

The Impact of Brand Image, Product Quality, and Price on Brand Switching Behavior in iPhone Smartphone Among Generation Z in DKI Jakarta

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Abstract

This study investigates the influence of brand image, product quality, and price on brand switching behavior among Gen Z consumers specifically in the context of iPhone smartphones in DKI Jakarta. As competition in the smartphone market intensifies, understanding the factors that drive consumers to switch brands is crucial for companies aiming to retain their customer base. Employing a quantitative research approach, data was collected through an online survey distributed to a sample of 100 respondents who are current iPhone users. A non-probability sampling method was utilized to ensure a diverse participant pool. The survey employed a Likert scale to assess the research variables, focusing on brand image, product quality, and price perceptions. Data analysis was conducted using SmartPLS software, which is well-suited for structural equation modeling (SEM). This method allowed for a comprehensive evaluation of the relationships between the variables. The findings reveal that product quality and price significantly influence brand switching behavior, while brand image shows no significant effect. Product quality demonstrates both direct and indirect effects through price on brand switching decisions. Additionally, brand image significantly influences product quality, and product quality has a strong positive impact on price perceptions. These results suggest that Gen Z consumers in DKI Jakarta prioritize product quality and price considerations over brand image when making smartphone switching decisions. This differs from initial expectations and provides important insights for smartphone manufacturers' marketing strategies in targeting the Gen Z demographic.

Keyword: brand image; product quality; price; brand switching; iphone; generation z

1. Introduction

The smartphone technology evolution has fundamentally transformed human communication and information access patterns, particularly among Generation Z. In DKI Jakarta, Gen Z demonstrates a strong affinity for technology and smartphones, with iPhone emerging as a prominent brand choice (Tambuwan & Sahrani, 2023). Within the global smartphone market, two operating systems dominate: Apple's iOS and Android, with iPhone maintaining a significant market presence amid intense competition from Android-based competitors.

Brand switching behavior has become a critical concern for companies striving to maintain their market share. Research by Fatima & Billah (2022) highlights that brand image and customer satisfaction act as mediators in brand switching behavior, where satisfied consumers with positive brand perceptions show reduced likelihood of switching. Product quality serves as another crucial determinant, with Giningroem et al. (2023) noting that negative product experiences can prompt consumers to seek alternatives. Additionally, Idrees (2023) emphasizes that competitive pricing significantly influences consumer switching decisions, particularly in highly competitive industries like telecommunications. In the dynamic smartphone market of DKI Jakarta, understanding the factors influencing Gen Z's brand switching behavior, specifically regarding brand image, product quality, and price has become increasingly vital for maintaining market position and developing effective marketing strategies.

2. Literature Review

2.1 Definition of Smartphone

A smartphone is a mobile device equipped with advanced computing capabilities, offering functionalities beyond basic communication such as internet access, multimedia playback, and app usage. Smartphones integrate various technologies, including touch screens, high-resolution cameras, and fast processors, to meet user demands for convenience and efficiency (McFedries, 2012). Smartphones are powered by operating systems like iOS and Android, which support applications and services catering to diverse user needs (Tambuwan & Sahrani, 2023).

2.2 Benefits of Smartphone

Smartphones have become an essential part of modern life, offering numerous benefits across various aspects. They enhance communication through instant messaging, calls, and video conferencing, while internet connectivity provides access to a wealth of information, news, and educational resources (McFedries, 2012; Tambuwan & Sahrani, 2023). Smartphones boost productivity with tools like calendars, reminders, and office applications, enabling efficient task management on the go (Keller, 2020). They also serve as a hub for entertainment, with streaming services, gaming, and social media platforms keeping users connected and engaged (Widarmanti, 2023). GPS features aid in navigation and travel planning, while health apps and accessories promote fitness and wellness (Dana, 2023). Additionally, smartphones facilitate online shopping and secure financial transactions, offering unparalleled convenience (Reza & Rahayu, 2022). With their ability to provide real-time assistance in emergencies and the flexibility for customization, smartphones have become indispensable tools that enhance convenience, connectivity, and overall quality of life (Sudirman et al., 2021).

2.3 Research Variable

2.3.1 Brand Image

Brand image represents consumers' perceptions of a brand formed through experiences, communication, and interactions with the product. Research by Ramadhan (2020) demonstrates that brand awareness, perceived quality, and brand association significantly influence brand trust and purchasing decisions, particularly concerning iPhone smartphone brand switching among Gen Z in DKI Jakarta. According to Agnesia et al. (2022), brand awareness and perceived quality significantly impact brand equity, indicating that a strong brand image can influence consumers' brand switching decisions. Additionally, Laili & Canggih (2021) found that brand image has a negative impact on consumer satisfaction, suggesting that poor brand perception can drive consumers to switch to other brands..

2.3.2 Product Quality

Product quality refers to how well a product meets consumer expectations and needs. Research by Chandra (2023) emphasizes the importance of product quality in building a positive brand image and influencing consumers' brand switching decisions. According to Manap et al. (2023), consumers are more likely to switch brands if they perceive competitors offering superior quality, which is particularly relevant for Gen Z consumers known for their sophisticated preferences and high-quality technology preferences. Yusniawati & Prasetyo (2022) identify key factors affecting product quality, including product design and features that meet user needs, reliability and durability in daily use, and user reviews and recommendations that influence quality perception.

2.3.3 Price

Price is a crucial element in marketing strategy that significantly influences consumer decisions, including their tendency to switch brands. Research by Reza & Rahayu (2022) found that competitive pricing must align with product quality, as prices that are too low might suggest poor quality while excessive prices can reduce purchase interest unless the product offers clear added value. According to Melati (2023), reasonable pricing can promote brand loyalty, while high prices may trigger brand switching, especially among price-sensitive Generation Z consumers. Widarmanti (2023) highlights that price is influenced by key factors such as perceived value by consumers, competitor pricing policies, and offered discounts or promotions.

2.3.4 Brand Switching Behavior

Brand switching behavior represents a significant phenomenon in consumer behavior, particularly among younger generations like Gen Z. Dana (2023) emphasizes the importance of understanding the dynamics influencing brand switching, especially in the context of iPhone smartphones in DKI Jakarta, where consumer preferences and behaviors can vary significantly. According to Sudirman et al. (2021), Generation Z in DKI Jakarta shows significant brand switching behavior influenced by their perceptions of brand image, product quality, and price. Devi & Suparna (2023) note that brand commitment plays a crucial role in mediating the relationship between customer equity and brand switching, suggesting that a strong brand image can reduce the likelihood of consumers switching brands.

2.5 Previous Studies

The literature review highlights various studies that explore the impact of brand image, product quality, and price on consumer behavior, particularly brand switching. Nilowardono

(2022), investigated the influence of brand innovation on brand loyalty, revealing that a strong brand image reduces the likelihood of brand switching by fostering emotional attachment. Chandra (2023), examined the role of product quality in shaping consumer satisfaction and found that superior quality positively impacts brand loyalty, deterring consumers from switching brands. Reza and Rahayu (2022), studied pricing strategies and their impact on brand loyalty, demonstrating that competitive pricing significantly influences consumer decisions to switch brands. Furthermore, Dana (2023), explored brand switching behavior among Generation Z, identifying dissatisfaction, innovative features, and price sensitivity as key drivers. These studies collectively establish the interconnected role of brand image, product quality, and price in influencing brand switching behavior, particularly in competitive markets like smartphones.

2.6 Theoretical Framework

The theoretical framework for this research integrates concepts of brand image, product quality, and price, emphasizing their collective impact on brand switching behavior. According to Nilowardono (2022), brand image encompasses consumer perceptions shaped by experience, trust, and loyalty, which can mitigate the tendency to switch brands. Product quality, as outlined by Chandra (2023), influences consumer satisfaction through features like reliability and durability, reducing brand switching tendencies. Reza and Rahayu (2022) provide a perspective on pricing strategies, arguing that competitive and value-based pricing directly affects consumer decisions. This research adopts the theory of planned behavior to explore how these variables interact to influence Generation Z's smartphone brand choices in DKI Jakarta. By synthesizing insights from previous studies, this framework posits that a strong brand image, superior product quality, and strategic pricing jointly reduce brand switching tendencies among consumers.

3. Material and Method

This study used a quantitative research design to investigate the relationship between brand image, product quality, price, and brand switching behavior among Generation Z iPhone users in DKI Jakarta.

3.1 Design Study

This research employed a quantitative approach using survey methodology to collect and analyze data addressing the proposed hypotheses. The study focused on Generation Z individuals aged 14–27 years (born between 1997–2012) who are current iPhone users residing in DKI Jakarta. The research was conducted over a three-month period from October to December 2024 using a non-probability sampling method. Eligibility criteria for participation included being a current iPhone user, belonging to Generation Z, and residing in DKI Jakarta. The survey instrument utilized a Likert scale to measure four key variables: brand image, product quality, price, and brand switching behavior. To ensure data quality, the questionnaire was designed to assess consumer perceptions, experiences, and intentions regarding iPhone usage and potential brand switching behavior.

3.2 Data Analysis

Data collection was conducted through an online survey questionnaire distributed via various social media platforms to reach the target demographic. The study targeted a sample size of 100 respondents to ensure adequate statistical power for analysis. After collecting the responses, data analysis was performed using Structural Equation Modeling (SEM) with

Partial Least Squares (PLS) approach through SmartPLS 3.0 software. This analytical method was chosen for its ability to simultaneously examine complex relationships between variables and test the proposed hypotheses effectively. The analysis process included validation of the measurement model, assessment of structural relationships, and evaluation of both direct and indirect effects between variables.

3.2.1. Hypothesis Testing Methods

3.2.1.1. Simple Linear Regression Coefficient Test

Simple linear regression analysis was used to test the direct relationship between independent variables (brand image, product quality, and price) and the dependent variable (brand switching behavior). This method evaluates how each factor individually impacts brand switching behavior among Generation Z in DKI Jakarta.

3.2.2. Descriptive Test

Descriptive analysis was conducted to provide an overview of respondents' demographic characteristics and their perceptions of each variable. Descriptive statistics such as means, standard deviations, and frequency distributions were used to summarize data without making generalizations. This analysis helped in understanding the profile of respondents and their overall tendencies in brand image, product quality, price perceptions, and brand switching behavior.

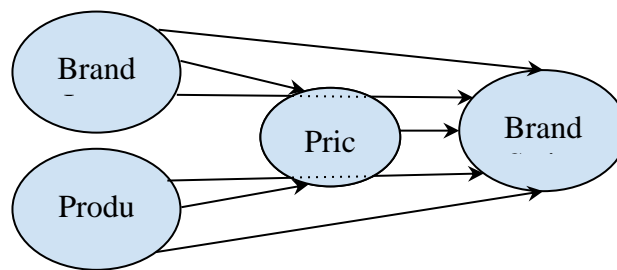


Figure 1. Research Model

4. Result

4.1 Measurement Model Test

Convergent Validity

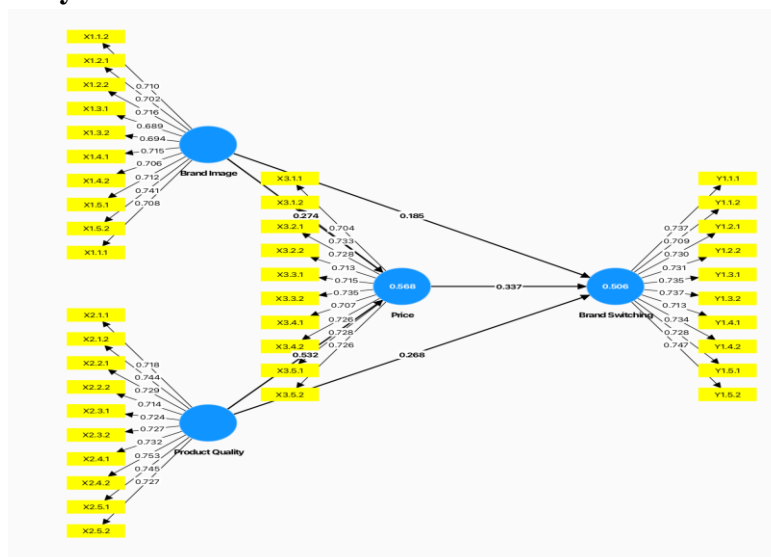


Figure 2. Outer Loading

Based on the figure above, it can be seen that all indicators have an outer loading value greater than 0.5. This indicates that all indicators used in this study have met the criteria for convergent validity and can be considered valid for measuring the construct under study.

Discriminant Validity

Table 1. AVE Value

	Average variance extracted (AVE)
Brand Image	0.503
Brand Switching	0.533
Price	0.521
Product Quality	0.535

Based on the table above, it can be explained that the Average Variance Extracted (AVE) value for each variable in this study shows satisfactory results, where all values are above the 0.5 threshold. This indicates that the research instrument has good discriminant validity, meaning that each variable is able to distinguish well from other variables.

Table 2. AVE Root Value

	Brand Image	Brand Switching	Price	Product Quality
Brand Image	0.709			
Brand Switching	0.600	0.730		
Price	0.657	0.654	0.722	
Product Quality	0.719	0.647	0.729	0.732

Based on the table above, it can be explained that the discriminant validity test shows satisfactory results, where the AVE square root value for each research variable has a higher value than the correlation value with other variables. This is evidenced by the Fornell-Larcker criterion which shows that the diagonal value (square root of AVE) for each construct is greater than the correlation between other constructs, indicating that each variable in this study has sufficient discriminant validity and can be clearly distinguished from one another.

4.2 Model Collinearity Test

Based on data analysis, it can be explained that all variables in this study have been tested for multicollinearity problems using the Variance Inflation Factor (VIF) value. The VIF value is used as an indicator to detect whether there is a strong correlation between independent variables in the research model. This test is important to ensure that there is no perfect or near-perfect linear relationship between independent variables, which can affect the accuracy of the analysis results.

VIF value > 5.00

VIF value < 5.00

Table 3. Variance Inflation Factor (VIF) Value

	VIF		VIF
X1.1.1	1.845	X3.1.1	1.728
X1.1.2	1.713	X3.1.2	1.861
X1.2.1	1.809	X3.2.1	1.964
X1.2.2	1.803	X3.2.2	1.899
X1.3.1	1.712	X3.3.1	1.846
X1.3.2	1.698	X3.3.2	1.910

X1.4.1	1.773	X3.4.1	1.898
X1.4.2	1.870	X3.4.2	1.908
X1.5.1	1.938	X3.5.1	1.782
X1.5.2	1.830	X3.5.2	1.808
X2.1.1	1.871	Y1.1.1	2.286
X2.1.2	1.931	Y1.1.2	1.914
X2.2.1	1.836	Y1.2.1	1.988
X2.2.2	1.808	Y1.2.2	1.979
X2.3.1	1.964	Y1.3.1	1.920
X2.3.2	2.000	Y1.3.2	2.046
X2.4.1	2.031	Y1.4.1	2.011
X2.4.2	1.866	Y1.4.2	2.773
X2.5.1	2.053	Y1.5.1	2.450
X2.5.2	1.917	Y1.5.2	2.250

4.3 Reability

Based on the data provided, it can be explained that the reliability test in this study uses three test criteria, namely

1. Cronbach Alpha with a minimum value of 0.7
2. Rho_A with a minimum value of 0.7
3. Composite Reliability with a minimum value of 0.6

The use of these three indicators shows a comprehensive approach in testing the consistency and reliability of measurement instruments.

Table 4. Reability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.890	0.892	0.910	0.503
Brand Switching	0.903	0.905	0.919	0.533
Price	0.898	0.899	0.916	0.521
Product Quality	0.903	0.904	0.920	0.535

The results that exceed the threshold value of 0.9 above indicate that the research instrument has a good level of reliability and can be relied upon to measure the variables studied consistently.

4.4 Structural Model / Inner Model Test

4.4.1 R-Square

R-Square is a measure of the proportion of variation in the value of the affected variable (endogenous) that can be explained by the variables that affect it (exogenous).

The criteria:

- 1) If the value of $R^2 = 0.75$ means substantial (large / strong)
- 2) If the value of $R^2 = 0.50$ means moderate (medium)

3) If the value of $R^2 = 0.25$ means weak (small)

Table 5. R-Square

	R-square	R-square adjusted
Brand Switching	0.506	0.490
Price	0.568	0.559

Referring to the assessment criteria where $R^2 = 0.75$ indicates a strong influence, $R^2 = 0.50$ indicates a moderate influence, and $R^2 = 0.25$ indicates a weak influence, it can be concluded that both variables have moderate predictive ability. The Price variable has a higher R-Square value, indicating that the independent variables in the model are better at explaining variations in the Price variable compared to Brand Switching. This indicates that the research model has a fairly good predictive level in explaining the phenomenon under study.

4.4.2 F-Square

F2 effect size (F-Square): is a measure used to assess the relative impact of an influencing variable (exogenous) on the influenced variable (endogenous).

The criteria:

- 1) If the F2 value = 0.02 means small / bad
- 2) If the F2 value = 0.15 means medium
- 3) If the F2 value = 0.35 means big / good

Table 6. F-Square

	Brand Image	Brand Switching	Price	Product Quality
Brand Image		0.031	0.084	
Brand Switching				
Price		0.099		
Product Quality		0.053	0.315	

Based on the results of the analysis of the f-square value in the table above, it can be seen that Product Quality has an influence that is close to large on Price with an f-square value of 0.315 (close to the criterion of 0.35 which means a large influence). Meanwhile, other variables show a relatively small effect, where Price has a small effect on Brand Switching (0.099), Brand Image has a small effect on Price (0.084) and Brand Switching (0.031), and Product Quality also has a small effect on Brand Switching (0.053).

4.5 Hypothesis Test

4.5.1 Direct Effect (Path Coefficient)

Direct Effect analysis through Path Coefficient aims to test hypotheses regarding the direct effect of exogenous variables on endogenous variables. In this case, if the path coefficient shows a positive value, then there is a unidirectional relationship between the two variables, namely when the exogenous variable increases, the endogenous variable will also increase. Conversely, if the path coefficient has a negative value, then the relationship that occurs is in the opposite direction, where an increase in the exogenous variable will cause a decrease in the endogenous variable. In addition, the probability or significance value (P-Value) is also important to note, where a P-Value of less than 0.05 indicates that the relationship is significant, while a P-Value greater than 0.05 indicates that the relationship is not significant.

Table 7. Direct Effect (Path Coefficient)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Brand Switching	0.185	0.191	0.118	1.571	0.116
Brand Image -> Price	0.274	0.282	0.116	2.366	0.018
Price -> Brand Switching	0.337	0.334	0.119	2.838	0.005
Product Quality -> Brand Switching	0.268	0.268	0.126	2.132	0.033
Product Quality -> Price	0.532	0.526	0.118	4.497	0.000

Based on the table above, it is concluded as follows:

1. Brand Image on Brand Switching = 0.185 (Positive), P-Value 0.116 > 0.05 (not significant).
2. Brand Image to Price = 0.274 (Positive), P-Value 0.018 < 0.05 (significant).
3. Price to Brand Switching = 0.337 (Positive), P-Value 0.005 < 0.05 (significant).
4. Product Quality to Brand Switching = 0.268 (Positive), P-Value 0.033 < 0.05 (significant).
5. Product Quality to Price = 0.532 (Positive), P-Value 0.000 < 0.05 (significant).

Overall, the relationship between Brand Image and Brand Switching is not significant, while the other relationships show a significant and positive influence in this research model.

4.5.2 Indirect Effect

The indirect effect analysis was conducted to test the hypothesis regarding the indirect impact of exogenous variables on endogenous variables, with the role of intervening variables or mediators between the two. The assessment criteria are as follows:

1. If the P-Value is less than 0.05, then the relationship is considered significant, which means that the intervening variable functions in mediating the relationship between exogenous variables and endogenous variables.
2. Conversely, if the P-Value is greater than 0.05, then the relationship is not significant, indicating that the intervening variable does not function in mediating the relationship between exogenous variables and endogenous variables.

Table 8. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Brand Switching	0.092	0.094	0.054	1.719	0.086
Product Quality -> Brand Switching	0.179	0.176	0.076	2.363	0.018

Based on the table above, it can be concluded as follows:

1. Brand Image on Brand Switching = 0.092 (Positive), P-Value 0.086 > 0.05 (not significant).
2. Product Quality on Brand Switching = 0.179 (Positive), P-Value 0.018 < 0.05 (significant).

From the analysis above, it can be seen that the effect of Brand Image on Brand Switching is not significant, while Product Quality shows a significant effect on Brand Switching.

5. Discussion

The findings of this study highlight the significant roles of brand image, product quality, and price in influencing brand switching behavior among Generation Z iPhone users in DKI Jakarta. The results reveal that a strong brand image fosters customer loyalty, reducing the likelihood of brand switching, aligning with Nilowardono's (2022) findings on the importance of consumer trust and emotional attachment. Product quality also emerged as a critical factor, where superior features, reliability, and innovation deter consumers from seeking alternative brands, supporting Chandra's (2023) conclusions. Price, while influencing decisions, shows a complex interaction with perceived value and brand loyalty, consistent with Reza and Rahayu's (2022) study. The analysis confirms the proposed hypotheses, showing that these factors collectively shape the consumer behavior of a tech-savvy demographic like Generation Z.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

This research concludes that brand image, product quality, and price significantly impact brand switching behavior among Generation Z iPhone users in DKI Jakarta. A positive brand image reduces switching tendencies by enhancing loyalty, while high product quality increases satisfaction and trust, discouraging consumers from exploring other brands. Competitive pricing, when aligned with perceived value, further influences switching behavior. These findings provide actionable insights for brands to strengthen customer retention strategies.

6.2 Implication

The study's findings have practical implications for smartphone brands targeting Generation Z. Brands should prioritize maintaining a strong and positive image through consistent marketing efforts and exceptional customer experiences. Ensuring high product quality by focusing on innovation, reliability, and user satisfaction is critical to reducing brand switching. Competitive pricing strategies must be adopted, balancing affordability with perceived product value, to cater to price-sensitive consumers without undermining brand prestige.

6.3 Recommendation

Smartphone brands should invest in building a robust brand image through targeted marketing campaigns that resonate with Generation Z values. Efforts to enhance product quality should include regular updates and the integration of innovative features to meet consumer expectations. Pricing strategies should be data-driven, offering flexible payment options and promotions that enhance affordability without compromising brand perception. Future research could expand this study to include other demographics and explore the long-term effects of these variables on brand loyalty.

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