



Building Satisfaction through Quality, Brand, and Word of Mouth: A Xiaomi Smartphone Case Study

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ABSTRACT

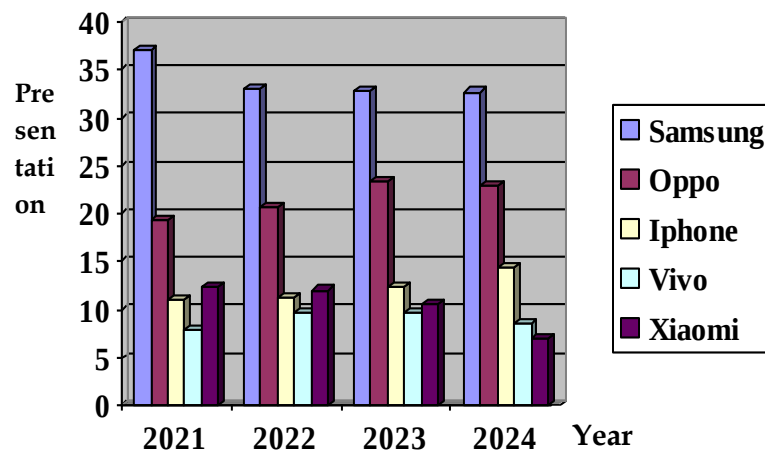
This study aims to analyze the influence of product quality, brand image, and word of mouth on consumer satisfaction among Xiaomi smartphone users in Purwokerto. This study uses quantitative methods and Expectation Confirmation Theory (ECT) as a theoretical basis. Data were collected through an online questionnaire from 102 respondents. Data analysis techniques used SPSS 27, including multiple regression analysis and testing of validity, reliability, and classical assumptions. The results show that product quality, brand image, and word of mouth have a positive and significant effect on consumer satisfaction. These findings serve as a reference for companies to improve product quality, strengthen brand image, and manage word of mouth to maintain customer loyalty.

INTRODUCTION

The use of technology as a means of communication continues to experience massive progress, keeping up with the dynamics of the times and the growing demand for fast and accurate information. This is evident in the increasing internet usage among various groups, from students and workers to businesspeople, as well as the high level of community activity on various social media platforms, including Instagram, Facebook, WhatsApp, and TikTok. According to the Indonesian Internet Service Providers Association, the number of individuals currently using the internet in Indonesia has reached 221 million, or approximately 79.5% of the total population (APJII, 2024). The increasing use of the internet is inextricably linked to the use of smartphones. In the early 2000s, what we call cell phones, initially only served as simple communication tools for making voice calls and sending text messages, have now evolved into smart devices called smartphones, which boast a variety of advanced capabilities.

In recent years, smartphone development in Indonesia has increased rapidly and reached all levels of society, including those in remote areas. Advances in internet networks and increasingly affordable devices have also driven the expansion of their use. Smartphones have now become an essential part of modern life, not only as a means of communication, but also as a means of productivity and lifestyle. In this context, Purwokerto is a relevant area to focus on as a research area, as this city is a center of economic and educational growth in the western part of Central Java, with smartphone usage rates continuing to rise. Based on data from the Central Statistics Agency (BPS) and other sources, Purwokerto has a population of over 236,000 and is dominated by a productive generation that actively uses digital technology in their daily lives, including in communication activities, online shopping, and social media usage. These characteristics make Purwokerto a representative location for researching consumer behavior towards specific smartphone brands such as Xiaomi. (Statistics & Banyumas, 2024). Various brands continue to innovate to provide technology that suits the needs of Indonesian consumers. The following presents data on the Top Smartphone Brands in Indonesia in 2021–2024.

Table 1. Top Brand Index in Smartphone Category 2021-2024



Source (Top Brand Award, 2024)

Referring to table 1 shows, Xiaomi Smartphone managed to get the Top Brand Index award in the Smartphone category from 2021-2024 and managed to climb to 4th position and in 2021 with a percentage of 12.40% after Samsung, Oppo, and iPhone Smartphones. Referring to the results of table 1 Xiaomi always remained in 4th position from 2021-2023 and experienced a decline to 5th place by 7% in 2024. Xiaomi has always experienced a decline in its position from year to year which indicates that there is a problem that occurs with their products that can make consumers less satisfied with their products.

One of the reasons for declining consumer satisfaction with Xiaomi products, as reported by merdeka.com, is various hardware issues, such as ghost screens, broken fingerprint sensors, devices experiencing dead boot, and connectivity issues due to damaged Wi-Fi chips. These issues indicate weak quality control and component selection, which has resulted in reduced consumer trust, satisfaction, and loyalty. (Jamaludin, 2025) This decline is also reflected in Xiaomi's declining position in the Top Brand Index. Furthermore, negative perceptions spread through word of mouth, both in person and on social media, further tarnish Xiaomi's brand image among users.

Consumer Satisfaction according to Fandy Tjiptono, (2012) Customer satisfaction is a central element in business and management studies. Its consequences have broad implications, not only for businesses but also for governments and consumers. From a company perspective, customer satisfaction is a key measure of market performance. Increased customer satisfaction has the potential to encourage repeat purchases, ultimately contributing to sales growth and increased market share, both in the short and long term. Several aspects influence customer satisfaction, including product quality, brand image, and word of mouth.

The first factor is product quality. Referring to the view Kotler et al., (2016) Product quality is a crucial aspect marketers use when positioning their products in the market. Quality is not only determined by whether a product is free from damage, but also by how well it delivers benefits and satisfies consumers. In research, Masnun et al., (2024) Product quality can be defined as a product's capability to fulfill its primary function or purpose. This aspect encompasses various important elements such as reliability, durability, ease of operation, accuracy, ease of maintenance, and other supporting features. Studies from Setiawan & Fella Rizki, (2025), Aldiana et al., (2020), Maulidya et al., (2024), Maghfiroh, (2019), And Dyahtritami & Utami, (2023) produced findings that product quality has a positive and significant influence on consumer satisfaction. Meanwhile, studies from Putra & Ayu, (2021), Nurdin & Prasetyo, (2025), And (Mariansyah & Syarif, 2020). Stating that product quality is insignificant and has a negative impact on consumer satisfaction.

The second factor that affects consumer satisfaction is brand image. Referring to the view Kotler & Keller, (2016) Brand image is the collection of customers' views and beliefs about a brand that are formed through their various contacts with the brand. This image is formed from associations embedded in consumers' minds and serves as the basis for assessing the quality and reliability of a product or service. Studies from Ihsan & Sutedjo, (2022), Wardhanie & Gojali,

(2025), Bhadreswara, (2025), Kuswati et al., (2021), And Aji, (2025) produced findings, Brand image has a positive and significant influence on consumer satisfaction. Meanwhile, studies from Amin & Johansen, (2022), And (Dwi Amalia & Nina Madiawati, 2022). States that Brand Image is insignificant and negative on Consumer Satisfaction.

The third factor that affects consumer satisfaction is word of mouth (WOM), which usually occurs when consumers or clients discuss the administrative aspects, brands, and characteristics of products they have previously used or recommended to others. Referring to the views Kotler & Keller, (2016) WOM is a type of communication between consumers that has a powerful impact, because it is generally considered more credible than promotions that come directly from the company. Studies from Budi Utomo et al., (2024), Aldiana et al., (2020), Nurani et al., (2022), Sinaga & Realize, (2023), And Chairy & Khuzaifi, (2023) produced findings that Word of Mouth had a positive and significant influence on consumer satisfaction. However, the opposite was found by Maghfiroh, (2019), and Rahmawati et al., (2020) resulting in findings, Word of Mouth is insignificant and negative on Consumer Satisfaction.

Thus, considering the dynamics of declining consumer satisfaction with Xiaomi products, which are influenced by product quality, brand image, and word of mouth, researchers are interested in examining this. Therefore, it is important to conduct further research to determine the extent of the influence of these three factors on consumer satisfaction. This research is expected to provide a more comprehensive understanding of consumer behavior and serve as a basis for strategic considerations for companies in improving the quality and consumer trust in their brands.

LITERATURE REVIEW

Expectancy Confirmation Theory (ECT)

This is a theory that is commonly used to explain the process of forming consumer satisfaction. According to Oliver, (1980) Satisfaction arises when there is a comparison between a customer's initial expectations of a product and their perception after consuming it. If the product's perceived performance meets or exceeds initial expectations, positive confirmation occurs, leading to satisfaction. Conversely, if the product's performance falls short of expectations, negative disconfirmation occurs, leading to dissatisfaction. If the product meets consumer expectations regarding quality, brand image, or word of mouth, this will result in satisfaction. This concept is also reinforced by Shukla et al., (2025) which states that ECT introduces how pre-purchase expectations and post-purchase experiences shape consumer satisfaction. This theory has also been applied in various studies, such as in studies by Juliana et al., (2021) who used ECT to analyze the factors forming customer satisfaction at Tuku Coffee Shop, and found that expectations and confirmation play an important role in forming consumer satisfaction.

Customer Satisfaction

Satisfaction is generally a consumer's emotional response that arises from the evaluation of what was expected and the product performance received.

Consumers will feel dissatisfied if the product's performance falls short of expectations, satisfied if it performs as expected, and very satisfied if the performance exceeds expectations. Kotler & Keller, (2016) Satisfaction is generally a consumer's emotional response that arises from an evaluation of what was expected and how the product performed and was received. Customers can feel dissatisfied if the product's performance falls short of expectations, satisfied if the product's performance meets expectations, and very satisfied if the performance exceeds expectations. Ritonga et al., (2020) Essentially, satisfaction is a consumer evaluation that encompasses the process before purchase, during use, and after the transaction is completed Fandy Tjiptono, (2012). Identify indicators of consumer satisfaction including interest in returning, meeting expectations and willingness to recommend.

Product Quality

Product quality is a crucial element that can influence the level of consumer satisfaction with a brand. Kotler & Keller, (2016) explains that product quality reflects how well a product performs its basic functions optimally. Elements covered in this quality include product durability, reliability in use, accuracy, ease of operation, and ease of maintenance. Product quality can also be viewed from two perspectives: performance quality and conformance quality. Performance quality relates to how well a product fulfills its primary purpose, while conformance quality focuses on the product's consistency in meeting specified specifications and minimizing defects. High-quality products tend to provide positive experiences for customers, which can then drive satisfaction and loyalty to the brand. Ashari et al., (2020) Identifying product quality indicators, namely product durability, perceived quality, additional features or features, and performance. Research by Sri Sandro et al. (2022) and Wijayanti Dwi & Muhammad Ihsan (2024) found that product quality has a significant positive effect on consumer satisfaction. Based on this and previous studies, the following hypothesis can be proposed:

H1: Product quality has a positive and significant influence on Xiaomi smartphone consumer satisfaction.

Brand Image

Brand image is a customer's view or belief in a brand that is formed through their direct experience with the product or service Melyana et al., (2023). In other words, customer satisfaction arises as an emotional response to a message about an object, which can create a positive impression and form a good image in the minds of potential consumers, especially if the message is delivered through appropriate and effective packaging. Brand image describes how consumers view a brand, which reflects the various associations stored in their minds Pratama & Prabowo, (2023). Ashari et al., (2020) also emphasized that brand image indicators include the impression of luxury toward the product, the impression of sophistication, the image of the company, and the impression of employee service. Research by Oktavia & Hasanah (2022) and Muksalmina & Kramadibrata (2023) found that brand image has a significant positive influence

on consumer satisfaction. Based on this explanation, the following hypothesis is proposed:

H2: Brand image has a positive and significant influence on consumer satisfaction with Xiaomi smartphones.

Word Of Mouth (WOM)

Word of mouth is word-of-mouth communication between consumers that contains their experiences or opinions about a product. Referring to the views Kotler & Keller, (2016) Word of mouth is defined as oral, written, or electronic interactions between consumers discussing their experiences using goods or services. Word of mouth is marketing that focuses on encouraging consumers to actively engage and share their experiences or opinions with other individuals regarding a company's products, services, or brands Melyana et al., (2023). According to Kotler & Keller, (2016) describes several indicators of word of mouth, including sharing positive word of mouth, encouraging others to buy, and refraining from sharing or disclosing negative information. Research by Melyana et al. (2023) and Sinaga & Realize (2023) indicates that word of mouth has a significant positive effect on consumer satisfaction. Based on this explanation and previous studies, the following hypothesis is proposed:

H3: Word of mouth has a positive and significant influence on consumer satisfaction with Xiaomi smartphones.

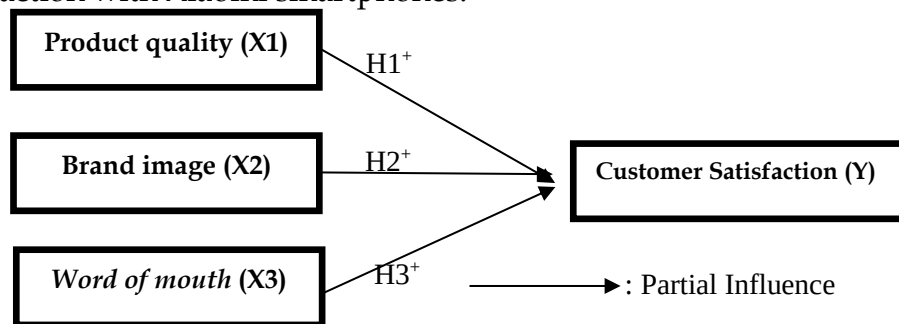


Figure 1. Theoretical Framework

METHODOLOGY

The type of research used is a quantitative study. The type of data used is quantitative data. The selected population consists of Xiaomi smartphone users in Purwokerto who have purchased Xiaomi products. The sampling technique used is non-probability sampling, and the sampling procedure uses purposive sampling based on opinions Sugiyono, (2018). The sampling technique uses certain criteria. The criteria in this study include: a) Respondents must be at least 17 years old, b) Have used Xiaomi for more than 1 year, and c) Reside in Purwokerto.

The sample size in this study was determined using the Roscoe formula. Referring to the view Sugiyono, (2018), which states that the ideal sample size in a study ranges from 30 to 500. If the research involves multivariate analysis, such as correlation or regression, then the total sample should be 10 times the total variables observed. Therefore, the number of samples is determined based on the Roscoe formula, (1982, cited in Sugiyono 2018), namely with the assumption that

each variable group is recommended to have 10 to 20 respondents. Determination of the number of samples refers to the four variables in this study, so the minimum number of samples is 4×20 , which is 80 respondents. To anticipate the possibility of damage or inconsistency of the questionnaire, the researcher added 30%, so that the total number of respondents was 110.

Primary data was obtained using an online questionnaire via WhatsApp and Instagram. The collected data was then analyzed by researchers using SPSS version 27, with several tests including descriptive statistical analysis, validity and reliability tests, classical assumptions, multiple linear regression analysis, coefficient of determination tests, and t-tests.

RESEARCH RESULT

Description of Research Data

Table 2. Respondent Characteristics

Respondent Characteristics		Amount	Presentation
Gender	Man	64	62.75%
	Woman	38	37.25%
Age	17 - 20 Years	30	29.41%
	>20 - 25 Years	51	50%
	>25 Years	21	20.59%
Work	Students	49	48.04%
	Private employees	19	18.63%
	Businessman	22	21.57%
	civil servant	11	10.78%
	Unemployment	1	0.98%
Domicile	West Purwokerto	24	23.53%
	East Purwokerto	25	24.51%
	North Purwokerto	21	20.59%
	South Purwokerto	32	31.37%
Total		102	100%

Referring to the data collection results, the total number of samples collected was 110 respondents. However, only 102 respondents were used in the analysis because 8 others were declared not to meet the criteria (damaged data). The survey conducted on 102 respondents showed that respondents were predominantly male, with a percentage of 66.67%. In terms of age, the 20 to 25 age group dominated, namely 51 people or 50% of the total respondents. Meanwhile, based on type of employment, the majority of respondents were students, namely 49 people or around 48.04%.

Descriptive Statistical Analysis

Table 3 Variable Descriptive Statistics

Variable	N	MIN	MAX	St. Dev	Mean
Product Quality	102	1	5	0.787	3.89
Brand Image	102	1	5	0.704	4.06
Word of Mouth	102	1	5	0.740	3.96
Customer Satisfaction	102	1	5	0.694	3.69

Source: data processed with SPSS 27

The results of the analysis show that the average respondent's answer to the Product Quality variable was 3.89, then for the Merel Image variable it was 4.06, the variable Word of Mouth the highest is 3.96, and the Consumer Satisfaction variable has a value of 3.69.

Validity Test

Table 4. Validity Test

Question	r count	r table	Description	Question	r count	r table	Description
Product Quality				Word of Mouth			
1	0.910	0.1638	Valid	1	0.897	0.1638	Valid
2	0.897	0.1638	Valid	2	0.889	0.1638	Valid
3	0.844	0.1638	Valid	3	0.824	0.1638	Valid
4	0.880	0.1638	Valid	4	0.884	0.1638	Valid
Brand Image				Customer Satisfaction			
1	0.908	0.1638	Valid	1	0.844	0.1638	Valid
2	0.907	0.1638	Valid	2	0.889	0.1638	Valid
3	0.852	0.1638	Valid	3	0.864	0.1638	Valid
4	0.858	0.1638	Valid	4	0.842	0.1638	Valid

Source: data processed with SPSS 27

Referring to the validity test results for each statement instrument, it can be found that all statements for each variable used are said to meet validity because from all the test results, the calculated r value is $> r$ table, which means that further testing and analysis can be carried out (Ghozali, 2018).

Reliability Test

Table 5. Reliability Test

Variable	Cronbach's Alpha	Cut-off Value	Reliability
Product Quality	0.905	0.70	Reliable
Brand Image	0.903	0.70	Reliable
Word of Mouth	0.896	0.70	Reliable
Customer Satisfaction	0.882	0.70	Reliable

Source: data processed with SPSS 27

It can be concluded that the statement items used in each research variable are reliable, as they are >0.70 alpha. If it were lower, the research variable could be considered unreliable (Ghozali, 2018).

Normality Test

Table 6 Normality Test	
One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	102
Asymp. Sig. (2-tailed)c	0.080

Source: data processed with SPSS 27

Based on the results of the normality test using Kolmogorov-Smirnov in the table above, it can be seen that the Sig. value is > 0.080 , so it can be concluded that the following 102 data are normally distributed because the number meets the requirements at the significance level with a significance value of $0.080 > 0.05$ (Ghozali, 2018).

Multicollinearity Test

Table 7. Multicollinearity Test		
	Collinearity Statistics	
	Tolerance	VIF
Product Quality	0.745	1,342
Brand Image	0.748	1,337
Word of mouth	0.812	1,232

Source: data processed with SPSS 27

From the table above, this study does not assume multicollinearity because as seen in the SPSS data processing above, both the tolerance value and the VIF value do not have a score less than 0.10 and there is no score that exceeds 10 (Ghozali, 2018).

Heteroscedasticity Test

Table 8. Heteroscedasticity Test	
Coefficientsa	
Model	Sig.
(Constant)	0.108
Product Quality	0.589
Brand Image	0.140
Word of mouth	0.058

Source: data processed with SPSS 27

Based on the Heteroscedasticity test using the Glejser method, the significance of the Product Quality variable is 0.589, Brand Image is 0.140, and Word of Mouth is 0.058. From all of these variables, the significance value is above 0.05, it can be concluded that all variables do not indicate the presence of heteroscedasticity and the data can be analyzed further.

F test

Table 9. Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig
1	407,444	3	138,815	35,797	<,001b
Regression					
Residual	371,811	98	3,794		
Total	779,255	101			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Product Quality, Brand Image, Word of Mouth

Source: data processed with SPSS 27

The resulting F table value is calculated using degrees of freedom ($df_1 = (k-1)$, $df_2 = (nk-1)$, and $df = (4-1) (102-3-1)$ so that the F table is 2.7. From the table above, it can be concluded that the calculated F value is 35,797. H_a is accepted, while H_o is rejected because the acceptance conditions are determined by $F_{count} > F_{table}$ ((Ghozali, 2018). The test results show that the overall regression model is fit and suitable for use.

Multiple Regression Analysis Test

Table 10. Multiple Regression Analysis Test

Coefficients ^a			
Unstandardized Coefficients			
model	B	t	sig
(Constant)	1,253	0.918	0.361
Product Quality	0.368	5,159	<0.001
Brand Image	0.245	3,084	0.003
WOM	0.241	3,318	0.001

a. Dependent Variable: Consumer Satisfaction

Source: data processed with SPSS 27

Based on the results of multiple linear regression analysis, the equation $Y = 1.253 + 0.368X_1 + 0.245X_2 + 0.241X_3 + \varepsilon$, where the constant value of 1.253 indicates that if all independent variables (product quality, brand image, and word of mouth) are zero, then the level of consumer satisfaction is at 1.253. The regression coefficient of product quality (X_1) of 0.368 indicates that every one unit increase in product quality will increase consumer satisfaction by 0.368, assuming other variables remain constant. Brand image (X_2) has a coefficient of

0.245, which means that a one-unit increase in brand image will increase consumer satisfaction by 0.245. Meanwhile, word of mouth (X_3) with a coefficient of 0.241 also shows a positive influence, where every one unit increase in word of mouth will increase consumer satisfaction by 0.241, assuming other variables remain constant.

Coefficient of Determination Test

Table 11. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.723a	0.523	0.508	1,948

Source: data processed with SPSS 27

The findings of the data analysis also show an Adjusted R Square result of 0.508, which means that 50.8% of changes in consumer satisfaction can be explained by product quality, brand image, and word of mouth. While the remaining 49.2% is explained by other factors that are not in the observed model.

Hypothesis Testing

The T test can be seen in table 10. The T test is used to test the influence of each independent variable (X) on the dependent variable (Y) (Ghozali, 2018). Referring to the T-test results, the findings of the product quality variable have a positive and significant influence on consumer satisfaction, through a coefficient of 0.368, t count 5.159 > t table 1.660 and its significance <0.001. Brand image also shows a positive and significant influence on consumer satisfaction, through a coefficient of 0.245, t count 3.084 > t table and its significance is 0.003. Furthermore, WOM has a positive and significant influence on consumer satisfaction, through a coefficient of 0.241, t count 3.318 > t table and its significance is 0.001. This means that all proposed hypotheses are accepted.

DISCUSSION

The Influence of Product Quality on Consumer Satisfaction Smartphone Xiaomi in Purwokerto

Based on the findings of this study, the product quality variable significantly influences consumer satisfaction. These findings indicate that product quality has a positive and significant impact on consumer satisfaction. Descriptive statistics show a mean score of 3.89, indicating that users perceive product quality as satisfactory. Smartphone Xiaomi has good durability. This is in line with the theory. Expectancy Confirmation Theory (ECT) found that consumer satisfaction with Xiaomi smartphones in Purwokerto is influenced by the quality of the product they receive. If consumers receive durability and usability that meet or even exceed their expectations (positive disconfirmation), their satisfaction level will increase. Conversely, if the durability offered is not as expected (negative disconfirmation), their satisfaction level will decrease. This

means that the higher the durability offered, the higher the level of consumer satisfaction.

The Influence of Brand Image on Consumer Satisfaction Smartphone Xiaomi in Purwokerto

The research results indicate that brand image has a positive and significant impact on consumer satisfaction. This finding indicates that public perception of the Xiaomi brand, particularly regarding its technological sophistication, is a key factor in strengthening user satisfaction. Descriptive statistics show an average score of 4.06, reflecting the strength of brand identity in creating a modern and innovative impression. In theory, Expectancy Confirmation Theory (ECT), if the technology presented is able to exceed user expectations, then positive confirmation will occur, which will lead to increased satisfaction. Conversely, a mismatch between expectations and reality will result in negative confirmation, which will decrease satisfaction.

Influence Word of Mouth on Consumer Satisfaction of Users Smartphone Xiaomi in Purwokerto

The findings indicated, Word of Mouth has a positive and significant impact on consumer satisfaction. This finding is reflected in consumers' strong desire to recommend or share their positive experiences with Xiaomi products. Descriptive statistics show a highest mean value of 4.05 and a lowest mean value of 3.88, indicating that voluntary word-of-mouth promotion is an important factor in building customer loyalty and satisfaction. This aligns with the theory. Expectancy Confirmation Theory (ECT) found that consumer satisfaction with Xiaomi smartphones in Purwokerto is influenced by the word of mouth they receive. When positive information is received as expected or exceeds it, satisfaction increases (positive disconfirmation), and vice versa, if the information provided is not as expected (negative disconfirmation), satisfaction decreases.

CONCLUSION AND RECOMMENDATIONS

Based on the results of multiple linear regression analysis, it can be concluded that the three independent variables, namely product quality, brand image, and word of mouth, each have a positive and significant influence on consumer satisfaction of Xiaomi smartphone users in Purwokerto. The variable of product quality is the most dominant factor in shaping consumer satisfaction, followed by brand image and word of mouth. These findings indicate that users will feel more satisfied if the company is able to meet or even exceed their expectations, both in terms of product quality, the strength of brand perception, and positive information received through the experiences of fellow users. Therefore, each of these factors needs to be a primary focus in strategies to increase customer satisfaction.

Based on the research results, Xiaomi and its authorized distributors are advised to continuously improve product quality, particularly in terms of durability, reliability, and features that meet market needs. Furthermore, the company needs to strengthen its brand image through effective communication

strategies and create positive word of mouth through satisfying customer service and experiences. Responding quickly to customer complaints and maintaining a good reputation on social media are also crucial for maintaining customer satisfaction and loyalty.

ADVANCED RESEARCH

Future researchers are advised to expand this study by adding other variables such as price, promotion, or after-sales service to obtain more comprehensive results. Furthermore, research could be conducted in other regions and with a larger number of respondents to allow for broader generalization. It should also be noted that the majority of respondents in this study were from the younger age group (20–25 years old). Therefore, further research is recommended to involve respondents from a variety of age groups to obtain a more comprehensive picture of consumer satisfaction across all segments of society.

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