

Smartphone Repurchase Decisions Mediated by Customer Satisfaction

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Abstract

This research analyzes smartphone repurchase decisions occurred in the Jabodetabek area. The aim of this research is to determine, analyze, and prove whether lifestyle, brand preference, and brand awareness affects smartphone repurchases, as well as to examine the effect of lifestyle, brand preference, and brand awareness on smartphone repurchases mediated by customer satisfaction. This research used quantitative method by distributing questionnaires to 215 smartphone user customers in the Jabodetabek area using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) alternative with the Smart-PLS 4.0 program. The results of data analysis indicate that: Lifestyle and brand awareness have a significant influence on the decision to repurchase a smartphone, and brand preference does not have a significant influence on the decision to repurchase a smartphone. The research also found that lifestyle, brand preference, and brand awareness have a significant influence on smartphone repurchase decisions mediated by customer satisfaction.

Keywords: lifestyle, brand preference, brand awareness, repurchase decisions, and customer satisfaction.

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1. Introduction

The growth in smartphone use continues rapidly, becoming the main focus for companies in the telecommunications industry to compete intensively. Nowadays, owning a smartphone is not just for fulfilling personal desires, but has become a social need. Rapid technological developments require consumers to be smarter and more selective in choosing the products that are most suitable for them. Consumers need to carefully consider what they really need and what they simply want when choosing a smartphone. The factor of economic rationality is very important in this decision-making process as they must ensure that their investments provide optimal value. With a wide choice of products available, each smartphone offers different advantages, which aim to meet the needs and provide maximum satisfaction to its users.

According to an article on Indonesiabaik.id (Annur, 2024), a survey conducted by APJII, which stands for the *Asosiasi Penyelenggara Internet Indonesia*/Association of Indonesian Internet Service Providers, shows that the total number of people who have used the internet in Indonesia has reached 221.56 million people by the middle of 2024. The percentage of people who have used the internet increased by 2.67% from the previous period, where there were 215.63 million internet users recorded in 2023. This figure is the same as around 79.5% of Indonesia's total population of 275.77 million people. The internet growth rate in Indonesia had increased by 1.4% compared to the previous survey, reaching 78.19% of the population this year, compared to 77.01% in 2022. These data show an increasing trend in internet penetration from year to year, with the rate penetration reached 64.8% in 2018 and increased to 73.7% in 2019-2020. This shows that there is increasingly widespread adoption of internet technology in Indonesia.

The Central Statistics Agency (Clinteen, 2023) has published the latest data regarding internet use in Indonesia by residents aged between 5 years and over in the last three months, or what is known as internet growth in Indonesia. Based on data from Statistic Agency/BPS, the majority of Indonesians aged 25 and over have used the internet in the last three months, reaching 58.63%. This data shows a consistent trend since 2020, where the number of internet users has always been above 50%. The next age group that is significant in internet use is the group of people in Indonesia aged between 19-24 years, where 14.69% of them have accessed the internet followed by the 13-15 years age group, with 6.77% using the internet. Meanwhile, children aged 5-12 years also show quite significant internet adoption, with

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12.43% of them having accessed the internet in the same period (Annur, 2024).

The aim of this research is to find out, analyze, and prove whether lifestyle, brand preference, brand awareness influence repurchase decisions and whether there is an influence if moderated by customer satisfaction.

2. Literature Review

2.1. Repurchase Decision

According to (Peter et al., 2016) interest in repurchasing refers to purchase transactions that have been carried out repeatedly, more than once or several times. The sense of satisfaction felt by customers can be an encouragement for them to choose to buy the same product again or keep loyal to the store where they shop. This can also have a positive impact, such as sharing good experiences with others about the product or store. According to (Kotler & Keller, 2021), the decision to repurchase is a part of consumer behavior after they make a purchase. A customer's level of satisfaction or dissatisfaction with an item after making a purchase can influence the way they behave in subsequent purchasing activities. If customers feel satisfied, they will most likely choose to buy the product again. Repurchase refers to a responsive action towards a product. Interest in repeat purchases shows the customer's desire to continue choosing the product in the future. According to (Tjiptono, F., & Chandra, 2019), repeat purchasing is behavior that focuses on repurchasing the same brand of goods repeatedly, either because the brand is the only choice available or a brand with an affordable price, and etc.

2.2. Customer Satisfaction

Customer satisfaction refers to a key concept in marketing, customer satisfaction is defined as an evaluation of the customer's experience while purchasing and using a product or service from time to time. Service and product quality, pricing strategy and company characteristics refer to the important factors that can have an impact on customer satisfaction. If the company is able to provide quality products and services, customer satisfaction will be fulfilled (Zhong & Moon, 2020). According to Kotler and Keller in (Priansa, 2020), customer satisfaction occurs when someone assesses how well the product received meets their expectations. When the product exceeds expectations, it can produce feelings of pleasure, but when it does not, it can result in feelings of disappointment. Moreover, according to (Priharto, 2020), customer satisfaction refers to the level of consumer satisfaction after matching the service or product received with their expectations. Customer satisfaction is very dependent on the relative value given by customers to the performance of a "product" against the customer's own expectations. Customers will feel happy if performance meets expectations, and vice versa (Rizki Arianto, Prasetyo Hadi, 2022).

2.3. Lifestyle

According to (Laksono & Iskandar, 2018), lifestyle refers to the way a person views and expresses his or her thoughts and feelings regarding real problems, as well as the tendency to be involved in things related to psychological and emotional aspects. Lifestyle can also be reflected in a person's interests and opinions on a particular object or activity. Meanwhile, according to (Alsabiyah et al., 2019), lifestyle refers to how a person organizes their life, including in terms of the products they buy, how they use them, and the thoughts and feelings that arise after using them. In other words, lifestyle includes the actual response to the products consumed by consumers. According to (Wibowo et al., 2017), "lifestyle reflects a person's choices and decisions in living their daily life, including how they prioritize their spending and time allocation. This lifestyle reflects an individual's overt actions and patterns of consumptive behavior", which can be defined as "lifestyle reflects a person's choices and decisions in living their daily life, including how they prioritize their expenses and allocate their time. This lifestyle reflects the individual's open actions and consumerist behavior patterns."

2.4. Brand Preference

(Markus & Zajonc, 1985) defines preferences as desires or alternative choices. Brand preference according to (Hellier et al., 2003) is the extent to which consumers will consider liking what is provided by a company, compared to services provided by other companies. Brand preferences refers to a factor or information received by customers, which then influences their decision to purchase a product (Wayan Widana & Sri Darma, 2018). In order to create an attraction for consumers, it is important for a brand to show its level of trust (Aaker in Oktiani & Gaddafi, 2018). In addition, brand preference can also be influenced by usage experience, namely the experience experienced by consumers when using the product. Brand preference refers to a consumer's tendency to choose a particular brand, which may vary based on their current important beliefs, the consumer's inclination towards a particular brand, and the extent to which consumers like one brand over another (Bagus Angga Primanda Kusuma & Putu Miartana, 2018).

Brand preferences are identified based on three factors: values, culture, and personality. Brands also embody certain principles; for example, Elzatta indicates that its brand value is centered on effectiveness. Consumers looking for fast communication may consider efficiency an important aspect of a product.

2.5. Brand Awareness

Brand awareness is the consumer's ability to recognize a brand in different situations, for instance reflected through recognition or reminders of the brand's achievements (Kotler & Keller, 2016). Another definition of brand awareness according to Aaker is a consumer's capability to remember or recognize that a brand is in a special product category (Siahaan & Yuliati, 2016). The level of brand awareness measures the extent to which consumers in the market are able to remember or recognize the existence of a brand in a particular category. The higher the level of consumer awareness of the brand, the easier it is for them to make purchasing decisions. Factors that make consumers pay attention and observe a brand can significantly increase brand awareness, especially in terms of brand recognition (Pradipta et al., 2016). Brand awareness refers to the level of understanding or knowledge that potential buyers have about a brand, where they are able to recognize or remember that the brand is included in a specific product category. (Chamid in Sucahyo, 2017). Brand awareness refers to the ability of potential customers to remember and recognize a brand in a specific category (Aaker in Siahaan & Yuliati, 2016).

3. Research Method and Materials

This research method used quantitative approach, the population in this study involved people who have purchased more than once smartphone products in the Jabodetabek area. This research utilized a purposive sampling method, while calculating the number of samples that could represent the population based on the number of research indicators multiplied by 5 to 10. For this research, the number of samples was determined by multiplying the research indicators by 10 to get more representative number (Hair, et al. 2010). Sample calculation = number of indicators x 10 = 18 x 10 = 180. The questionnaire in this study was distributed to 215 respondents via Google form to respondents.

4. Results and Discussion

According to research on lifestyle, brand preference, brand awareness, repeat purchase decisions, and customer satisfaction, the results were obtained shown on Figure 1.

4.1. The Influence of Lifestyle (X1) on Repurchase Decisions (Z)

Lifestyle has a positive relationship with repurchase decisions. This was obtained from the original sample value of 0.334 or the magnitude of the relationship is 33.4%. The t-statistic value shows that t-count is 3.563 > t-table 1.652, which means that lifestyle has an influence on repurchase decisions with a significance level (p-value) of $0.000 < 0.05$, which is significant. These results can be said to mean that lifestyle has a significant influence on repurchase decisions. The results of this study show that there is a positive relationship of 33.4% between lifestyle and repurchase decisions, meaning that if smartphone manufacturers increase the ease of use of smartphones, repurchase decisions will increase, where the indicators of lifestyle are activities, interest, and opinions. Based on the results of the description analysis, the highest mean value is L2 with a value of 4.484, which states that smartphones make comfortable social interactions. This is evidenced by the large number of social media users who make it easier to connect socially even over long distances.

4.2. The Influence of Lifestyle (X1) on Repurchase Decisions (Z) through Customer Satisfaction (Y)

Lifestyle has a positive relationship with repurchase decisions through customer satisfaction. This was obtained from the original sample value of 0.084 or the magnitude of the relationship is 8.4%. Moreover, the t-statistic value shows that t-count is 2.168 > t-table 1.652, which means that lifestyle has an influence on repurchase decisions through customer satisfaction with a significance level (p-value) of $0.030 < 0.05$, which means it is significant. From these results, it can be concluded that lifestyle influences repurchase decisions through customer satisfaction. The results of this study indicate that there is a positive relationship of 33.4% between lifestyle and repurchase decisions, meaning that if smartphone manufacturers increase the ease of use of smartphones, repurchase decisions will increase, where the indicators of lifestyle are activities, interest, and opinions. Based on the results of the description analysis, the highest mean value is L2 with a value of 4.484, stating that smartphones make social interactions comfortable. This is proven by the large number of social media users who make it easier to connect socially even over long distances.

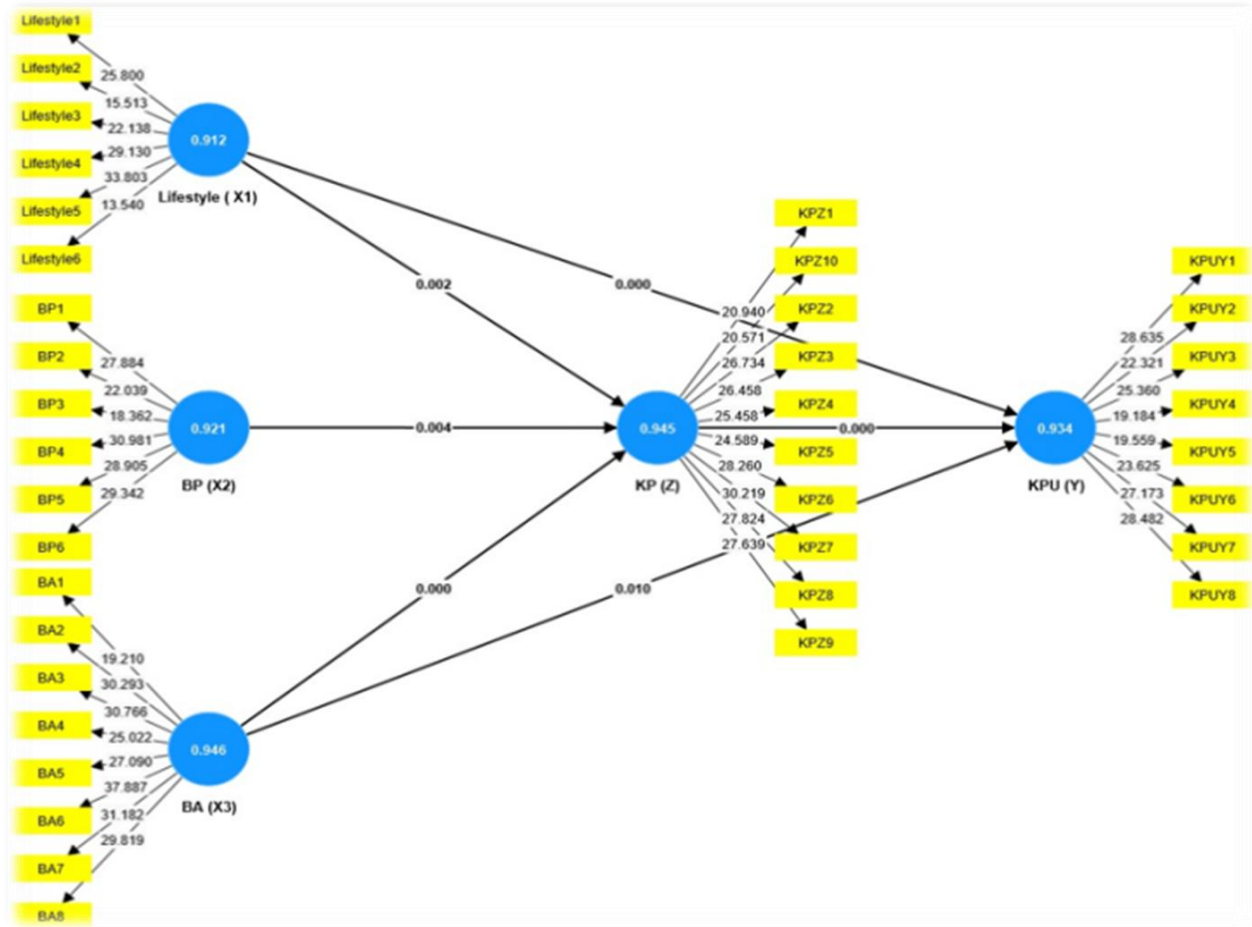


Figure 1. Outer model bootstrapping

4.3. The Influence of Brand Preference (X2) on Repurchase Decisions (Z)

Brand preference has a positive relationship with repurchase decisions. This was obtained from the original sample value of 0.057 or the magnitude of the relationship is 5.7%. This percentage value shows the third contributor in this research. Moreover, the t-statistic value shows that t-count is 0.557 > t-table 1.652, which means that brand preference is not significant in repurchase decisions with a significance level (p-value) of 0.577 > 0.05, meaning that it is not significant. These results can be said that brand preference has no significant effect on repurchase decisions. The insignificant influence proves that brand preference is one of the factors that influences smartphone repurchase decisions, but it is not significant. In line with research according to (Sah, 2021), brand preference has an insignificant relationship with smartphone purchasing decisions in Nepal. Thus, it can be concluded that brand preference can increase repeat purchase decisions but not significant. Therefore, it can also be interpreted that the indicators of brand preference influence purchasing decisions, that the product brand has an attractive name, consumer perception to choose the product, and consumers loyalty. As a result, indicators of brand preference are not a determining factor in increasing the decision to repurchase smartphone products.

4.4. The Influence of Brand Preference (X2) on Repurchase Decisions (Y) through Customer Satisfaction (Z)

Brand preference has a positive relationship with repurchase decisions through customer satisfaction. This was obtained from the original sample value of 0.087 or the magnitude of the relationship is 8.7%. Moreover, the t-statistic value shows that t-count is 2.028 > t-table 1.652, which means that brand preference has an influence on repurchase decisions through customer satisfaction with a significance level (p-value) of 0.043 < 0.05, which means it is significant. From these results, it can be concluded that brand preference influences repurchase decisions through customer satisfaction.

4.5. The Influence of Brand Awareness (X3) on Repurchase Decisions (Z)

Brand awareness has a positive relationship with repurchase decisions. This can be obtained from the original sample value of 0.248 or the magnitude of the relationship is 24.8%. This percentage shows the second contributor to this research. In addition, the t-statistic value shows that t-count is $2.152 > t\text{-table } 1.652$, which means that brand awareness has an influence on repurchase decisions with a significance level (p-value) of $0.031 < 0.05$, which means it is significant. These results can be said to mean that brand awareness influences repurchase decisions. The positive and significant influence proves that brand awareness is one of the factors influencing smartphone repurchase decisions. In line with research according to (Nuryanti & Istiyanto, 2020) and (Nuryanti & Istiyanto, 2020), brand awareness can increase repeat purchase decisions. Thus, it can also be interpreted that indicator of brand preference influence purchasing decisions, namely recall, recognition, purchase, and consumption. So, the indicators of brand preference can be a determining factor in increasing the decision to repurchase smartphone products.

4.6. The Influence of Brand Awareness (X3) on Repurchase Decisions (Z) through Customer Satisfaction (Y)

Brand awareness has a positive relationship with repurchase decisions through customer satisfaction, which was obtained from the original sample value of 0.094 or the magnitude of the relationship is 9.4%. Apart from that, the t-statistic value shows that t-count is $2.427 > t\text{-table } 1.652$, which means that brand awareness has an influence on repurchase decisions through customer satisfaction with a significance level (p-value) of $0.015 < 0.05$, which means it is significant. These results can be concluded that brand awareness influences repurchase decisions through customer satisfaction. For telecommunications companies, it is crucial to prioritize increasing brand awareness as part of steps for long-term growth. This relates to the name, logo, identity of the smartphone product so that it can always be remembered by the public. Therefore, increasing brand awareness is not only about brand awareness, but also about understanding and fulfilling customer desires. By taking this step, telecommunications business people is able to create products that are always remembered by the public, which in turn can increase sales.

5. Conclusion

Based on the research results that has been carried out, regarding brand preference and brand awareness, as well as repeat purchase decisions and customer satisfaction with smartphone products. From the tests that have been carried out, the following conclusions can be drawn: Lifestyle has a significant influence on smartphone repurchase decisions, meaning that lifestyle becomes one of the factors that can contribute to increasing repurchase decisions for smartphone products. Lifestyle has a significant influence on smartphone repurchase decisions through customer satisfaction, meaning that smartphone companies that have good lifestyle indicators that are able to contribute and influence customer satisfaction, which will increase smartphone repurchase decisions.

Brand preference has no significant effect on smartphone repurchase decisions, meaning that brand preference is not a factor that can contribute to increasing repurchase decisions for smartphone products. The findings of this research highlight that the indicators of brand preference, such as attractive names, consumer perceptions, and consumer loyalty may not play as great a role as expected in influencing smartphone repurchase decisions. This suggests that other factors, such as price policy, product quality, and promotions may have a greater impact on attitudes towards making smartphone repurchase decisions. Brand Preference has a significant influence on smartphone repurchase decisions through customer satisfaction, meaning that smartphone companies with the good brand preference indicators are able to contribute and influence customer satisfaction, which will increase smartphone repurchase decisions.

Brand Awareness has a significant influence on smartphone repurchase decisions, meaning that brand awareness is an element that can contribute to increasing repurchase decisions for smartphone products. Brand awareness has a significant influence on smartphone repurchase decisions through customer satisfaction, meaning that smartphone companies that have good brand awareness indicators are able to contribute and influence customer satisfaction, which will increase smartphone repurchase decisions, and can increase company profits.

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