

# The Influence of E-WOM, Brand Image, Product Features, and Product Price on Purchase Intention for The Samsung Galaxy S23 Smartphone in Indonesia

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## ABSTRACT

The rapid growth of technology has brought advances in information technology that can be easily accessed and has had a positive impact on all aspects, especially smartphones. One of the well-known smartphone companies in Indonesia is Samsung. Samsung is a smartphone that is favored by the public and occupies the position of Top Brand Award in Indonesia, but in recent years, the market share of Samsung smartphones has decreased. The objective of this study is to ascertain electronic word of mouth, brand image, product features, product prices, and purchase intentions on Samsung Galaxy S23 smartphones. The research method used is the quantitative method. The population and samples used in this study are people in Indonesia who have seen online reviews of the Samsung Galaxy S23 smartphone and are interested in or motivated to make purchases on the Samsung Galaxy S23 smartphone. The sampling technique used is the purposive sampling method by distributing questionnaires to 385 respondents. Based on this research, it is recommended that the Samsung Galaxy S23 smartphone pay attention to the variable production price. The company can review the price offered to match the competitive market and the features it has to increase purchase intention.

Keywords: brand image; e-wom, product features; product price; purchase intention

## 1. INTRODUCTION

The growth of technology is currently growing increasingly rapidly. Technological advances make information easily accessible and have a good impact on all aspects. In Indonesia, the smartphone industry is growing very rapidly. Based on APJII (2022), 89% of internet users use smartphone devices to connect to the internet. Based on the survey by Statista (2023), it is known that Indonesian smartphone users have increased every

year. Smartphone users are predicted to increase in the next few years. This indicates that smartphones are one of the things people need to support their daily activities, which encourages smartphone companies to continue to give birth to the latest brands. According to Wijaya et al (2021), the large opportunities that exist in the smartphone market make competition among smartphone companies increasingly fierce. Various latest smartphone products continue to compete to meet consumer needs with their latest innovations. The increasingly fierce smartphone competition has resulted in many other smartphone brands entering the market. Based on the Top Brand Award (2023) to occupy the Top Brand Award, there are only five brands that lead the current top position. Samsung occupies the first position with 33%. Based on Statista (2023), Samsung smartphones also occupy the first position, leading the most popular gadget category in Indonesia by 40%. But the fact is that based on market share, Samsung has decreased in recent years; this can be seen in Figure 1.

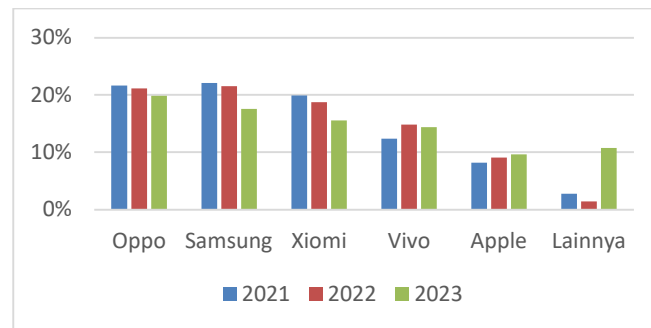


Figure 1. Market Share Smartphone in Indonesia

Samsung smartphones have several types of best-selling smartphones currently. Based on IDN Times Media (2023), the best-selling types of Samsung smartphones are the Samsung Galaxy S23, Samsung Galaxy Z Flip, Samsung Galaxy S22, and Samsung Galaxy S21. Samsung Galaxy S23 is the latest series owned by Samsung; exactly in 2023, this type is officially sold in the market. The Samsung Series S23 smartphone is the latest smartphone released in 2023. This smartphone series offers the latest innovations that are up-to-date. At the beginning of the release, the Samsung series S23 smartphone had a high appeal in the market. As quoted from DSCC (2023) in Figure 2, the Samsung series S23 smartphone is the highest-selling smartphone compared to the S22 series, but the Samsung series S23 has experienced a decline in market share in recent months.

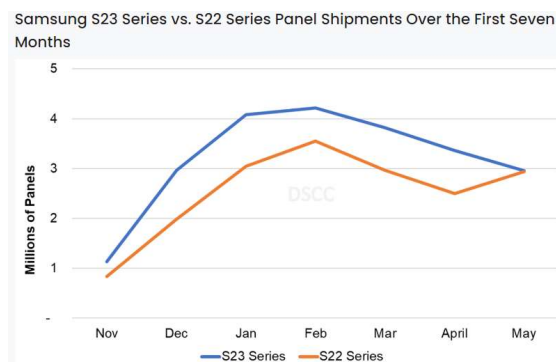


Figure 2. Market Share Smartphone Samsung Galaxy S23

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This decrease in market share results in a decrease in the purchasing power of Samsung smartphone consumers, which has an impact on smartphone sales. According to Kotler & Armstrong (2018), this is influenced by consumer behavior, which arises when consumers receive stimuli from various external factors that ultimately lead to a product purchase based on individual characteristics. Therefore, it is hoped that Samsung can be more resilient because consumers today will focus on and pay attention in detail to product specifications and the durability of smartphones that are better for them to use. According to Rakib et al (2022), marketers must always innovate in the form of maintaining the current market, such as by presenting the latest features, ever-increasing product quality, and appearance. According to Winarno & Indrawati (2022), the strategy used to face smartphone market competition is to attract consumers by increasing purchase intention, one of which is through electronic word of mouth (E-WOM). According to Putra et al (2020), consumers are more trusting of advice from people who have experience with a particular product, or what is commonly known as product reviews. Based on Databoks (2021), 33% of consumers agree that consumer reviews are one of the driving factors for purchasing a product.

According to Putra et al (2020), the use of E-WOM through Internet media has shaped a person's perception of brand image. According to Rakib et al (2022), a brand that is known to the public has a good image and is in higher demand than a brand that is not known by the public. The company's good image has an important influence on consumer purchase intentions.

Smartphone companies aim to meet consumer needs and desires. To meet consumer needs, smartphones have a choice of different features. Based on previous research, Rahim et al (2017) say that consumers choose smartphones based on their physical appearance, size, and menu arrangement. Based on Statista (2021), it is said that the main reason buyers are interested in making purchases on smartphones is that as many as 43% of respondents need applications from smartphones, and 33% of respondents said they need features available on smartphones, which are taken into consideration before buying. According to Rakib et al (2022), product features have a strong influence on consumer purchase intentions for smartphone products.

Product price is something that is taken into consideration before making a purchase decision. Based on Databoks (2023) it is known that the main factor in purchasing a smartphone is considering the price, namely 66% of respondents agree that price is very influential when considering before making a purchase. Muljani and Koesworo (2019) emphasize the significance of consumer purchase intention as a crucial aspect for companies to take into account. Elevated consumer purchase intention towards a product correlates with a greater likelihood of consumers making a purchase. To achieve success in boosting consumer motivation, companies need to employ appropriate strategies. Marketers should possess the ability to comprehend the factors that sway consumers when they decide to purchase smartphones. Among the various factors that stimulate the emergence of purchase intention, this study focuses on the variables of electronic word-of-mouth (E-WOM), brand image, product features, and product price on purchase intention by previous research by Rakib et al (2022) and Putra et al (2020).

## 2. LITERATURE REVIEW

### 2.1. Electronic Word of mouth

According to Kotler & Armstrong (2018), E-WOM generally starts with a conversation about a brand from one person to another and is integrated. Conversation influences both offline and online social electronic word of mouth aims to engage customers with a brand so that they can share brand experiences with others, both in the real and digital worlds. According to Isnagilova et al. (2017), E-WOM is a process of exchanging information that is available to many people via the Internet. This information is dynamic and continuous between potential consumers, actual consumers, or even former consumers who have known a product, service, brand, or company. According to Chong et al. (2018), E-WOM can be described as favorable and unfavorable remarks provided by potential customers, existing customers, or even past customers, expressing their opinions about a product or service through online platforms.

In their research, Putra et al (2020) say that E-WOM can increase consumer purchase intentions. Consumers make the information in E-WOM a major factor in changing their behavior in making pre-purchase considerations, such as paying attention to the quality, variety, and price of smartphones. Nuseir (2019) stated that the context of marketing through E-WOM is very relevant today to purchase intention. The following hypothesis is proposed:

*H<sub>1</sub>: E-WOM has a positive and significant influence on purchase intention.*

Research by Alrwashdeh et al (2019) states that E-WOM has a positive influence on brand image. The more positive the E-WOM, the better the brand image of a brand. The internet is a major influence on building brand image for companies. Someone is considered to trust the information they get from a source, for example, online reviews. Therefore, brand image occurs because of E-WOM. The following hypothesis is proposed:

*H<sub>2</sub>: E-WOM has a positive and significant influence on brand image.*

### 2.2. Brand Image

Kotler and Armstrong (2018) said that brand image signifies the perception held by consumers. It represents something noteworthy that remains in their recollection regarding a brand or product. Chen et al (2018) suggest that brand image mirrors a company within consumer recollections, setting apart a brand or company from other rival entities by distinctive attributes within the brand image. These attributes encompass product range, product features, product excellence, user-friendliness, geographical origin, and other distinguishing traits.

Chandra and Indrawati (2022) stated that a greater enhancement in the company's brand image corresponds to an elevated purchase intention. Brand image has a positive influence on purchase intention. This is because the communication built by the company is getting better; customers already have confidence in the product. Muljani & Koesworo (2019) suggest that as consumer perceptions of a brand improve, there will be a corresponding increase in purchase intention. The following hypothesis is proposed:

*H<sub>3</sub>: Brand image has a positive and significant influence on purchase intention*

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### 2.3. Product Features

According to Kotler & Armstrong (2018), product features are a competitive tool used in the comparison of company products with competitors' products. One of the most effective ways to compete is to introduce the latest features that have value. A product can offer a variety of features that vary, to differentiate it from other products to attract customers. According to Lay-Yee et al. (2013), product features are characteristics of a product that meet the level of satisfaction and desires of consumers through products, usage, and product benefits. Mei Min et al (2012) said product features can be customized through design, application, features, internet accessibility, and operating system. Product features include hardware and software.

According to Rakib et al (2022), the study indicated that the attributes of smartphones have an impact on the intention to purchase. Contemporary and enhanced features contribute to heightened purchase intention. Generally, consumers prioritize examining the features offered by a smartphone before finalizing their purchase. The ensuing hypothesis is put forth as follows:

*H<sub>4</sub>: Product features have a positive and significant influence on purchase intention*

### 2.4. Product Price

According to Mothersbaugh and Hawkins (2016), price is a signal of the quality of a good or service. If a product has a price that is too low, it is considered to have low quality, and vice versa. Economists assume that if the price is low, many are interested in the product and generate higher sales compared to high prices. Kotler & Armstrong (2018) said that price is the primary factor that affects purchasing. Price is the total amount of money required to purchase any good or service under the value and benefits offered to customers. The price given to customers must be in line with their needs, and businesses must be able to understand the purpose of the price that has already been established.

### 2.5. Purchase Intention

According to Kotler & Armstrong (2018), purchase intention represents a facet of consumer conduct that materializes between the phases of assessment and the decision to buy. It is characterized as the prospective inclination of consumers towards procuring a specific brand or product. According to Rudyanto (2018), purchase intention assumes a paramount role in appraising consumer behavior, given its capacity to foresee how consumers will navigate their purchasing choices.

According to Rakib et al (2022), in their research, product price is the most important thing that must be considered. Because customers are very sensitive to price when considering something before making a purchase, Customers are willing to pay more to get quality that matches what they get. In Muljani & Koesworo (2019), it is stated that price has a big influence on consumer purchase intention. The following hypothesis is proposed:

*H<sub>5</sub>: Product price has a positive and significant influence on purchase intention*

Research, Putra et al (2020) said that the existence of online reviews or the attitude of someone who shares their experience through internet media makes them more confident with other people who have first consumed the product. They receive this information and will influence consumer behavior towards purchasing decisions. In

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Handoko & Melinda (2021), it is said that brand image mediates E-WOM and purchase intention. A good brand image reflects a company that will influence positive E-WOM and consumer buying intentions. The following hypothesis is proposed:

*H<sub>6</sub>: E-WOM has a positive and significant effect on purchase intention through brand image*

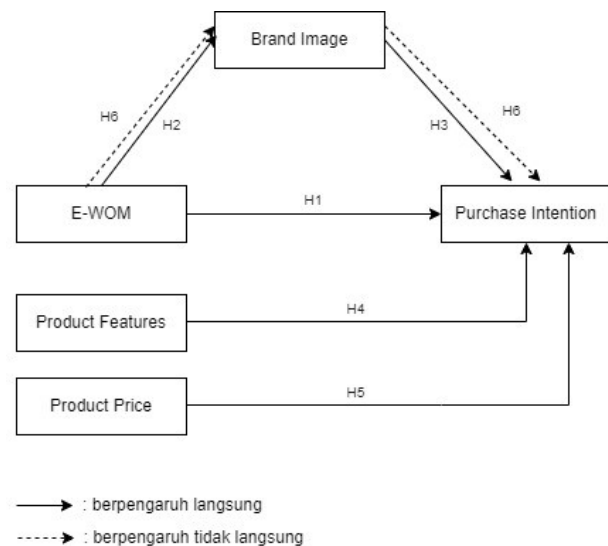


Figure 3. The conceptual research framework

### 3. RESEARCH METHOD

This study aims to determine the effect of E-WOM, brand image, product features, and product price on purchase intention for Samsung Galaxy S23 smartphones in Indonesia. The population of this study is people in Indonesia who are interested in or motivated to make purchases of Samsung smartphones. The population in this study is not yet known. The sampling technique in this study is non-probability sampling with the criteria for this respondent, namely people in Indonesia who have seen online reviews of the Samsung Galaxy S23 smartphone, people in Indonesia who are interested or motivated to make purchases on the Samsung Galaxy S23 smartphone, and people aged 17 years and over.

The data collection method is a survey with an online questionnaire. Data analysis techniques in this study used quantitative methods and structural equation modeling (SEM) analysis. According to Hair et al (2019), SEM is a method of data analysis that explains how several variables relate to one another to produce a linkage connection that can be expressed as an equation. SEM PLS analysis, a technique that analyzes the relationship between multiple variables at once, was used in this study. SEM PLS has two measurement models, namely the outer model and the structural model (inner model). at the measurement model stage, namely by conducting validity tests, namely construct validity (convergent validity and discriminant validity), and reliability tests, namely Cronbach's alpha and composite reliability. at the structural model stage, by testing r square, f square, and q square.

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#### 4. RESULTS AND DISCUSSION

Table 1 summarizes the profile of respondents' gender, age, occupation, and monthly income. Among the 385 usable responses, 25% were male, and 75% were female, with the majority (55%) aged between 21 to 25 years old, followed by those aged 17-20 years old (32%). Most respondents were students (59%), Most respondents had an average income of Rp 1,000,000- Rp 3,000,000 per month (33%).

Table 1. Respondent Profiles

No	Respondent Profile	Frequency	Percentage
1	Gender		
	Male	98	25%
	Female	287	75%
2	Age group		
	17 – 20 years	122	32%
	21 – 25 years	213	55%
	– 30 years	37	10%
	>31 years	13	3%
3	Occupation		
	Students	228	59%
	Government employees	11	3%
	Private employee	84	22%
	self-employed	44	14%
	Housewife	1	0%
	Others	17	4%
4	Average monthly income		
	< Rp 1.000.000	89	23%
	Rp 1.000.000- Rp 3.000.000	126	33%
	Rp 3.000.000- Rp 5.000.000	122	32%
	>Rp 5.000.000	48	12%

The following are the results of measuring outer loading, which consists of the loading factor, Cronbach alpha, composite reliability, and AVE of each item, the statement items in this study. loading factor value has a score > 0.7 declared valid, Cronbach alpha value and composite reliability > 0.7 declared reliable, and AVE value > 0.50, which means that each indicator used in this study meets the convergent validation criteria.

Table 2. Outer Loading Measurement Results

Item	Loading factor	Cronbach alpha	Composite reliability	AVE
EWOM		0.966	0.972	0.853
X1.1	0.945			
X1.2	0.946			
X1.3	0.902			
X1.4	0.928			
X1.5	0.902			
X1.6	0.919			
PF		0.948	0.960	0.829
X2.1	0.920			

	X2.2	0.913			
	X2.3	0.907			
	X2.4	0.927			
	X2.5	0.885			
PP			0.888	0.931	0.817
	X3.1	0.900			
	X3.2	0.912			
	X3.3	0.899			
PI			0.916	0.947	0.856
	Y.1	0.914			
	Y.2	0.913			
	Y.3	0.930			
BI			0.930	0.950	0.826
	Z.1	0.928			
	Z.2	0.917			
	Z.3	0.925			
	Z.4	0.864			

## Hypothesis Testing

The research hypothesis test is carried out to prove the relationship between the variables in a research model. The following are the results of the hypothesis test in this study:

Table 3. Result of Hypothesis Testing

		<i>Path Coefficient</i>	<i>t-statistics</i>	<i>p-value</i>	<i>Decision</i>
H <sub>1</sub>	EWOM -> PI	0.218	3.688	0.000	Accepted
H <sub>2</sub>	E-WOM -> BI	0.880	45.449	0.000	Accepted
H <sub>3</sub>	BI -> PI	0.237	3.219	0.001	Accepted
H <sub>4</sub>	PF -> PI	0.245	3.634	0.000	Accepted
H <sub>5</sub>	PP-> PI	0.256	4.304	0.000	Accepted
H <sub>6</sub>	EWOM -> BI -> PI	0.209	3.200	0.001	Accepted

EWOM=Electronic Word of Mouth; BI=Brand Image; PF=Product Features; PP=Product Price

Hypothesis testing is done by comparing the t-statistic value with the t-table. The t-statistic value obtained must be higher than 1.98 because it uses a one-tailed hypothesis with a significance level of 5% (0,05). and the p-value obtained must be smaller than 0.05. Based on the hypothesis, test results were obtained as follows: The t statistical test has a provision, namely that if the t statistic is greater than the t table ( $t \text{ statistic} > 1.98$ ), then the hypothesis is accepted, and if the  $t \text{ statistic} < 1.98$ , then the hypothesis is rejected. Furthermore, to determine whether a variable is significant or not, a p-test is carried out, provided that the p-value  $< 0.05$  has a significant effect (Hair et al. 2019). The result of hypothesis testing conducted using SMART-PLS:

1. Based on the path coefficient 0,218 which is positive, the  $t\text{-statistic} > t\text{-table}$  ( $3,688 > 1.98$ ) and the p-value of 0.000. That is, it can be concluded that H1 is accepted. Based on the path coefficient 0,880, which is positive, and the  $t\text{-statistic} > t\text{-table}$  ( $45,449 > 1.98$ ) and p-value 0,000. That is, it can be concluded that H2 is accepted.



2. Based on the path coefficient 0,237, which is positive, and the  $t\text{-statistic} > t\text{-table}$  ( $3,219 > 1.98$ ) and  $p\text{-value}$  0,001. That is, it can be concluded that H3 is accepted.
3. Based on the path coefficient 0,245 which is positive, and the results of the  $t\text{-statistic} > t\text{-table}$  ( $3,634 > 1.98$ ) and the  $p\text{-value}$  of 0,000. It can be concluded that H4 is accepted.
4. Based on the path coefficient 0.256, which is positive, and the  $t\text{-statistic} > t\text{-table}$  ( $4,304 > 1.98$ ) and  $p\text{-value}$  0.000. It can be concluded that H5 is accepted.
5. Based on the path coefficient 0,209, which is positive, and the  $t\text{-statistic} > t\text{-table}$  ( $3,200 > 1.98$ ) and  $p\text{-value}$  0,000. It can be concluded that H6 is accepted.

## Discussion

Based on the findings of this study (Table 3), Electronic Word of Mouth (E-WOM) has a positive and significant impact on the purchase intention of the Samsung Galaxy S23 smartphone, confirming Hypothesis 1. This aligns with previous research conducted by Putra et al. (2020), which stated that E-WOM positively influences purchase intention. The study highlighted E-WOM as a primary factor in changing consumer behavior when considering the purchase of smartphones. Currently, individuals rely on information from the internet as a crucial consideration before making a purchase. Further supporting this research is the study by Putri & Firman (2023), where E-WOM demonstrated positive and significant results on purchase intention. Based on these findings, it can be concluded that, generally, before making a purchase, respondents seek and gather information, exchange opinions online, ensure the suitability of products by reading online reviews before making a purchase, exchange opinions through online reviews to select the product to be purchased, and feel confident after receiving recommendations from other consumers. This indicates that the more online comments and reviews, the higher the purchase intention of customers.

Based on the results of this study (Table 3), E-WOM has a positive and significant impact on the brand image of the Samsung Galaxy S23 smartphone, supporting Hypothesis 2. This is consistent with previous research conducted by Putra et al. (2020), stating that one way to build brand image is through E-WOM, as individuals are considered to trust information obtained from a reliable source. The hypothesis results prove that the presence of well-delivered and accurate E-WOM increases brand image. This indicates that the more positive comments about the Samsung smartphone, the better the brand image of the smartphone. E-WOM conveyed by consumers has a strong influence on brand image.

Based on the results of this study (Table 3), brand image has a positive and significant impact on the purchase intention of the Samsung Galaxy S23 smartphone, confirming Hypothesis 3. This aligns with previous research conducted by Putra et al. (2020), Rakib et al. (2022), and Hidayah & Akmal (2023), stating that brand image positively influences purchase intention. The hypothesis results demonstrate that having a good brand image increases consumer interest and purchase intention. The better the brand image of the Samsung S23 smartphone, the higher the purchase intention of customers. This is because trust and confidence in the Samsung S23 smartphone increase with a positive brand image.

Based on the results of this study (Table 3), product features have a positive and significant impact on the purchase intention of the Samsung Galaxy S23 smartphone,

confirming Hypothesis 4. This is in line with previous research conducted by Rakib et al. (2022), stating that product features have a positive and significant impact on purchase intention. The accepted hypothesis results prove that consumers pay attention to the features offered by the Samsung Galaxy S23 smartphone, such as camera features, Play Store maturity, internet speed, smartphone operating system, and design. The more comprehensive the features, the higher the purchase intention of customers. This illustrates that complete and customer-needs-matching product features drive purchase intention.

Based on (Table 3), product price has a positive and significant impact on the purchase intention of the Samsung Galaxy S23 smartphone, confirming Hypothesis 5. This aligns with previous research conducted by Rakib et al. (2022), stating that product price has a positive and significant impact on purchase intention. Consistent with this research, Triatmaja & Ekawati (2023) state that price has a positive and significant influence on the purchase intention of smartphones. Based on Hypothesis 5, it can be concluded that respondents pay attention to the price of the Samsung S23 smartphone before making a purchase. Customers consider the offered price in relation to the value they receive, available promotions, and competitive prices. As stated by Muljani & Koesworo (2019), companies must set prices that align with the quality offered and are competitive in the market. Therefore, affordable pricing, matching product quality, and benefits increase purchase intention for smartphones.

Based on the results of this study (Table 3), E-WOM has a positive and significant impact on purchase intention through brand image for the Samsung Galaxy S23 smartphone, confirming Hypothesis 6. This is in line with previous research conducted by Putra et al. (2020), stating that E-WOM has a positive and significant impact on purchase intention. The study by Putri & Firman (2023) states that consumers tend to rely on E-WOM messages before making purchase decisions, with a positive and significant influence of E-WOM on purchase intention through brand image. Based on the obtained hypothesis results, it can be concluded that the purchase intention of the Samsung S23 smartphone increases with E-WOM providing information, such as online reviews, to consumers and influencing the brand image of the Samsung S23 smartphone. Thus, E-WOM has a strong influence on brand image and indirectly leads to purchase intention. Additionally, this indicates that E-WOM has a direct impact on purchase intention.

## **5. CONCLUSION**

### **5.1 Conclusion**

Based on the analysis and discussion in the previous section, it can be concluded that the assessments of E-WOM, brand image, product features, product price, and purchase intention for Samsung smartphones have an average score of 83.85%, classifying them in the "Good" category. There is a positive and significant influence of E-WOM, brand image, product features, and product price on the purchase intention for the Samsung Galaxy S23 smartphone. Moreover, the current research also found the mediation role of brand image to enhance the relation between E-WOM on purchase intention.

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## **5.2. Suggestion**

### **1. Suggestion for Further Research**

- 1) Researchers in the future are encouraged to enhance their studies by incorporating additional variables such as brand equity, brand trust, and perceived value. This would serve the purpose of expanding knowledge in the related field and acquiring diverse data to enrich existing theories.
- 2) Future research should take into consideration respondent characteristics such as age and income, which influence the purchasing ability of Samsung product consumers. Age and income, tailored to the target market for the Samsung S23 smartphone, are crucial elements in the development of effective marketing strategies. Respondent age is particularly relevant because consumer preferences and needs often vary across different generations.
- 3) Subsequent research is expected to concentrate on the development of questionnaire statements that comprehensively encompass each relevant and informative variable. This implies that research questions should be carefully designed to reflect the variables under investigation. By enhancing the quality of research questions, researchers can more precisely identify their research objectives and select appropriate methods for measuring these variables. This will enhance the validity and accuracy of the research, ensuring that research findings make a meaningful contribution to the relevant field of science.
- 4) Future research is anticipated to undertake broader-scope studies to obtain comprehensive data. Future researchers can employ different research methodologies and diverse subjects as points of reference, thereby contributing to the knowledge base of various stakeholders.

### **2. Advice for the Company**

- 1) It is recommended that Samsung Galaxy S23 set an appropriate price that balances product value, costs, and market demand. The company can ensure that the smartphone maintains consistent quality with the set price, corresponding to the quality offered by the Samsung Galaxy S23. This would make consumers more willing to pay a higher price if they receive or perceive a product of equivalent value. Emphasizing product value and quality can be more effective in attracting consumer interest and trust, thereby increasing purchase intention.
  - 2) Consumers pay attention to the design of the Samsung Galaxy S23 smartphone before making a purchase, which holds low value. The company can consider innovative and iconic smartphone designs with high-quality materials to create a premium and durable impression. Keeping the design up to date can also make it more appealing to consumers. Additionally, the company can focus on achieving a high screen-to-body ratio by reducing bezels around the screen, creating a more spacious and attractive smartphone design. The Samsung Galaxy S23 can also offer a variety of attractive colors and different finishing options to cater to consumer preferences.
  - 3) The company can maintain high-quality standards for the smartphone, from materials to performance. Durable and high-quality smartphones will enhance the brand image. The company can also pay attention to marketing by using creative
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and innovative strategies aimed at capturing consumer attention and creating a positive brand perception.

- 4) Samsung smartphones can establish active online communication on social media platforms or discussion forums, such as providing tips and tricks related to using the Samsung S23 smartphone. This can enhance positive customer impressions and provide rewards to consumers who provide online reviews. They can also offer suggestions, recommendations, and additional insights to help readers make more informed decisions. In their online reviews, they can cover various aspects, such as daily smartphone use, tips and tricks to optimize the user experience, and comparisons with similar products from other brands.

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