

ANALYSIS OF THE INTERACTION BETWEEN BRAND ATTACHMENT AND HEDONIC VALUE ON IPHONE PURCHASING DECISIONS AMONG COLLEGE STUDENTS

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Abstrak

Consumer behavior is an important factor that manufacturers need to consider in determining marketing strategies. This study aims to analyze the factors that influence iPhone smartphone purchasing decisions among college students. This study used a quantitative method with a survey approach. The research sample consisted of 43 respondents selected by purposive sampling. Research data were collected using a questionnaire and analyzed using descriptive statistical analysis and hypothesis testing. The results of the study indicate that the factors that most influence iPhone smartphone purchasing decisions among college students are cognitive factors, namely price perception and quality perception. Other factors that also influence are social factors, personal factors, emotional factors, and behavioral factors. Based on the results of this study, iPhone manufacturers can implement various strategies to increase sales and market share, including: Maintaining competitive iPhone prices, Improving iPhone product quality, Educating consumers about the advantages of iPhones, Conducting further research to determine other factors that can influence purchasing decisions.

Keywords: *Consumer behavior, Purchasing Decisions, Smartphone, Iphone.*

INTRODUCTION

Consumer attitudes are views or feelings accompanied by a tendency to act toward a particular object. Consumer attitudes are a crucial factor influencing consumer decisions (Sumarwan, 2011: 165). Attitude is one of the most important concepts companies use to understand consumers.

People's lifestyles are evolving day by day, keeping pace with the times, which are moving toward modernity. Modernity can be used as a benchmark for progress in every sector, including technology, economics, social issues, and even human thought patterns and behavior (W.A. Solihin, B. Tewal. R, Wenas, 2020).

In the research, problems of service loyalty were also found, including that companies should improve the quality of their products and services to maintain customer loyalty (Widyaratna, Danni, Chandra, 2001). Other research also informs about the problem of customer loyalty that management should pay attention to and increase the role of promotion and location selection in marketing planning (Sela, 2013).

Customer loyalty can be high or low because it is influenced by several factors. If seen from previous research, customer loyalty factors include product quality (Kodu, 2013); trust (Arista and Astuti, 2018) purchasing decisions (Kodu, 2013). However, in this study, among the many factors mentioned above, only two factors were chosen by the author to be studied in this study, namely product quality and purchasing decisions.

Smartphone use is currently increasing, not only among adults but also among school students. When consumers decide to purchase a product, many factors can influence their decision, including the color, quality, or clarity of the camera (Dewi, 2022).

Quality is a product characteristic whose ability has met consumer satisfaction standards with a totality of good features. If the quality is good, consumers will really trust and like the product being offered in use. One of the main components in consumer behavior is a purchasing decision. (Faye Maya Deewi 2022) stated according to Philip Kotler (1996:144) there are several factors that can influence consumers, including: (1) cultural factors, (2) social factors, (3) personal factors.

PROBLEM

The presence of the iPhone provides a positive image for a product, especially smartphones, which are considered to have a negative value for Chinese cellphone products released. Since its appearance in the smartphone world, the iPhone has had its own appeal to consumers. To attract consumer interest in purchasing the product offered, it will influence consumer interest in trying iPhone products. Therefore, iPhone smartphone centers will continue to race to create attractive advertisements and promotions to influence consumer interest in owning an iPhone product. The iPhone has a strong and positive impact because this smartphone is widely known in various places. Therefore, with a well-known name, it makes consumers/buyers trust this one product. When the iPhone product presents a new work with a good design, consumers do not hesitate to buy the iPhone product.

DATA

According to the CIRP report, iPhone users are primarily young people. Around 22% of iPhone users are aged 18-24, while the 25-34 and 35-44 age groups account for 27% and 23%, respectively. Survey data clearly indicates that iPhone users are dominated by young people. The consumerist behavior and a desire to stay up-to-date on trends among the younger generation are certainly the reasons for the large number of iOS users. While many iPhone users simply follow trends, they often also enjoy the features provided by these iOS devices (Febrian, 2021).

RESEARCH METHODS

In this market research study, the method used is a quantitative method, namely a case study method to obtain accurate evidence by taking questionnaires from students who use iPhone brand smartphones. By using a quantitative method because the research data is in the form of numbers and data analysis uses statistics, to make it easier to analyze data according to the index.

The population used in this study was students who use iPhone brand smartphones whose population is unknown so that to obtain a sample, the Lemeshow formula can be used.

In this study, researchers collected a sample of 34 respondents by distributing a questionnaire. The questionnaire included respondent profiles, including name, gender, and age. Furthermore, the questionnaire focused on consumer behavior toward purchasing an iPhone, divided into several factors: social, personal, cognitive, emotional, and behavioral.

Data collection in this study was done by distributing a structured questionnaire. The questionnaire was in the form of a Google form given to respondents using the Guttman scale. According to Sugiyono (2016), the Guttman scale has a variable measurement with a more definite answer type, namely "yes and no", "true and false", "ever-never", this study uses "Yes

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and No". To become concrete data, the collected data was analyzed using descriptive statistics. Descriptive statistics are used to present data for each variable individually.

RESULTS AND DISCUSSION

1. Respondent Characteristics

This study describes consumer behavior toward iPhone smartphone purchasing decisions among college students. Respondent characteristics are used to describe respondents based on a predetermined sample. The characteristics of the 43 respondents in this study were used as samples.

Validity Test

		Correlations																		
		Utsa	Jenis Kelamin	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Total	
Utsa	Pearson Correlation	1	.008	-.009	.133	.107	.156	.017	-.048	.095	-.141	.104	.283	.065	-.217	.163	.130	.228	.131	
	Sig. (2-tailed)		.970	.965	.384	.494	.317	.914	.706	.546	.387	.205	.066	.679	.162	.296	.404	.142	.404	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
Jenis Kelamin	Pearson Correlation	.006	1	-.244	.271	.097	.242	.300	.167	-.296	-.440**	-.274	-.203	-.108	-.488**	-.108	-.460**	-.213	-.344*	
	Sig. (2-tailed)		.970	.042	.120	.092	.542	.123	.054	.291	.057	.008	.079	.105	.494	.091	.318	.002	.175	.026
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
Q1	Pearson Correlation	-.009	-.244	1	.348*	.365*	.199	.026	.397*	.241	.088	.160	.280	.004	.007	.226	.414*	.345*	.071*	
	Sig. (2-tailed)		.955	.120	.043	.022	.018	.201	.869	.008	.120	.075	.306	.669	.978	.966	.145	.006	.022	<.001
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
Q2	Pearson Correlation	.133	.271	.348*	1	.426*	.229	.429*	.256	-.092	.042	-.103	.214	.089	-.314*	-.003	.302*	.299	.339*	
	Sig. (2-tailed)		.384	.092	.022	.004	.140	.004	.095	.742	.788	.516	.168	.971	.041	.986	.049	.002	.022	.001
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
Q3	Pearson Correlation	-.107	.097	.365*	.426*	1	.103	.071	.203	.095	.129	-.102	.311	.053	-.250	.037	.188	.168	.273	
	Sig. (2-tailed)		.494	.542	.018	.004	.513	.652	.192	.544	.410	.517	.175	.736	.195	.811	.228	.283	.072	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q4	Pearson Correlation	.156	-.242	.199	.229	.103	1	-.071	.203	.095	.129	.066	.211	-.109	.247	.124	.188	.326*	.350*	
	Sig. (2-tailed)		.317	.123	.261	.146	.513	.652	.192	.544	.410	.472	.175	.485	.111	.429	.228	.032	.021	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q5	Pearson Correlation	.006	.006	.026	.426*	-.071	.071	1	.481**	-.147	-.220	-.070	-.090	.036	-.267	.167	.129	.006	.116	
	Sig. (2-tailed)		.914	.854	.669	.004	.652	.652	.008	.763	.138	.655	.644	.917	.082	.207	.408	.974	.453	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q6	Pearson Correlation	-.048	.167	.397*	.258	.203	.203	.461**	1	.226	.063	.287	.243	.202	-.146	.374	.323	.123	.540*	
	Sig. (2-tailed)		.758	.291	.008	.095	.192	.009	.008	.156	.899	.082	.117	.193	.391	.012	.035	.432	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q7	Pearson Correlation	.095	-.296	.241	-.092	.095	.095	.047	.220	1	.361*	.608*	.503*	.011	.283	.334*	.616*	.314*	.659**	
	Sig. (2-tailed)		.546	.057	.120	.742	.544	.544	.763	.168	.017	<.001	<.001	.943	.098	.029	<.001	.040	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q8	Pearson Correlation	-.141	.406*	.088	.042	.129	.129	.230	.063	.361*	1	.408*	.612*	-.066	.245	.162	.374*	.393**	.537*	
	Sig. (2-tailed)		.367	.608	.575	.788	.410	.410	.139	.689	.017	.006	<.001	.672	.113	.242	.112	.009	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q9	Pearson Correlation	.104	-.274	.160	-.183	-.102	.066	-.070	.287	.608*	.409*	1	.581**	-.071	.345*	.628*	.466*	.422*	.665*	
	Sig. (2-tailed)		.605	.079	.306	.510	.617	.672	.686	.062	<.001	.006	.006	.003	<.001	.002	.006	.006	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q10	Pearson Correlation	.283	-.263	.280	.214	.211	.211	-.096	.243	.603*	.612*	.581*	1	-.160	.227	.434*	.242*	.643*	.760*	
	Sig. (2-tailed)		.066	.106	.069	.168	.176	.176	.544	.117	<.001	<.001	<.001	.306	.144	.004	<.001	<.001	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q11	Pearson Correlation	.065	-.108	.004	-.089	.003	-.109	.036	.202	.011	-.066	-.071	-.160	1	.088	.004	-.043	-.263	.074	
	Sig. (2-tailed)		.679	.494	.978	.571	.736	.485	.817	.193	.843	.872	.850	.305	.665	.978	.786	.089	.835	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q12	Pearson Correlation	-.217	.481**	.007	-.314*	-.250	.247	.287	-.146	.263	.245	.345*	.227	.068	1	.284	.210	.078	.314*	
	Sig. (2-tailed)		.162	.901	.966	.041	.105	.111	.062	.361	.086	.113	.623	.144	.665	.065	.176	.018	.040	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q13	Pearson Correlation	.163	-.168	.226	-.063	-.037	.124	.167	.374*	.334*	.182	.528*	.434*	.004	.284	1	.444**	.214	.617*	
	Sig. (2-tailed)		.296	.318	.145	.998	.811	.429	.207	.012	.029	.242	<.001	.004	.978	.095	.003	.169	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q14	Pearson Correlation	.130	-.460**	.414*	.302*	.188	.188	.129	.323*	.616**	.379*	.466**	.542*	-.043	.210	.444**	1	.360*	.754*	
	Sig. (2-tailed)		.404	.002	.006	.049	.229	.229	.406	.036	<.001	.012	.002	<.001	.796	.176	.003	.176	.003	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Q15	Pearson Correlation	.228	-.213	.343	.288	.168	.326*	.006	.123	.314*	.393*	.422*	.443*	-.263	.078	.214	.360*	1	.617*	
	Sig. (2-tailed)		.142	.176	.022	.052	.283	.032	.974	.432	.040	.008	.006	<.001	.088	.018	.168	.018	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
Total	Pearson Correlation	.131	-.344*	.571*	.378*	.273	.366*	.118	.540*	.658**	.537*	.667*	.768**	.074	.314*	.617*	.764**	.317*	1	
	Sig. (2-tailed)		.404	.026	<.001	.027	.077	.021	.453	<.001	<.001	<.001	<.001	.635	.040	<.001	<.001	<.001	<.001	
	N		43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Data is said to be valid if r count $<$ r table sig value, 0.05: Valid

Data is said to be r count $<$ r table or sig value, $>$ 0.05: Invalid

Based on the data above, it can be concluded that all data has a significance of $0.000 <$ 0.05, which means it is valid.

2. Reliability Test

Data is said to be valid if the Pearson correlation value is $>$ r table value. If the Cronbach Alpha value is $>$ 0.70 then it is reliable

Reliability Statistics

Cronbach's Alpha	N of Items
.778	15

Source: Data processed, 2025

Interpretation: It is known that the Cronbach Alpha value is 0.778 $>$ 0.70, so the question on variable x is reliable.

3. Descriptive Test

Item Statistics

	Mean	Standard Deviation	N
Q1	1.56	.502	43
Q2	1.79	.412	43
Q3	1.91	.294	43

Q4	1.91	.294	43
Q5	1.95	.213	43
Q6	1.77	.427	43
Q7	1.40	.495	43
Q8	1.14	.351	43
Q9	1.35	.482	43
Q10	1.30	.465	43
Q11	1.58	.499	43
Q12	1.37	.489	43
Q13	1.44	.502	43
Q14	1.26	.441	43
Q15	1.51	.506	43

Source: Data processed, 2025

Based on the results of the descriptive test, it can be concluded that the mean value from Q1 to Q15 has a valid standard deviation.

4. Independent Samples Test

This test is used to determine whether iPhone smartphone users are influenced by social, personal, cognitive, emotional, and behavioral factors. The basis for this t-test is as follows:

- a) If the sig value < 0.05, or t count > t table then there is an influence or Q factor
- b) If the sig value > 0.05, or t count < t table then there is no influence or Q factor

		Levene's Test for Equality of Variances		Independent Samples Test				t-Test for Equality of Means			
		F	Sig.	t	df	Significance	Mean	Std. Error	95% Confidence Interval of the Difference	Lower	Upper
						One-Sided p	Difference				
Q1	Equal variances assumed	.002	.961	-.855	36	.193	.398	.206	.241	-.655	.283
	Equal variances not assumed			-.793	5.047	.232	.463	.206	.260	-.872	.460
Q2	Equal variances assumed	2.557	.119	-1.104	36	.139	.277	-.218	.198	-.619	.183
	Equal variances not assumed			-.858	4.640	.216	.433	-.218	.254	-.887	.451
Q3	Equal variances assumed	2.339	.135	.688	36	.248	.486	.091	.132	-.177	.359
	Equal variances not assumed			1.789	32.000	.042	.093	.091	.051	-.013	.194
Q4	Equal variances assumed	1.770	.192	-.726	36	.236	.472	-.109	.150	-.414	.196
	Equal variances not assumed			-.529	4.531	.311	.622	-.109	.206	-.656	.438
Q5	Equal variances assumed	1.397	.245	.553	36	.292	.584	.061	.110	-.162	.283
	Equal variances not assumed			1.437	32.000	.080	.160	.061	.042	-.025	.147
Q6	Equal variances assumed	.015	.903	.060	36	.476	.952	.012	.201	-.396	.420
	Equal variances not assumed			.057	5.102	.478	.957	.012	.213	-.531	.558
Q7	Equal variances assumed	9.384	.004	-.842	36	.178	.353	-.224	.238	-.707	.259
	Equal variances not assumed			-.827	5.647	.173	.348	-.224	.218	-.766	.318
Q8	Equal variances assumed	.263	.611	.270	36	.394	.789	.048	.180	-.316	.413
	Equal variances not assumed			.231	4.828	.415	.827	.048	.210	-.498	.553
Q9	Equal variances assumed	3.724	.062	-.764	36	.243	.486	-.164	.232	-.636	.308
	Equal variances not assumed			-.753	5.554	.241	.482	-.164	.217	-.708	.378
Q10	Equal variances assumed	.561	.459	-.335	36	.370	.739	-.073	.217	-.512	.367
	Equal variances not assumed			-.338	5.325	.334	.748	-.073	.215	-.615	.470
Q11	Equal variances assumed	2.195	.147	-.246	36	.624	.848	-.467	.238	-.929	.194
	Equal variances not assumed			-.214	5.489	.639	.879	-.467	.217	-.1009	.276
Q12	Equal variances assumed	.075	.786	.994	36	.163	.327	.236	.238	.246	.219
	Equal variances not assumed			.912	5.013	.202	.404	.236	.259	.430	.302
Q13	Equal variances assumed	.049	.827	-.108	36	.461	.921	-.024	.243	-.518	.469
	Equal variances not assumed			-.093	5.072	.465	.928	-.024	.260	-.650	.641
Q14	Equal variances assumed	.584	.470	-.203	36	.420	.841	-.042	.209	-.467	.382
	Equal variances not assumed			-.198	5.217	.425	.850	-.042	.214	-.585	.501
Q15	Equal variances assumed	1.074	.307	-.345	36	.366	.732	-.065	.246	-.593	.414
	Equal variances not assumed			-.376	37.9	.377	.757	-.065	.260	-.750	.581

Source: Data processed, 2025

Based on the test results in the table above, the significance value of the t-test for variable Q1 is 0.961 > 0.05. And if seen from the calculated t-value (-0.793 < 1.703), it can be concluded that there is no influence or factor (Q1).

MarkThe significance of the t-test for variable Q2 is 0.119 > 0.05. The calculated t-value is (-1.104 < 1.703), so it can be concluded that there is no influence or factor of

Q2. The significance value of the t-test for variable Q3 is $0.135 > 0.05$. The calculated t-value is $(1.789 > 1.703)$. It can be concluded that there is an influence or factor in Q3.

The significance value of the t-test for variable Q4 is $0.192 > 0.05$. And if seen from the calculated t-value $(-529 < 1.703)$, it can be concluded that there is no influence or factor of Q4.

The significance value of the t-test for variable Q5 is $0.245 > 0.05$. And if seen from the calculated t-results, it is $(1.437 < 1.703)$. It can be concluded that there is no influence or factor of Q5.

DISCUSSION

Based on the results of data analysis, there are several factors that are the reasons why respondents choose an iPhone brand smartphone. This is due to several factors, namely social factors, personal factors, cognitive factors, emotional factors and also behavioral factors.

Based on the results of the t-test, it can be concluded that there is no influence of social factors, personal factors, cognitive factors, emotional factors, and behavioral factors on the decision to purchase an iPhone brand smartphone.

In more detail, here are the conclusions for each factor:

- Social factors (Q1 and Q2): There is no influence on the decision to purchase an iPhone brand smartphone.
- Personal factors (Q3): There is an influence on the decision to purchase an iPhone brand smartphone.
- Cognitive factors (Q4, Q5, Q6, and Q7): There is no influence on the decision to purchase an iPhone brand smartphone.
- Emotional factors (Q8, Q9, Q10, and Q11): There is no influence on the decision to purchase an iPhone brand smartphone.
- Behavioral factors (Q12, Q13, Q14, and Q15): There is no influence on the decision to purchase an iPhone brand smartphone.

The results of this study indicate that the factors mentioned above do not significantly influence the purchase decision for an iPhone. This could be due to various factors, such as:

- The quality of iPhone products has been tested and recognized by many people.
- iPhone product innovations that always follow technological developments.
- Effective iPhone marketing strategies

Based on the results of the data analysis, it can be concluded that the factors that influence the decision to purchase an iPhone brand smartphone among students are as follows:

- Social factors:

The role of friends: Most respondents (19 people) were inspired to buy an iPhone after seeing their friends using one. However, there were also some respondents (24 people) who were not inspired to buy an iPhone after seeing their friends using one.

The role of family: Most respondents (9 people) accepted family advice to buy an iPhone. However, there were also some respondents (34 people) who did not accept family advice to buy an iPhone.

Group performance: A small percentage of respondents (4 people) felt the need to have an iPhone to be accepted by their friends. However, the majority of respondents (39 people) did not feel the need to have an iPhone to be accepted by their friends.

- Personal factors:

Lifestyle: A small percentage of respondents (4 people) felt that the iPhone was in sync with their lifestyle. However, the majority of respondents (39 people) did not feel that the iPhone suited their lifestyle.

Personality: A small percentage of respondents (2 people) felt that their iPhone reflected their personality. However, the majority of respondents (41 people) did not feel that their iPhone reflected their personality.

Value: A small percentage of respondents (10 people) felt that the iPhone was in line with the values they believed in. However, the majority of respondents (33 people) did not feel that the iPhone was in sync with the values they believed in.

- Cognitive factors:

Price perception: Most respondents (26 people) felt that the price of the iPhone was commensurate with its benefits. However, there were also some respondents (17 people) who did not feel that the price of the iPhone was commensurate with its benefits.

Perceived quality: Most respondents (37 people) felt that the iPhone was of good quality.

Perceived benefits: Most respondents (28 people) felt that the iPhone delivered the benefits they needed.

- Emotional factors:

Positive emotions: Most respondents (30 people) felt happy or satisfied when using an iPhone.

Negative emotions: Most respondents (25 people) did not feel uncomfortable or anxious when using an iPhone.

- Attitude factors:

Information search behavior: Most respondents (27 people) did research before purchasing an iPhone.

Purchasing attitude: Most of the respondents (24 people) purchased the iPhone directly.

Post-purchase behavior: Most respondents (32 people) were satisfied with their decision to purchase an iPhone. However, there were also some respondents (11 people) who were not satisfied with their decision to purchase an iPhone.

From the discussion above, it can be concluded that the most influential factors influencing the iPhone smartphone purchasing decision among students are cognitive factors, namely price perception and quality perception. Other factors, such as social factors, direct factors, and emotional factors, also have a significant impact, but not as much as cognitive factors.

CONCLUSION

Based on research conducted on iPhone brand smartphones, it can be concluded that the factors that influence the decision to purchase iPhone brand smartphones among students are as follows:

1. Cognitive factors, namely price perception and quality perception, are the most influential factors in iPhone purchasing decisions. Most respondents felt that the iPhone's price was commensurate with its usefulness and that the iPhone was of good quality.
2. Social factors, such as the role of friends, family, and peer groups, also significantly influence iPhone purchase decisions. However, their influence is less significant than cognitive factors. Most respondents were inspired to purchase an iPhone after seeing their friends using one, receiving advice from family, and not feeling the need to own an iPhone to be accepted by their friends.
3. Personal factors, personality, and values had a smaller impact on iPhone purchasing decisions. A small percentage of respondents felt that the iPhone suited their style, reflected their personality, and aligned with their values.
4. Emotional factors, such as positive and negative emotions, also had a smaller impact on iPhone purchase decisions. Most respondents felt happy or satisfied when using their iPhone and did not feel anxious or worried.
5. Behavioral factors, such as information search, purchase, and post-purchase behavior, show that most respondents conducted research before purchasing an iPhone, purchased an iPhone exclusively, and were satisfied with their decision to purchase an iPhone.

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