

The Effect of Price, Brand Trust, and Brand Image on Smartphone Purchase Decisions

Price, Brand Trust,
and Brand Image

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ABSTRACT

This study aims to analyze the influence of price, brand trust, and brand image on smartphone purchasing decisions among college students. College students are young consumers with special characteristics, such as limited budget but have a high orientation towards trends, quality, and brand value. This study uses a quantitative approach with an associative design. A sample of 150 respondents was determined through a purposive sampling technique, namely active students who have used smartphones in the last six months. Data collection was carried out through a closed questionnaire with a five-point Likert scale. The instrument was tested through validity and reliability tests, and continued with testing classical assumptions such as normality, multicollinearity, and heteroscedasticity. Data analysis was carried out using multiple linear regression and the F test. The results showed that price, brand trust, and brand image had a significant effect on purchasing decisions, both partially and simultaneously. Among the three variables, brand image is the most dominant factor influencing purchasing decisions. This shows that the perception of a brand as a symbol of trends, lifestyle, and identity greatly influences college students in choosing a product, although they still consider the aspects of price and trust in quality.

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Keywords: Brand Image, Brand Trust, Price, Purchase Decision, Students.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kepercayaan merek, dan citra merek terhadap keputusan pembelian smartphone di kalangan mahasiswa. Mahasiswa merupakan konsumen muda dengan karakteristik khusus, seperti keterbatasan anggaran namun memiliki orientasi tinggi terhadap tren, kualitas, dan nilai merek. Penelitian ini menggunakan pendekatan kuantitatif dengan desain asosiatif. Sampel sebanyak 150 responden ditentukan melalui teknik purposive sampling, yaitu mahasiswa aktif yang telah menggunakan smartphone dalam enam bulan terakhir. Pengumpulan data dilakukan melalui kuesioner tertutup dengan skala Likert lima poin. Instrumen diuji melalui uji validitas dan reliabilitas, serta dilanjutkan dengan pengujian asumsi klasik seperti normalitas, multikolinearitas, dan heteroskedastisitas. Analisis data dilakukan dengan regresi linier berganda dan uji F. Hasil penelitian menunjukkan bahwa harga, kepercayaan merek, dan citra merek berpengaruh signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Di antara ketiga variabel, citra merek merupakan faktor yang paling dominan memengaruhi keputusan pembelian. Hal ini menunjukkan bahwa persepsi terhadap merek sebagai simbol tren, gaya hidup, dan identitas sangat memengaruhi mahasiswa dalam memilih produk, meskipun mereka tetap mempertimbangkan aspek harga dan kepercayaan terhadap kualitas.

Kata kunci: Citra Merek, Kepercayaan Merek, Harga, Keputusan Pembelian, Mahasiswa.

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INTRODUCTION

The rapid development of digital technology has transformed the way people live worldwide, including in Indonesia (Al Farasyi & Iswati, 2021; Fransisca & Ningsih, 2023). One of the technologies that has become a primary necessity today is the smartphone. Beyond its function as a communication tool, smartphones also serve as a medium for academic activities, entertainment, and social interactions. For students, smartphones play a crucial role, from accessing academic references to building networks through social media (Ansari & Khan, 2020; Lin et al., 2021). Indonesia is one of the largest smartphone markets in Southeast Asia, with sales increasing every year (Asyrofi et al., 2023). Oppo, as one of the leading brands, has successfully maintained its position as a market leader in Indonesia. In 2023, the five most widely used smartphone brands in Indonesia are Samsung (16.31%), Xiaomi (16.20%), Oppo (15.69%), Vivo (12.91%), and Apple (9.48%). Tight competition is seen between Samsung, Xiaomi, and Oppo in capturing the user market in Indonesia.

It is found that there is an interesting phenomenon among Padang students, where Oppo dominates their smartphone choices despite fierce competition from well-known brands such as Samsung and Xiaomi (Bachri & Kamarudin, 2021). Oppo was chosen as the object of research because of its aggressive marketing strategy, targeting the young segment with intensive promotions, superior photography features, and attractive designs. This condition makes them an interesting research subject and has not been widely explored before. Price, brand trust, and brand image are important variables that are often used in marketing research to understand consumer behavior. In the context of students, price is a major factor, because most students have a limited budget. Competitive prices can directly affect consumer purchasing power, especially in the lower middle market segment (Dunn et al., 2020; Lu et al., 2020; Geng et al., 2022). In addition, brand trust has a significant impact on customer loyalty. Consumers who believe in the quality and consistency of a product tend to be more loyal to that brand (Danibrata, 2019; Ernest Grace et al., 2021; Moki et al., 2023).

Brand image is also a crucial variable in purchase decisions. A positive brand image can create the perception that a product has greater value compared to its competitors (Lin & Chuang, 2018; Setiawan et al., 2022; Shilpa, 2022; Guliyev, 2023; Wei, 2024). These three variables are interconnected in influencing consumer purchasing decisions. Affordable pricing can attract consumer interest, while brand trust and brand image can reinforce the purchase decision. In this study, the relationship between these three variables is analyzed in depth to understand how students in Padang make decisions when choosing an Oppo smartphone. Previous studies such as Komara (2023) stated that variables such as price, brand image, and brand trust influence among young consumers. Another study by Manandhar (2020) highlighted the importance of brand image in shaping consumer preferences, while research by Rohmat et al. (2022) showed that brand trust can function as a mediating factor that strengthens the influence of brand image on consumer loyalty. However, most of these studies focus on general contexts or large urban areas such as Jakarta and Surabaya, leaving a gap in in-depth research that specifically examines the student market in Padang.

Additionally, previous studies tend to analyze each variable separately without considering their interactive relationships. In reality, in the context of purchase decision-making, price, brand trust, and brand image influence each other. For instance, competitive pricing alone may not be sufficient to drive purchases if brand trust is low, while a positive brand image can encourage purchases even if the price is slightly higher. This gap forms the basis of this study, which aims to integrate these three variables into a comprehensive analytical model.

This study offers novelty by integrating the analysis of three key variables price, brand trust, and brand image within the context of students in Padang. The novelty also lies in its integrative approach, which has not been widely applied in previous research. Beyond its academic contribution, this study provides practical benefits for industry players, particularly Oppo, in formulating more effective marketing strategies to reach the student

segment. The primary objective of this study is to identify and analyze the influence of price, brand trust, and brand image on Oppo smartphone purchase decisions among students in Padang. This research is expected to provide deeper insights into young consumer behavior, particularly students, in selecting technology products, as well as serve as a reference for future studies in the field of marketing.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Price Sensitivity and Purchasing Decisions

Price is a fundamental element in the marketing mix, representing the monetary amount consumers are willing to pay to acquire a product or service. It serves as a key determinant in shaping consumer perceptions of value and quality, thereby influencing purchasing decisions (Hoseason, 2003; Kotler et al., 2016; Wahyuningsih & Hasibuan, 2018). According to Oxenfeldt and Monroe (1980), price not only reflects the intrinsic value of a product but also significantly influences how customers view its quality and advantages. In markets characterized by high price sensitivity, implementing competitive pricing strategies can effectively attract consumers (Chen et al., 2018; Zhao et al., 2019; Chen et al., 2020; Shang et al., 2022). For young consumers, such as students, price often becomes a primary factor in product selection due to budget constraints (Setiadi et al., 2019). Kotler and Armstrong (2018) emphasize the importance of psychological approaches in pricing, such as discount and bundling strategies, which can encourage impulsive purchases. In the competitive smartphone market, brands such as Xiaomi and Oppo routinely implement competitive pricing strategies to increase their market share (Asmara et al., 2019). Therefore, price remains a very important variable in understanding consumer purchasing decisions (Kotler & Armstrong, 2018; Asmara et al., 2019).

H1: Price has a significant effect on purchasing decisions.

Brand Trust and Purchase Decision

A consumer's view of the future based on their experience more precisely, a range of transactions or interactions marked by a decline in the quality of their work and products is known as brand trust (Han et al., 2015; Khadim et al., 2018). Customers' faith in the caliber and reliability of a brand's goods is reflected in brand trust. When it comes to branding, trust is defined as the readiness to rely on a partner, which indicates that customers think the brand will live up to their expectations (Molm et al., 2009; Schilke et al., 2015). Guan et al. (2021) stated that brand trust can be built through positive consumer experiences, testimonials, and a strong brand image. Research by Akoglu and Özbek (2022) indicates that brand trust has a positive correlation with consumer loyalty, particularly in competitive markets. In the smartphone industry, Oppo's brand trust is reinforced by excellent after-sales service and transparent communication with consumers (Widari et al., 2022). Brand trust acts as an important mechanism in reducing the uncertainty and risk that consumers may feel when considering purchasing a product (Morgan & Hunt, 1994). With brand trust, consumers feel more confident in the quality and credibility of the product, so that this trust becomes a crucial variable that influences consumer preferences and purchasing decisions.

H2: Brand trust has a significant influence on purchasing decisions.

Brand Image and Purchasing Decisions

Brand image is a perception that is formed in the minds of consumers through a series of personal experiences, marketing communications, product quality, and various interactions that occur between consumers and a brand consistently (Grassl, 2000; Keller & Swaminathan, 2013). A positive brand image can create competitive advantage by driving consumer preference, strengthening brand loyalty, and increasing product trust and appeal in the market (Siahaan et al., 2017). A strong brand image is often associated with values, lifestyle, and quality that are relevant to the target market. Brand image plays

a crucial role in attracting young consumers, especially students, who often identify themselves through the products they use (Sasmita & Norazah, 2015). In the context of the Oppo brand, brand image is formed and strengthened through various marketing strategies, including intensive promotions, collaborations with famous celebrities, and an emphasis on superior camera features. These strategies are specifically designed to attract attention and meet the lifestyle needs of young consumers (Zhang et al., 2025). Furthermore, Smith and Aaker (1992) explained that brand image not only plays an important role in influencing consumer purchasing decisions but also contributes to building a strong and sustainable emotional relationship between consumers and the brand.

H3: Brand Image significantly affects purchase decision.

Price Sensitivity, Brand Trust, Brand Image, and Purchase Decision

Purchasing decisions are a complex process in which consumers actively choose, broadcast various alternatives, and finally determine which product or brand to buy based on their needs and preferences (Kotler & Armstrong, 2018). Sari (2021) states that the purchasing stage is the last and most crucial step in the entire decision-making process, when consumers have given all available options and decided to make a purchase for a particular product or service. This decision-making process involves several stages, namely recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior. A number of important factors that influence purchasing decisions include high product quality, competitive prices according to perceived value, positive brand image, effective promotional strategies through social media, and strategic and easily accessible locations. Product quality can increase consumer satisfaction and encourage purchasing decisions, while prices that match perceived value provide their own appeal to consumers. A positive brand image helps build trust and preference, while social media acts as a means of marketing communication that increases purchasing interest. In addition, an easily accessible location also affects accessibility and convenience in purchasing. Understanding these factors is essential for companies in designing effective marketing strategies to influence consumer decisions.

H4: Price Sensitivity, Brand Trust, Brand Image, have a significant effect on purchasing decisions.

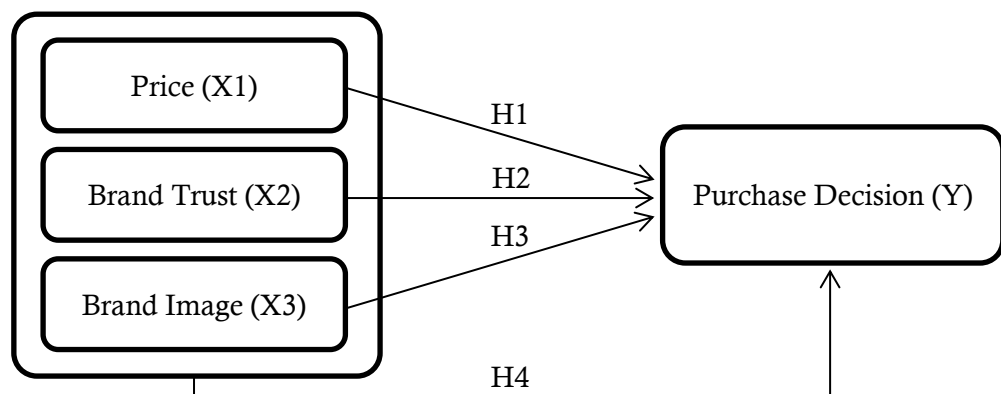


Figure 1. Research Framework

Figure 1 is a research framework that illustrates the relationship between three independent variables (Price, Brand Trust, and Brand Image) to the dependent variable, namely Purchase Decision. This framework is designed to test partially or simultaneously the influence of the three variables on consumer purchasing decisions. H1 states that price has a significant effect on purchasing decisions, where consumers consider the suitability

of price with the benefits received. H2 states that brand trust influences purchasing decisions because trusted brands tend to be chosen again. H3 states that a positive brand image encourages consumers to make purchases. Meanwhile, H4 tests the simultaneous influence of the three variables on purchasing decisions. This framework helps visualize the direction and form of the relationship between variables, and becomes the basis for hypothesis testing and developing marketing strategies that are relevant to consumer preferences.

RESEARCH METHOD

This study employs a quantitative approach with an associative research design. Associative research aims to identify relationships between two or more variables, in this case, the relationship between price, brand trust, and brand image on the purchase decision of Oppo smartphones. A quantitative approach is chosen because it allows for the analysis of numerical data with a high degree of accuracy. Additionally, it enables the empirical testing of hypotheses based on the collected data. The research location is Padang City, targeting a population of students who have purchased and used Oppo smartphones. The primary instrument used in this study is a closed-ended questionnaire, designed using a Likert scale with five response levels, ranging from strongly disagree (1) to strongly agree (5). The questionnaire is structured to measure respondents' perceptions of the variables: price, brand trust, brand image, and purchase decision. Primary data is collected directly from respondents through a Google Form survey. Before data analysis, the validity and reliability of the questionnaire are tested to ensure the accuracy and consistency of the research instrument.

The population of this study consists of students in Padang City who use Oppo smartphones. The sampling technique employed is purposive sampling, where samples are selected based on specific criteria relevant to the research objectives. The criteria used include active students at universities in Padang City and owning and using Oppo smartphones in the last six months. The total sample size for this study is 150 respondents, which is considered representative for analyzing relationships between variables in quantitative research (Sugiyono, 2012). Validity and reliability tests are among the analytical methods employed to make sure the research tool can measure variables reliably and precisely; To make sure data satisfies the assumptions in regression analysis, traditional assumption tests include the normality, multicollinearity, and heteroscedasticity tests; Price, brand trust, and brand image are partially tested using multiple linear regression analysis, and the simultaneous effect is tested using the F test at a significance threshold (α) of 5%.

RESULTS

This study involved Oppo smartphone user students came from various age backgrounds, genders, educational levels, and institutions. As an educational center in Indonesia, Padang attracts students from various regions with diverse preferences and consumption habits. Oppo was chosen because it has a special appeal among young people through its modern design, advanced camera technology, and marketing strategies that suit the needs of the younger generation. Students as active users of technology consider price, quality, trust, and brand image factors before purchasing. Understanding the diversity of respondent characteristics is important to identify preference patterns and purchasing behavior in this segment.

Table 1 displays the demographic profile of the 150 students that responden in Padang who were involved in the research related to smartphone purchasing decisions. The majority of respondents were aged between 20-25 years (50%), followed by the age group above 25 years (48%), and the rest were under 20 years (2%). In terms of gender, women dominated with 91% of respondents, while men were only 9%. Most respondents were studying for undergraduate degrees (S1) as much as 89%, and the other 11% were master's students (S2). In terms of institutions, most respondents came from Padang State University (56%) and Open University (39%), while the rest were spread across UIN

Imam Bonjol, Muhammadiyah University of West Sumatra, and Bung Hatta University. These data provide an overview that the majority of respondents were women aged 20-25 years who were studying for undergraduate degrees at Padang State University or Open University.

Table 1. Respondent Characteristics

Characteristics	Criteria	Total	Percentage (%)
Age	Under 20 Years Old	3	2%
	20-25 Years Old	75	50%
	Over 25 Years Old	72	48%
Gender	Male	14	9%
	Female	136	91%
Education	Bachelor's Degree (S1)	134	89%
	Master's Degree (S2)	16	11%
Institution	Bung Hatta University	1	1%
	UIN Imam Bonjol	6	4%
	Muhammadiyah University of West Sumatra	1	1%
	Padang State University	84	56%
	Universitas Terbuka	58	39%

Table 2. Cronbach's Alpha Reliability Test

Variable	Value	r-table	Description
Price	0.688	0.60	Reliable
Brand Trust	0.940	0.60	Reliable
Brand Image	0.881	0.60	Reliable
Purchase Decision	0.852	0.60	Reliable

This study uses a questionnaire to measure four main variables, namely Price, Brand Trust, Brand Image, and Purchase Decision. Before being used, the instrument was tested for validity and reliability. Based on table 2 the validity test was carried out by conducting a Pearson Correlation analysis, which shows that all items have a correlation coefficient (r_{xy}) > 0.3, thus meeting the validity criteria. Then, the reliability test uses Cronbach's Alpha analysis which shows that all variables have a value > 0.6, which indicates that the four instrument variables are reliable.

Table 3. Kolmogorov Sminov

Variabel	Purchase Decision
Kolmogorov Sminov	0.064
Sig 2-tailed	0.200

The results of the Kolmogorov-Smirnov test in Table 3 obtained a significance value of 0.200 which is greater than $\alpha = 0.05$. This indicates that the residual data is normally distributed, thus fulfilling the classical normality assumption in regression analysis. This test is important to ensure that the regression model used is valid and does not deviate from the basic assumptions. In addition, residual normality can also be done through the Normal P-P Plot, where the points that follow the diagonal line indicate a residual distribution that is close to normal. Thus, the regression model is worthy of further explanation.

Table 4. Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Price	0.507	1.974
Brand_Trust	0.678	2.783
Brand_Image	0.494	1.626

Table 5. Multiple Linear Regression Analysis

Model	Unst. Coef.	Std. Error	Std. Coef.	t	Sig.
(Constant)	-0.948	0.242		-3.915	0.000
Price	0.380	0.067	0.349	5.640	0.000
Brand_Trust	1.238	0.180	-1.085	6.897	0.000
Brand_Image	2.033	0.182	1.602	11.164	0.000

The test results in Table 4 present the Standardized Residual Regression Normal P-P Plot for the regression model involving Price, Brand Trust, and Brand Image on Purchase Decision. This plot provides a visual representation of how well the model residuals align with a normal distribution. Multicollinearity test aims to detect high correlations between independent variables in the regression model, which can disrupt the stability of coefficient estimates and reduce the accuracy of the analysis results. Evaluation is carried out through the Tolerance and Variance Inflation Factor (VIF) values. Tolerance values below 0.25 and VIF above 5 indicate significant multicollinearity, so more attention is needed in data modeling.

Based on the results of the multicollinearity test, the Tolerance values for the variables Price (0.507), Brand Trust (0.678), and Brand Image (0.494) are all above the minimum threshold of 0.1, indicating that there is no high correlation between the independent variables. The Variance Inflation Factor (VIF) values are 1.974 for Price, 2.783 for Brand Trust, and 1.626 for Brand Image, respectively, all of which are far below the critical threshold of 10. Thus, it can be concluded that there is no significant multicollinearity in this regression model, so the model is considered stable and feasible for further analysis.

Based on Table 5, multiple linear regression analysis is used to evaluate the influence of Price, Brand Trust, and Brand Image variables on Purchasing Decisions. Through this analysis, regression coefficients are obtained which indicate the direction and magnitude of the influence of each independent variable on the dependent variable. The significance value (Sig.) is used to determine whether the influence is statistically significant; if the Sig. value is less than 0.05, then the influence of the variable is considered significant on Purchasing Decisions. The results of this analysis provide a clearer understanding of the factors that influence consumer decisions in making purchases.

Based on the table of multiple linear regression analysis results, several interpretations are obtained, namely the price regression coefficient of 0.380 indicates that every 1 unit increase in the Price variable will increase the Purchasing Decision by 0.380, assuming other variables remain constant. Sig value. = 0.000 (<0.05) indicates that price has a significant effect on purchasing decisions for Oppo smartphones. The standard Beta value = 0.349 indicates that Price has a moderate effect compared to other variables in this model. The brand trust regression coefficient of 1.238 indicates that each 1 unit increase in Brand Trust will increase the Purchasing Decision by 1.238, assuming other variables remain constant. Sig value. = 0.000 (<0.05) indicates that brand trust has a significant effect on purchasing decisions for Oppo smartphones. The standardized Beta value = -1.085 indicates a negative relationship after standardization, which may indicate a moderating effect or a more complex relationship. The brand image regression coefficient of 2.033 indicates that every 1 unit increase in Brand Image will increase Purchasing Decisions by 2.033, assuming other variables remain constant. Sig value. = 0.000 (<0.05) indicates that brand image has a significant effect on purchasing decisions for Oppo smartphones. The standard Beta value = 1.602 makes it the variable with the greatest influence on purchasing decisions in this model.

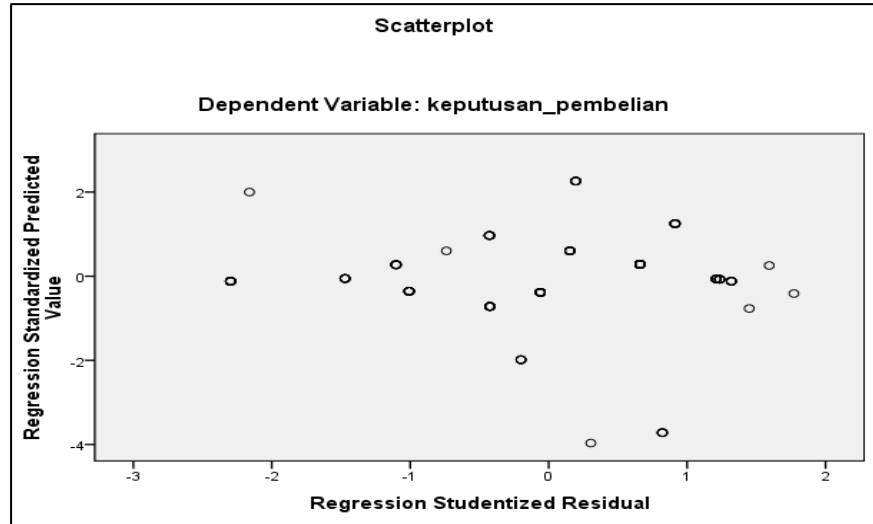


Figure 2. Heteroscedasticity Test

The test in Figure 2 shows heteroscedasticity in the regression ensures that the residual variance is constant across the values of the independent variables, thus preventing biased coefficient estimates. This is detected by examining the scatterplot of Regression Studentized Residuals versus Regression Standardized Predicted Values. If the points are randomly distributed without a fan-shaped pattern, this indicates homoscedasticity. The scatterplot does not show any particular pattern or clustering, indicating constant residual variance and no heteroscedasticity. Thus, the regression model meets the assumption of homoscedasticity and is suitable for further unbiased analysis.

Table 6. ANOVA Testing

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.583	3	17.528	123.406	0.000 ^a
Residual	20.737	146	0.142		
Total	73.319	149			

The ANOVA test results presented in Table 6 show an F value of 123.406 with a significance level of 0.000 indicating that the regression model used is statistically significant because the sig. value is smaller than 0.05. This means that the three independent variables together provide a significant contribution to the variation in consumer purchasing decisions. Thus, this regression model is valid and can be used for further analysis. These findings indicate that a marketing strategy that pays attention to competitive pricing aspects, building brand trust, and strengthening brand image will have a significant impact on encouraging consumers to make purchasing decisions. This strong validity model also strengthens the basis for use in formulating more focused and targeted marketing policies or strategies according to consumer preferences.

DISCUSSION

Price is a major factor in purchasing decisions, especially for students who have limited budgets. Setiadi et al. (2019) and Komara (2023) emphasized that young consumers are very sensitive to price, so they tend to choose products that match their purchasing power. However, Geng et al. (2022) showed that brand loyalty can reduce price sensitivity, where consumers still choose their favorite brands even though the price is higher. In the context of student Oppo smartphone users in Padang, price remains the main consideration even though there is a preference for certain brands. This shows that limited purchasing power makes students more selective in choosing products that offer a balance between price and quality. In this study, price was found to have a significant influence on the purchase

decision of Oppo smartphones among students in Padang. This supports the findings of Setiadi et al. (2019) and Komara (2023), while also indicating a connection with other factors such as brand image and brand trust. Unlike the study by Geng et al. (2022) which stated that brand loyalty can override price considerations, this research shows that students in Padang still take price into account, even if they have a preference for a particular brand. This may be due to their limited purchasing power, which makes them more selective in choosing products that offer a balance between price and quality (Ali & Bhaskar, 2016; Apuke, 2017).

Brand trust plays an important role in shaping consumer loyalty. According to Ballester and Manuera-Aleman (2001), brand trust drives customer commitment, especially in high-involvement situations, and has a stronger influence than overall satisfaction. The results of this study indicate that brand trust has a significant influence on the purchase decision of Oppo smartphones among students in Padang. This finding aligns with Morgan and Hunt (1994), but contrasts with Chahal and Rani (2017) who stated that external factors such as trends can be more dominant than brand trust. In the context of this study, brand trust remains an important factor, as students tend to choose products they perceive as having good quality and long-term reliability.

The findings indicate that brand image is the primary factor in Padang, aligning with studies by Veloutsou (2015) and Kuswati et al. (2021). This aligns with additional research conducted in Tangerang and Kendari that validated the substantial impact of brand image on Oppo smartphones. Nonetheless, this contrasts with the results of Geng et al. (2022) related to brand loyalty that lessens price sensitivity here, brand image is integrated with price as the primary factor. Price, brand trust, and brand image interact with each other in influencing purchasing decisions. According to Albari and Safitri (2018), consumer decisions are influenced by a combination of economic, psychological, and social factors. Vsincent et al. (2022) added that in the technology industry, these three factors simultaneously increase the likelihood of consumers choosing a product. However, Amron (2018) stated that the dominance of one factor can vary depending on market characteristics. This study found that brand image has the most dominant influence on purchasing decisions among Padang students, who tend to be influenced by aspects of lifestyle and social perception (Nurvita & Saputro, 2024; Rizki & Santosa, 2024).

CONCLUSION

The results of the study show that price, brand trust, and brand image significantly influence the purchase decision of Oppo smartphones among students in Padang. Among the three variables, price is the dominant factor because students tend to have budget constraints and prefer products that offer a balance between quality and cost. In addition, brand trust also plays an important role because students are more interested in brands that are known to have good quality and reliable after-sales service. However, brand image emerged as the most prominent factor, especially because Oppo is considered a modern, stylish brand that suits the lifestyle of students. These three variables are interrelated and form an integrated influence on purchasing decisions. Companies need to design a marketing strategy that is able to combine aspects of competitive prices, strengthen trust through product and service quality, and build an attractive and relevant brand image for the young market segment. However, this study has several limitations in that this study is only limited to students in Padang City, so the results cannot necessarily be generalized to other regions or age groups. Second, this study only uses a quantitative approach, without in-depth exploration of psychological or socio-cultural factors that influence brand preferences. For further research, it is recommended to expand the sample to different regions and age groups, and consider a mixed method approach to better understand consumer motivations and perceptions. Further research can also add other variables such as brand loyalty, social influence, or technology trends to gain a more comprehensive understanding of smartphone purchasing behavior among the younger generation.

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