



# The Determinant Factors that Influence Repurchase Intention of Samsung Smartphone in Jabodetabek

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## ABSTRACT

Smartphone users has increase rapidly in Indonesia, many people start to use smartphone and one of the manufacturers of smartphone is Samsung. Samsung has been the leader of Smartphone in Indonesia for years, but recently it experienced a drop in worldwide sales and also in Indonesia. This study aims to find the determinants that influence Samsung Smartphones repurchase intention. This study uses 9 variables and uses SEM-PLS data analysis method. All respondents used in this research are 280 respondents that resides in Jabodetabek area and have used Samsung smartphone. The result show that brand preference, brand experience, and brand loyalty have a positive effect towards repurchase intention. Meanwhile, other variables such as self-congruity has no positive effect towards repurchase intention

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## INTRODUCTION

Smartphone users in Indonesia are increasing every year, this is marked by an increase in the number of smartphone users from 2017 to 2020, where in 2017, smartphone users in Indonesia were 117.61 million users, and in 2020 the number increased exponentially to 183.68 million. users, it is even projected that in 2026, smartphone users in Indonesia will number 238.79 million users (Statista, 2021) In addition, smartphone penetration in Indonesia also continues to increase every year, in 2017 there were 44.44% of individuals from the total population of Indonesia who have smartphones, where in 2020 that number jumped to 67.15% (Statista, 2021). In fact, in 2026 it is projected that 82.45% of the total population of Indonesia will own a smartphone (Statista, 2021).

For several years Samsung has continued to lead as the smartphone brand with the most market share in the world, where in 2018, Samsung as the owner of the largest market share had 31.81% share of the world smartphone market. However, since January 2022, Samsung is no longer the brand with the most market share in the world, where there has been a decline of 27.18%, as shown in table 1.

**Table 1.** Samsung Smartphone Brand Market Share in the World

Mobile Vendor Market Share in the World						
No.	Brand	Jan-18	Jan-19	Jan-20	Jan-21	Jan-22
1	Samsung	31.81%	32.16%	31.29%	28.97%	27.18%
2	Apple	19.64%	22.85%	24.76%	27.47%	29.49%
3	Huawei	5.26%	7.87%	10.61%	9.72%	6.64%
4	Xiaomi	4.85%	7.88%	8.1%	10.04%	11.54%
5	LG	3.48%	2.78%	2.4%	1.69%	1.21%
6	Oppo	3.45%	4.49%	4.25%	5.02%	5.29%
7	Lenovo	2.87%	1.77%	N/A	N/A	N/A
8	Motorola	2.64%	2.72%	2.42%	2.13%	2.42%
9	Mobitel	1.62%	3.04%	3.02%	N/A	N/A
10	Realme	N/A	N/A	0.88%	2.11%	2.92%
11	Vivo	N/A	N/A	N/A	3.74%	4.26%

Source: Statcounter (2022)

The same thing also happened in Indonesia, where Samsung's market share continued to decline from 2017 to 2022, where in 2017 Samsung had a market share in Indonesia of 29.51%. In 2022, Samsung's market share in Indonesia fell to 20.39% and Samsung is no longer the smartphone brand with the largest market share in Indonesia. When viewed with competitors in its class such as Xiaomi, Oppo, Vivo, and Apple, these brands do not experience a continuous and continuous decline every year like Samsung, even Apple always increases from year to year (Statcounter, 2022).

**Table 2.** Samsung Smartphone Brand Market Share in Indonesia

Mobile Vendor Market Share Indonesia						
No.	Brand	Jan-18	Jan-19	Jan-20	Jan-21	Jan-22
1	Samsung	29.51%	27.01%	24.63%	23.41%	20.39%
2	Xiaomi	15.84%	21.54%	20.93%	19.61%	19.93%
3	Oppo	12.04%	17.4%	20.77%	22.11%	20.81%
4	Apple	3.57%	5.86%	6.62%	7.37%	8.46%
5	Asus	5.6%	3.01%	3.42%	2.15%	1.29%
6	Mobitel	2.64%	6.83%	10.8%	N/A	N/A
7	Lenovo	4.29%	2.48%	N/A	N/A	N/A
8	Nokia	2.64%	N/A	N/A	N/A	N/A
9	Sony	1.8%	N/A	N/A	N/A	N/A
10	Vivo	N/A	N/A	N/A	12.52%	15.4%
11	Realme	N/A	N/A	3.18%	6.16%	7.48%
12	Huawei	N/A	N/A	1.11%	0.88%	0.6%
13	Infinix	N/A	N/A	N/A	1.08%	2.19%

Source: Statcounter (2022)

For this reason, the researchers want to examine how strong Samsung consumers want to buy back in buying Samsung smartphone products by considering the factors that influence repurchase including: Attributes Perception, Price Perception, Appearance Perception, Brand Personality, Self-Conformity, Brand Preference, Brand Loyalty to Repurchase of Samsung Smartphone products.

## METHOD

### Concept Construct Variable

In researching the determinant factors that influence repurchase intention of Samsung Smartphones in Jabodetabek, there are three main variables to be examine, namely brand preference, brand experience and repurchase intention. There are five variables that influence brand preference and brand experience, namely attribute perception, price perception, appearance perception, brand personality, and self-congruity. Meanwhile, there are three variables in determining the repurchase intention, namely brand personality, brand preference and brand experience.

The possibility of repurchasing a brand's goods is characterized as repurchase intention (Cornelia, Pasharibu, 2020). Consumers' willingness to engage in subsequent buying behavior is also referred to as repurchase intention, where they are willing to make additional purchases of the same brand because it meets their expectations (Aquinia & Soliha, 2020). Purchasing behavior can be categorized as repurchase when consumers initiate certain efforts to buy a product or service for the same brand repeatedly (Goh, Jiang, Hak, Tee, 2016).

Consumers' salient beliefs about a brand's intrinsic cues, such as product-related features and associated functional and sensory benefits, are referred to as attribute perception (Ebrahim,

Ghoneim, Irani, Fan, 2016). Attribute perception attributes are the benefits that a product or service will provide, which are conveyed and delivered by product attributes such as quality, functionality, and design (Sudaryono & Sutrisno, 2017)

Price perception is the value contained in a price related to the benefits of owning or using a product or service (Salim, Soliha, Siswanto, 2020). Price perception is also related to how price information is fully understood by consumers and provides deep meaning for them (Rommy & Nur, 2018). Therefore, when consumers evaluate and research the price of a product, it will greatly affect the behavior of consumers themselves (Suhendar & Ruswanti, 2019).

Appearance perception is a non-product related attribute that attract costumer towards a brand's aesthetic appeal (Ebrahim, Ghoneim, Irani, Fan, 2016). Appearance of a product can influence the user evaluation and choice towards the product (Kayina & Goel, 2014).

Brand personality also means a set of characteristics inherent in humans that can describe a brand (Mahuda, 2018). Brand personality helps consumers to express themselves, namely their ideal self or appropriate aspects of themselves through the use of brands (Keng, Tran, Thi, 2013). Just as someone is characterized by an attractive, strong, and consistent personality, a brand can also increase its appeal by inspiring customers and exceeding their expectations (Niros & Pollalis, 2014).

Self-Congruity is the suitability of the product image with the consumer's self-concept (Luna-Cortes, Lopez-Bonilla, Lopez-Bonilla, 2019). Self-Congruity is also the relationship between a person's self-image and their mental representation of the brand and their associations (Branaghan, Hildebard, 2011). Previous research has found that people prefer brands with images that are similar to their own images (Branaghan, Hildebard, 2011). The idea of self-congruity shows that in today's world of consumption, consumers are more consuming the concept of a product than the product itself, where this consumption behavior will be adjusted to the self-concept owned by the consumer (Sop, Kozak, 2019).

Brand Preference also means the tendency to choose a brand over other brands (Yuningsih, Raspati, Riyanto, Rahayu, 2022). Brand preference is an important part in the selection of consumer products, where consumers who prefer certain brands tend to buy products/services with the brands they like when presented with other brand products of the same type (Cuong, 2020). Consumer preferences for a brand contribute to the relative strength of the brand in the market, where this will drive the brand value in the market (Chinomona, Mahlangu, Pooe, 2013).

Brand Experience is an experience that results from buying or using a product or service from a particular brand (Baser, Cintamur, Arslan, 2015). Brand experience is also seen as sensory, cognitive and behavioral effects and reactions which can arise through stimuli associated with the brand and are shaped through brand identity, brand design, packaging, communication, and the environment (Reza, Hosseini, Hamelin, 2021). Brand experience is also a consumer experience with a product or company that is built through the consumer's personal relationship with the product or company itself, where brand experience appears as a personal or exclusive response that comes from consumers triggered by stimuli related to a brand (Kwong & Candinegara, 2014).

Brand Loyalty is a phenomenon of buyer behavior that tends to bind consumers to certain brand companies and make repeat purchases all the time (Rafiq, Hussain, Hussain, 2020). Loyalty to a brand is simply a product preference of a particular brand specifically in the minds of consumers (Danish, Khan, Ghafoor, Ahmad, Humayon, Aslam, 2018). Brand loyalty affects consumer behavior, where consumers tend to continue to buy the same brand despite the benefits shown (including better features, lower prices or convenience) by other products from other brands (Silva, Madhushani, Jayalath, 2020).

### **Hypotheses Development**

According to Lee and Nguyen (2017), Attribute Perception has a significant and positive effect towards Brand Preference. Price perception has a significant and positive effect towards Brand Preference (Briliana & Andrianto, 2019). Appearance Perception has a significant and positive effect towards Brand Preference (Yasri, Susanto, Hoque, Gusti, 2020). Brand Personality has significant

and positive effect towards Brand Preference (Balakrishnan, Lee, Shuaib, Marmaya, 2009). Self-Congruity will have a significant positive effect towards Brand Preference (Ebrahim, Ghoneim, Irani, Fan, 2016). Attribute Perception has a significant and positive effect towards Brand Experience (Ebrahim, Ghoneim, Irani, Fan, 2016). Price Perception has a significant and positive effect towards Brand Experience (Yasri, Susanto, Hoque, Gusti, 2020). Appearance Perception has a significant and positive effect towards Brand Experience (Ebrahim, Ghoneim, Irani, Fan, 2016). Brand Personality has a significant and positive effect towards Brand Experience (Ebrahim, Ghoneim, Irani, Fan, 2016). Brand Personality has a significant and positive effect towards Repurchase Intention (Pratiwi & Wardi, 2019). Self-Congruity has a significant and positive effect towards Repurchase Intention (Foster, 2019). Brand Experience has a significant and positive effect towards Brand Preference (Jain & Madan, 2015). Brand Experience has a significant and positive effect towards Brand Loyalty (Ratnawati & Lestari, 2018). Brand Preference has a significant and positive effect towards Brand Loyalty (Cuong, 2020). Brand Experience has a significant and positive effect towards Repurchase Intention (Kristiawati, Kusmaningtyas, Sumiati, 2020). Brand Preference has a significant and positive effect towards Purchase Intention (Setiawati & Syahputra, 2016). Brand Loyalty has a significant and positive effect towards Repurchase Intention (Aquinia, Soliha, Liana, Wahyudi, 2020).

(H1) Attribute Perception has a positive effect on Brand Preference of Samsung Smartphone

(H2) Price Perception has a positive effect on Brand Preference of Samsung Smartphone

(H3) Appearance Perception has a positive effect on Brand Preference of Samsung Smartphone

(H4) Brand Personality has a positive effect on Brand Preference of Samsung Smartphone

(H5) Self Congruity has a positive effect on Brand Preference of Samsung Smartphone

(H6) Attribute Perception has a positive effect on Brand Experience of Samsung Smartphone

(H7) Price Perception will have a significant positive effect on Brand Experience of Samsung Smartphone

(H8) Appearance Perception has a positive effect on Brand Experience of Samsung Smartphone

(H9) Brand Personality has a positive effect on Brand Experience of Samsung Smartphone

(H10) Brand Personality has a positive effect on Repurchase Intention of Samsung Smartphone

(H11) Self Congruity has a positive effect on Repurchase Intention of Samsung Smartphone

(H12) Brand Experience has a positive effect on Brand Preference of Samsung Smartphone

(H13) Brand Experience has a positive effect on Brand Loyalty of Samsung Smartphone

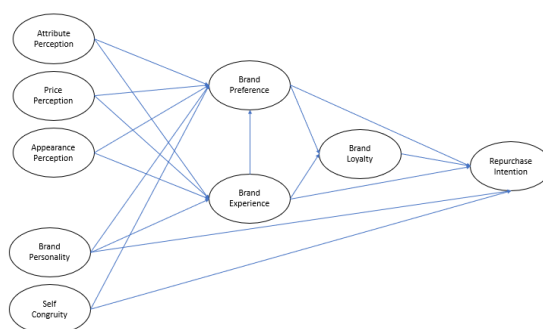
(H14) Brand Preference has a positive effect on Brand Loyalty of Samsung Smartphone

(H15) Brand Experience has a positive effect on Repurchase Intention of Samsung Smartphone

(H16) Brand Preference has a positive effect on Repurchase Intention of Samsung Smartphone

(H17) Brand Loyalty has a positive effect on Repurchase Intention of Samsung Smartphone

Based on the hypothesis above, the research model used is as follows:



**Figure1.** Research Model

- a. **Research Object**

This study utilized management science and statistic approach in which uses theory of reasoned action to predict the repurchase intention behavior. The object of this research are the independent variables, mediating or intervening variables, and the dependent variables. The Independent variables including attribute perception, price perception, appearance perception, brand personality, self-congruity. The mediating variables including brand preference, brand experience, and brand loyalty and the dependent variable which is repurchase intention. This research wants to examine how strong Samsung consumers want to buy back in buying Samsung smartphone products by considering the factors that influence repurchase
- b. **Unit of Analysis**

The determinant factors that influence repurchase intention of samsung smartphone in jabodetabek uses individual as unit analysis. Where the unit of individual analysis used is Jabodetabek people who use or have used Samsung Smartphone.
- c. **Research Type**

This study of the determinant factors that influence repurchase intention of samsung smartphone in Jabodetabek the type of hypothesis testing research (testing hypotheses). This research also used survey method.
- d. **Operationalization of Research Variables**

This research conducted using nine variables in total. The first is attribute perception, in which is the consumers' salient beliefs about a brand's intrinsic cues, such as product-related features and associated functional and sensory benefits. The second is price perception, where it is the value contained in a price related to the benefits of owning or using a product or service. The third is appearance perception .... The fourth is a set of characteristics inherent in humans that can describe a brand. The fifth, self-congruity is the suitability of the product image with the consumer's self-concept. The sixth is brand preference, in which brand preference is defined as the tendency to choose a brand over other brands. The seventh is brand experience, where it is an experience that resulted from buying or using a product or service from a particular brand. The eighth is brand loyalty in which it is a phenomenon of buyer behavior that tends to bind consumers to certain brand companies and make repeat purchases all the time. Lastly is repurchase intention, where it is the possibility of repurchasing a brand's goods.
- e. **Population and Sample**

The population of this research is Indonesian Samsung Smartphone users. The sample used will represent the research population, namely the Indonesian people who are using Samsung Smartphone. Determination of the Number of Samples According to Sekaran and Bougie (2016), a sample is a group that represent a population, and an adequate size for sample is five to ten times the number of indicators. In this research, the researcher uses 280 samples.
- f. **Data collection technique**
  1. The primary data sources in this study are Jabodetabek people that use Samsung Smartphone will be called respondents
  2. In this study, the secondary data source is a collection of articles, journals, and website related to the research topic.
- g. **Data analysis method**

This research uses multivariate analysis that is able to analyze more than one variable that influence other variables at the same time. The multivariate analysis can be carried out through Structural Equation Model with Partial Least Square modeling (SEM-PLS) that can test the mediating effect of the variables simultaneously. This research used SmartPLS 3.2.9 software to analyze the data that has been collected.

## RESULT AND DISCUSSION

This research began in March 2022 and ended in September 2022. The questionnaire used was distributed by google form through social media and chatting applications who lives in the Jabodetabek area. The number of respondents that manage to participate is 317 and there are 280 respondents that are eligible for this research that resides in Jabodetabek Area and have used Samsung Smartphone.

### a. Respondent Demographic Profile

**Table 3.** Demographic Profile of Respondents

Demographic Characteristics	Frequency	Percentage
<u>Gender</u>		
Male	172	54,30%
Female	145	45,70%
<u>Age</u>		
23-27	155	48,90%
28-32	108	34,10%
33-37	29	9,10%
38-43	25	7,90%
<u>Domiciled</u>		
Jakarta	224	70,70%
Bogor	21	6,60%
Depok	13	4,10%
Tangerang	41	12,90%
Bekasi	8	2,50%
Outside Jabodetabek	10	3,20%
<u>Have used or still uses Samsung Smartphones</u>		
Yes	280	91,20%
No	27	8,80%

Source: Research Data Collection

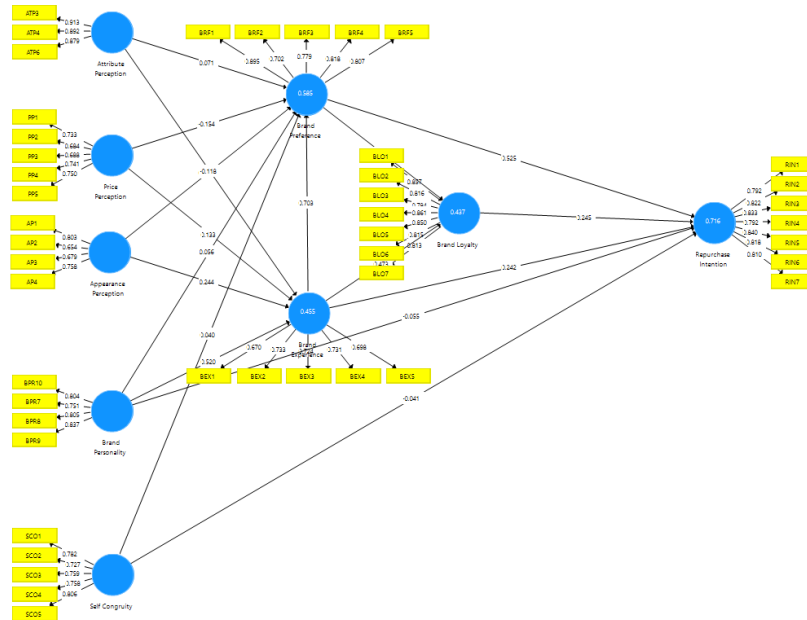
In this study the questionnaire used was a Likert Scale of 5 in the selection of answers to the questionnaire. Where number 1 represents "strongly disagree", number 2 represents "disagree", number 3 represents "tends to disagree", number 4 represents "tends to agree", number 5 represents "agree", and number 6 represents "strongly agree". Where the calculation is as follows: This study used Likert Scale of 5, where the value of 1 represents "strongly disagree", number 2 "disagree", number 3 "neutral", number 4 "agree" and number 5 "strongly disagree".

Construct Reliability

Table 4. Results of Measurement Model

Model Construct and Measured Items	Loading
Appearance Perception (CR=0,816 ; AVE= 0,527)	
AP1. Merek ini menarik secara estetika	0,803
AP2. Penampilan merek ini menarik secara visual	0,654
AP3. Merek ini memiliki desain yang menarik	0,679
AP4. Merek ini memiliki bentuk yang unik	0,758
Attribute Perception (CR=0,923 ; AVE= 0,801)	
ATP3. Smartphone Samsung memiliki fitur multi media yang bagus	0,913
ATP4. Smartphone Samsung memiliki fungsi yang baik	0,892
ATP6. Smartphone Samsung tahan banting	0,879
Brand Experience (CR=0,837 ; AVE= 0,506)	
BEX1. Merek ini sesuai dengan cara hidup saya	0,670
BEX2. Merek ini adalah bagian dari hidup saya	0,733
BEX3. Saya menjadi berpikir ketika bertemu merek ini	0,724
BEX4. Merek ini memberikan impresi yang kuat secara visual	0,731
BEX5. Merek ini menyenangkan secara sensoris	0,698
Brand Loyalty (CR=0,939 ; AVE= 0,686)	
BLO1. Saya berniat untuk tetap loyal kepada merek ini di waktu mendatang	0,857
BLO2. Saya berniat untuk tetap menjadi konsumen merek ini dalam tiga tahun mendatang	0,816
BLO3. Saya berniat untuk merekomendasikan merek ini kepada orang lain	0,784
BLO4. Jika saya harus memilih lagi, maka saya tetap akan memilih brand ini	0,861
BLO5. Saya tidak akan membeli merek lain jika merek ini ada di toko	0,850
BLO6. Saya memiliki komitmen terhadap merek ini	0,815
BLO7. Saya setia terhadap merek ini	0,813
Brand Personality (CR=0,876 ; AVE= 0,640)	
BPR7. Merek Samsung menggambarkan tanggung jawab	0,804
BPR8. Merek Samsung memiliki model yang konservatif	0,751
BPR9. Merek Samsung dianggap sebagai merek yang feminim	0,805
BPR10. Merek Samsung dianggap sebagai merek dengan kelas yang tinggi	0,837
Brand Preference (CR=0,900 ; AVE= 0,644)	
BRF1. Saya lebih menyukai brand ini dibanding brand mobile phone lainnya	0,895
BRF2. Saya lebih memilih merek ini dibanding merek lainnya	0,702
BRF3. Saat ingin melakukan pembelian, merek ini menjadi preferensi pertama saya	0,779
BRF4. Saya akan menggunakan produk dari merek ini dibanding produk dari merek lainnya	0,818
BRF5. Secara umum, saya memiliki preferensi yang kuat terhadap merek ini	0,807
Price Perception (CR=0,843 ; AVE= 0,518)	
PP1. Merek ini memiliki harga yang wajar	0,733
PP2. Merek ini memberikan nilai sesuai dengan harganya	0,684
PP3. Harga dari merek ini menjadi indikator yang sesuai terhadap kualitasnya	0,688
PP4. Merek ini menawarkan harga yang terjangkau	0,741
PP5. Harga dari merek ini sesuai dengan pengalaman yang diberikan	0,750
Repurchase Intention (CR=0,933 ; AVE= 0,655)	
RIN1. Saya akan cenderung memilih untuk membeli mobile phone bermerek ini lagi	0,792
RIN2. Saya kemungkinan akan membeli merek ini lagi	0,822
RIN3. Saya berniat untuk membeli merek ini lagi	0,833
RIN4. Saya kemungkinan besar membeli merek ini lagi	0,792
RIN5. Saya mempunyai keinginan untuk membeli merek ini lagi	0,840
RIN6. Di waktu mendatang, saya memiliki kecenderungan untuk membeli merek ini lagi	0,818
RIN7. Di waktu mendatang, saya berharap untuk membeli merek ini lagi	0,810
Self Congruity (CR=0,877 ; AVE= 0,588)	
SCO1. Orang-orang yang mirip dengan saya memakai merek ini	0,782
SCO2. Merek ini konsisten dengan bagaimana saya melihat diri saya	0,727
SCO3. Merek ini merefleksikan siapa saya	0,759
SCO4. Merek ini konsisten dengan bagaimana saya ingin melihat diri saya	0,758
SCO5. Merek ini konsisten dengan bagaimana saya percaya orang lain melihat saya	0,806
CR= Composite Reliability ; AVE= Average Variance Extracted	

Source: SmartPLS 3.2.9



**Figure 2. Research Model**  
Source: SmartPLS 3.2.9

The reliability can be determined by the Composite Reliability (CR) and the value of it must exceeds 0,7. It can be seen on Table 2 that all of the Composite Reliability exceed 0,7. The convergent validity was measured by Composite Reliability (CR) and Average Variance Extracted (AVE) in which both values must exceed 0,7 and 0,5. In this case, all of the value of Composite Reliability (CR) and Average Variance Extracted (AVE) exceed 0,7 and 0,5.

a. Discriminant Validity

**Table 5. Discriminant Validity**

	Appearance Perception	Attribute Perception	Brand Experience	Brand Loyalty	Brand Personality	Brand Preference	Price Perception	Repurchase Intention	Self Congruity
Appearance Perception									
Attribute Perception	0,581								
Brand Experience	0,554	0,277							
Brand Loyalty	0,552	0,297	0,765						
Brand Personality	0,385	0,364	0,766	0,443					
Brand Preference	0,446	0,253	0,928	0,651	0,590				
Price Perception	0,934	0,643	0,584	0,391	0,509	0,371			
Repurchase Intention	0,443	0,184	0,876	0,719	0,473	0,900	0,279		
Self Congruity	0,422	0,377	0,879	0,617	0,791	0,657	0,449	0,588	

Source: SmartPLS 3.2.9

It can be seen from the table above that the discriminant validity is determined by HTMT value, in which HTMT value must not exceeds 0,95 (Henseler, 2015). It can be seen in Table 3 that all of the value of HTMT are below 0,95, therefore the discriminant validity of this research is achieved.

b. Collinearity Test

**Table 6. Collinearity Test**

	Appearance Perception	Attribute Perception	Brand Experience	Brand Loyalty	Brand Personality	Brand Preference	Price Perception	Repurchase Intention	Self Congruity
Appearance Perception			1,935			2,046			
Attribute Perception			1,429			1,509			
Brand Experience				2,319		2,390		3,460	
Brand Loyalty						1,853		1,968	
Brand Personality			1,209			2,027		2,427	
Brand Preference				2,319					
Price Perception			2,263				2,306		
Repurchase Intention									
Self Congruity							2,444		2,463

Source: SmartPLS 3.2.9

Due to large levels of multicollinearity, an indicator's information may become redundant, rendering it nonsignificant. Therefore, the collinearity of all variables have to be examine with Variance Inflation Factor, in which the VIF values must exceed 1 but lower than 5. In this case, all of the VIF in Table 6 fulfill that threshold.

c. R-Square

**Table 7. R Square**

	R Square
Brand Experience	0,455
Brand Loyalty	0,437
Brand Preference	0,585
Repurchase Intention	0,716

Source: SmartPLS 3.2.9

d. Hypotheses Test

**Table 8. Hypotheses Test**

Hypotheses	Coefficient	T Statistics	P Values	Conclusion
H1: Attribute Perception has a positive effect on Brand Preference	0,071	1,044	0,149	Not Supported
H2: Price Perception has a positive effect on Brand Preference	-0,154	1,883	0,030	Supported
H3: Appearance Perception has a positive effect on Brand Preference	0,098	1,163	0,123	Not Supported
H4: Brand Personality has a positive effect on Brand Preference	0,056	0,612	0,271	Not Supported
H5: Self-Congruity has a positive effect on Brand Preference	0,040	0,358	0,360	Not Supported
H6: Attribute Perception has a positive effect on Brand Experience	-0,118	1,391	0,082	Not Supported
H7: Price Perception has a positive effect on Brand Experience	0,133	1,257	0,105	Not Supported
H8: Appearance Perception has a positive effect on Brand Experience	0,244	2,316	0,010	Supported
H9: Brand Personality has a positive effect on Brand Experience	0,520	4,466	0,000	Supported
H10: Brand Personality has a positive effect on Repurchase Intention	-0,055	1,172	0,121	Not Supported
H11: Self-Congruity has a positive effect on Repurchase Intention	-0,041	0,505	0,307	Not Supported
H12: Brand Experience has a positive effect on Brand Preference	0,703	6,676	0,000	Supported
H13: Brand Experience has a positive effect on Brand Loyalty	0,473	4,679	0,000	Supported
H14: Brand Preference has a positive effect on Brand Loyalty	0,227	1,753	0,040	Supported
H15: Brand Experience has a positive effect on Repurchase Intention	0,242	2,676	0,004	Supported
H16: Brand Preference has a positive effect on Repurchase Intention	0,525	5,273	0,000	Supported
H17: Brand Loyalty has a positive effect on Repurchase Intention	0,245	1,966	0,025	Supported

Source: SmartPLS 3.2.9

**Discussion**

From Table 6 above, Attribute Perception has no a significant effect towards Brand Experience because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is also supported by past study (Ebrahim, Ghoneim, Irani, Fan, 2016). It demonstrated that consumers' emotional reactions are not related to how customers perceive the practical benefits of technology products. Attribute Perception has no a significant and positive effect towards Brand Preference, because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is also supported by past study (Kusumawati, Saragi, Putriana, 2021) that stated attributes has no influence towards brand preference when there are plenty selection to choose and can deliver a similar attributes. Price Perception has no significant and positive effect towards Brand Preference, because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is also supported by past study (Yasri, Susanto, Hoque, Gusti, 2020) that stated consumers are more likely to prefer a brand because of non-price factors. Appearance Perception has no significant and positive effect towards Brand Preference, because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is also supported by past study (Liow, Mekel, Tielung, 2014), in which stated that consumers are more likely to prefer a product by looking at its quality more than it looks. Brand Personality has no significant and positive effect towards Brand Preference, because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is resulted because a personality of one brand might not be suitable for customers who prefer brands with personality that match their personality, in which stated tthat consumers are more likely to prefer a product by looking at its quality more than it looks. Self-Congruity has no a significant and positive effect towards Brand Preference, because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is also supported by previous study

(Postica & Cardoso, 2015), in which stated that self-congruity has no impact to customer brand preference when a brand deliver a similar image with other brands towards the customer. Attribute Perception has no significant and positive effect towards Brand Experience, because the t-statistic value is below 1,65 and the p-value is above 0,05. This result is also supported by past study because attribute of a product can be deliver by other brand that also offering the same attribute that leads to better experience everyone. Price Perception has a significant and positive effect towards Brand Experience, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Yasri, Susanto, Hoque, Gusti, 2020). Appearance Perception has a significant and positive effect towards Brand Experience, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Ebrahim, Ghoneim, Irani, Fan, 2016). Brand Personality has a significant and positive effect towards Brand Experience, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Ebrahim, Ghoneim, Irani, Fan, 2016). Brand Personality has no significant and positive effect towards Repurchase Intention, because the t-statistic value is below 1,65 and the p-value is above 0,05. Customers tend to look at the quality of a product to conduct repurchase intention rather than it looks and represents. Self-Congruity has no significant and positive effect towards Repurchase Intention, because the t-statistic value is below 1,65 and the p-value is above 0,05. Customers tend to look at quality rather than look at self image of the product. Brand Experience has a significant and positive effect towards Brand Preference, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Jain & Madan, 2015). Brand Experience has a significant and positive effect towards Brand Loyalty, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Ratnawati & Lestari, 2018). Brand Preference has a significant and positive effect towards Brand Loyalty, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Cuong, 2020). Brand Experience has a significant and positive effect towards Repurchase Intention, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Kristiawati, Kusmaningtyas, Sumiati, 2020). Brand Preference has a significant and positive effect towards Repurchase Intention, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Setiawati & Syahputra, 2016). Brand Loyalty has a significant and positive effect towards Repurchase Intention, because the t-statistic value is above 1,65 and the p-value is below 0,05. This result is also supported by past study (Aquinia, Soliha, Liana, Wahyudi, 2020)

## CONCLUSION

From the research above we can inferred that Price Perception has a negative effect towards Brand Preference, thus Samsung needs to have a fair and good pricing of their products according to the quality. Appearance Perception has a positive effect towards Brand Experience, because of that Samsung needs to maintain their product looks in order to leave an impression in their consumers mind. Brand Personality has a positive effect towards Brand Experience, thus Samsung needs to optimize their product personality that matches their segmented costumers in order to enhance customers experience. Brand Experience has a positive effect towards Brand Preference, hence Samsung needs to enhance their product experience in order for them to prefer their product. Brand Experience has a positive effect towards Brand Loyalty, thus Samsung needs to make their product their product as a part of their customers life to maintain their loyal customers. Brand Preference has a positive effect towards Brand Loyalty, hence they need to enhance their product traits in order to keep their customers loyal. Brand Experience has a positive effect towards Repurchase Intention. Brand Preference has a positive effect towards Repurchase Intention. Brand Loyalty has a positive effect towards Repurchase Intention. In the research conducted there are a number of limitations and suggestions for further research, namely The research conducted in a limited time and resources to collect the respondent, a wider range of respondents is recommended to achieve a better

conclusion. This research is only applied in this research demography, so the same result will not be present in other demography settings

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