factor for consumers in considering decisions before purchasing a Xiaomi *smartphone*. Students of the

Faculty of Economics, Semarang University will feel satisfied if they buy a product that matches the desired product quality. If the product quality improves, purchasing decisions will increase. The products offered by Xiaomi *smartphones* are tailored to consumer needs. The sturdy materials and attractive features indicate that Xiaomi *smartphones* provide quality that meets the expectations of students of the Faculty of Economics, Semarang University. The results of this study are in line with the results of research conducted by Yogi Prima Putra, Diba Ulfiya, Massine Slahanti, (2023) which shows that product quality has a significant effect on purchasing decisions.

CONCLUSION

Based on the results of the analysis conducted, In the t test in this study, price does not affect purchasing decisions, Innovation affects the decision to purchase Xiaomi smartphones, and product quality has a positive and significant effect on purchasing decisions. The results of the F test show that price, innovation, and product quality have a simultaneous effect. This means that if the 3 variables of price, innovation and product quality are used together as indicators of purchasing decisions, they can influence purchasing decisions in purchasing Xiaomi smartphones. Based on the results of the coefficient of determination, it shows that price, innovation and product quality influence 49.9% of purchasing decisions, while 50.1% of purchasing decisions are influenced by other variables. Thus, suggestions for further researchers can add new variables such as brand image, social media influence and perceived benefits so that other variables can be known to influence purchasing decisions for Xiaomi smartphones.

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