

The Role of Product Diversity, Brand Trust, and Price Fairness in Influencing Xiaomi Smartphone Purchasing Decisions

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Abstract

This study was initiated in response to a drop in sales at Xiaomi Shop Fastronik Banyumanik for four months in a row, from July to October 2024. This study seeks to assess the impact of Product Diversity, Brand Trust, and Price Fairness on Purchase Decisions for Xiaomi Smartphones, focusing on consumers at Xiaomi Shop Fastronik Banyumanik. The data for this study was gathered through observations, questionnaires, and a literature review. The sample strategy employed was non-probability sampling utilizing a purposive sampling method. The study sample comprised 105 users at Xiaomi Shop Fastronik Banyumanik. This study employed data analysis techniques including validity testing, reliability tests, classical assumption tests, correlation analysis, coefficient of determination analysis, F-tests, and t-tests. This study employed IBM SPSS Statistics Version 26 for data processing. This study's findings demonstrate that product diversity, brand trust, and price fairness substantially affect purchasing decisions. Product diversity, brand trust, and price fairness account for 76.6% of the purchasing decision, but the remaining 23.4% is affected by additional variables not analyzed in this study. The t-test results demonstrate that the pricing justice variable exerts the greatest influence relative to the product diversity and brand trust factors. The regression equation derived from these results is $Y = 0.561 + 0.238X_1 + 0.318X_2 + 0.420X_3$.

Keywords: Brand Trust, Price Fairness, Product Diversity and Purchase Decision.



INTRODUCTION

Current technological developments have greatly influenced the transformation of human lifestyles (Malebra et al., 2025). The presence of advanced features has made smartphones more than just communication devices. According to Sindo News, there are currently around 7.21 billion smartphone users worldwide, or 90% of the total global population of 8 billion (Sindo News, 2024). In the last five years, the global population of smartphone users has risen by a minimum of 5% annually. Indonesia ranks among the top five countries with the highest number of smartphone users, totaling 187.7 million out of a population of 215.31 million, which corresponds to a penetration rate of 68.1%. This has encouraged major smartphone brands to enter Indonesia, one of which is Xiaomi.

According to a Frontier Research poll conducted in 2024, Xiaomi is ranked fifth among the five leading smartphone brands in Indonesia (Top Brand Award, 2024). This means that Xiaomi still faces challenges in building closeness, appeal, and trust in the minds of consumers. In addition, in 2024, the emergence of Transsion Holding, which includes the Infinix, Itel, and Tecno brands, succeeded in overtaking Xiaomi and taking the top spot in the Indonesian smartphone market share (IDC, 2024). This had an impact on one of their official retailers, Xiaomi Shop Fastronik Banyumanik. Smartphone sales at Xiaomi Shop Fastronik fluctuated throughout 2024. Xiaomi smartphone sales peaked in April with 61 units sold. However, entering July, Xiaomi smartphone sales continued to decline, reaching their lowest point in October with only 7 units sold.

Purchasing decisions can be influenced by product diversity. Product diversity is something that companies must pay attention to. A company will lose its competitive edge if the products it offers to consumers lack diversity (Togar et al., 2022). Increasing product diversity can encourage competition among distributors and lower market equilibrium prices, thereby increasing consumer purchase volume (Ding et al., 2023).

Moreover, in high-risk markets, brand trust is a critical determinant influencing purchasing decisions. Consumers with confidence in a brand are inclined to demonstrate loyalty and make repeated purchases from that brand (Ramandha et al., 2023). The trust of consumers significantly impacts a brand's sustainability (Putry et al., 2024)

Not only that, price fairness can also influence consumer purchasing decisions. Price fairness refers to the correspondence between what is paid and what is obtained for a product (Widiastiti et al., 2020). Consumers buy when they perceive that a product offers a fair price and has high benefits (Oktaviari et al., 2023).

Nonetheless, discrepancies in research findings persist. Research indicates that product diversity significantly influences purchasing decisions (Febrianto et al., 2024).



Nonetheless, Isdayanti (2022) study revealed that product diversity does not significantly influence buying decisions. The study by Maulana & Marista (2021) revealed that brand trust significantly influences purchase decisions positively. Conversely, study conducted by Anjaswati & Istiyanto (2023) revealed that brand trust did not exert a substantial partial influence on purchasing decisions. Moreover, the research conducted by Oktaviari et al. (2023) indicates that pricing fairness significantly influences purchasing decisions. Conversely, the research conducted by Simbolon et al. (2020) shown that price fairness does not significantly influence purchasing decisions.

The study adopted consumer behavior theory to evaluate the major effects of product diversity, brand trust, and price fairness on consumer purchase decision. This study seeks to provide additional insights on product diversity, brand trust, and pricing, along with their relationship to purchase decisions from a managerial perspective.

LITERATURE REVIEW

Consumer Behaviour Theory

Theory of consumer behaviour seeks to comprehend the dynamic preferences of customers (Febrianto et al., 2024). Schiffman & Kanuk (2017) define consumer behaviour as the actions displayed by consumers in the processes of searching for, acquiring, utilizing, assessing, and consuming products or services that they anticipate will fulfill their needs. Consumer behavior significantly impacts the decision-making process about purchases. Consumer decision-making constitutes a goal-oriented problem-solving process (Peter & Olson, 2013).

Purchase Decision

Hanaysha (2022) defines a buying choice as a sequence of steps undertaken by consumers prior to executing an actual purchase. A purchase decision is a clear action and consists of many activities such as choosing a brand, type of goods, price, quality, quantity, time, and payment method (Fajar, 2023). According to Schiffman & Kanuk (2017), the indicators of purchasing decisions are:

1. Quick decision-making
2. Personal purchase
3. Acting based on product superiority
4. Confidence in the purchase



Product Diversity

Rivaldi et al. (2023) define product diversity refers to the range of different sorts of items or goods offered by a business to meet customer expectations, encompassing different models, sizes, colors, and quality. According to Oktandani & Sholahuddin (2023), describe product diversity as the comprehensive range of products available for consumer purchase. This diversity enables consumers to select and acquire a variety of options according to their preferences. The Product Diversity Indicators according to Engels et al. (1995) are as follows:

1. Depth
2. Breadth/size
3. Quality of products offered
4. Availability of products

Brand Trust

Maulana & Marista (2021) brand trust refers to the extent to which consumers are willing to depend on a brand's capability to fulfill its commitments. Brand trust is described as consumers' confidence in products or services that positively influence the firm, consequently fostering contentment and encouraging repeat purchases. (Pratiwi et al., 2025). According to Konuk (2021), brand trust indicators include:

1. Trust
2. Rely
3. Honest
4. Safe

Price Fairness

According to Hutama & Ekawati (2020), price fairness is consumers' perception of the comparison between the price paid and the benefits obtained and considered by them. According to Junaedi et al. (2022), price fairness denotes the correspondence between the sacrifices incurred in acquiring a thing and the perceived advantages., as well as the price competitiveness among similar products. According to Konuk (2019), the indicators of price fairness are:

1. The price is acceptable
2. The price is fair
3. The price is reasonable



Frame of Mind

The theoretical framework serves as a model or conceptual diagram that illustrates the relationship between one variable and another and can help researchers form hypotheses. The framework is illustrated in the subsequent image:

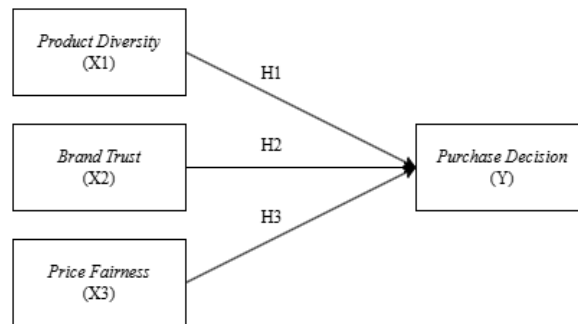


Figure 1: Research Framework

Hypothesis

From the aforementioned framework, the subsequent hypotheses can be formulated:

1. H1: Product Diversity has a positive and significant effect on Purchase Decision.
2. H2: Brand Trust has a positive and significant effect on Purchase Decision.
3. H3: Price Fairness has a positive and significant effect on Purchase Decision.

RESEARCH METHODS

Types of Research

This study employs quantitative research methodologies and frameworks. Sugiyono (2019) explains that quantitative research as a methodology grounded on positivist philosophy, employed to investigate specific populations or samples.

Research Location

This research was conducted at the Xiaomi Shop Fastronik Banyumanik, Jl. Jati Raya No. J2, Banyumanik, Semarang, Central Java.

Population and Sample

Hair et al. (2010) suggest that the proper sample size should be calculated by taking the number of indicators and multiplying it by 5 to 10. Following this approach, the research employed 105 participants, which corresponds to the minimum sample size needed for the study. This research utilizes a nonprobability sampling technique through purposive sampling (Hermawan et al., 2022). The sample criteria for this research is individuals who have obtained telephones from Xiaomi Shop Fastronik Banyumanik.

Data Sources and Data Collection Techniques

The principal data in this study comprises the outcomes of a direct questionnaire survey examining the influence of product diversity, brand trust, and price justice on customer purchase decisions at Xiaomi Shop Banyumanik. The secondary data for this study comprises the sales figures from Xiaomi Shop Banyumanik. This study employed observation, questionnaires, and literature review as data gathering methodologies. The surveys were disseminated online utilizing a 1-6 Likert scale (Nemoto & Beglar, 2013).

Data Analysis Techniques

Multiple linear regression was employed to examine the influence of product diversity (X1), brand trust (X2), and price fairness (X3) on purchasing decisions (Y). The study instruments were previously assessed for validity by Pearson's correlation and for reliability using Cronbach's Alpha. Tests for classical assumptions on normality, multicollinearity, and heteroscedasticity were performed to verify that the regression model satisfied the validity criteria. Furthermore, correlation analysis (R) was conducted to determine the relationship, determination coefficient analysis (R^2) to determine the strength of the influence, F-tests to determine the combined influence, and t-tests to determine the partial influence. From these analyses, the regression equation will be obtained. The entire data processing process was conducted using SPSS version 26.

RESULTS AND DISCUSSION**Validity Test**

Validity testing was conducted by evaluating the significance value. Should the significance value fall below 0.05, the questionnaire instrument was deemed legitimate. Table 1 shows the validity results based on calculations using SPSS version 26.



Table 1 Validity Test Result

Variable	Items	Sig.	Information
Product Diversity (X1)	X1.1	0,000	Valid
	X1.2	0,000	Valid
	X1.3	0,000	Valid
	X1.4	0,000	Valid
Brand Trust (X2)	X2.1	0,000	Valid
	X2.2	0,000	Valid
	X2.3	0,000	Valid
	X2.4	0,000	Valid
Price Fairness (X3)	X3.1	0,000	Valid
	X3.2	0,000	Valid
	X3.3	0,000	Valid
	X3.4	0,000	Valid
Purchase Decision (Y)	Y1.1	0,002	Valid
	Y1.2	0,003	Valid
	Y1.3	0,000	Valid
	Y1.4	0,000	Valid

Source: SPSS Data Processing Output Results (2025)

Table 1 shows that each statement in the variables Product Diversity (X1), Brand Trust (X2), Price Fairness (X3), and Purchase Decision (Y) has a significance of <0.005 . It means that every statement item from all variables in the questionnaire is valid.

Reliability Test

A questionnaire instrument is deemed credible if it possesses a Cronbach's Alpha greater than 0.7 (Ghozali, 2021). Table 2 displays the outcomes of the reliability test.

Table 2 Reliability Test Result

Variable	Cronbach's Alpha	Information
Product Diversity (X1)	0,741	Reliable
Brand Trust (X2)	0,780	Reliable
Price Fairness (X3)	0,758	Reliable
Purchase Decision (Y)	0,746	Reliable

Source: SPSS Data Processing Output Results (2025)



Table 2 demonstrates that the Cronbach's Alpha (α) coefficients for all variables surpass 0.7, indicating that all items in the questionnaire related to Product Diversity (X1), Brand Trust (X2), Price Fairness (X3), and Purchase Decision (Y) are reliable.

Classic Assumption Test

The aims of classical assumption test is to evaluate the validity of the data utilized in the regression model. The conducted classical assumption tests comprise:

Normality Test

The outcomes of the Kolmogorov-Smirnov normalcy assessment are presented in the subsequent table:

Table 3 Kolmogorov Smirnov Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.55734715
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.070
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^c

Source: SPSS Data Processing Output Results (2025)

Table 3 depicts the results of Asymp. The two-tailed significance is 0.200, above 0.05. The findings demonstrate that the collected data adheres to a normal distribution.

Multicollinearity Test

To detect multicollinearity in the regression model, assess the Tolerance and Variance Inflation Factor (VIF) values. If the tolerance value surpasses 0.10 or the VIF value is below 10, multicollinearity is not present. The subsequent outcomes of the multicollinearity assessment are as follows:



Table 4 Multicollinearity Test Result

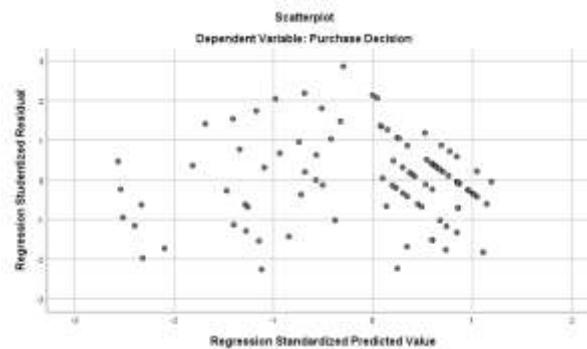
Model	Collinearity Statistics	
	Tolerance	VIF
Product Diversity (X1)	0,255	3,921
Brand Trust (X2)	0,318	3,141
Price Fairness (X3)	0,244	4,104

Source: SPSS Data Processing Output Results (2025)

Table 4 indicates that the regression model is devoid of multicollinearity issues.

Heteroscedasticity Test

The outcomes of the heteroscedasticity assessment are illustrated in Figure 2 below:

Figure 2 Heteroscedasticity Test Result

Source: SPSS Data Processing Output Results (2025)

Figure 2 illustrates that the dots are distributed randomly and uniformly above and below the Y-axis at zero, lacking any discernible pattern. This indicates the lack of heteroscedasticity in the regression model, making it suitable for testing.

Multiple Linear Regression Analysis

This study encompasses multiple linear regression analysis, including **Analysis of Correlation Coefficient (R) and Coefficient of Determination (R^2)**

The outcomes of the correlation coefficient and coefficient of determination analysis will be presented in the subsequent table:

Table 5 Correlation Coefficient (R) and Coefficient of Determination (R²) Result

Model Summary ^b			
Model	R	R Square	Adjusted R Square
1	.879 ^a	.773	.766
a. Predictors: (Constant), Price Fairness, Brand Trust, Product Diversity			
b. Dependent Variabel: Purchase Decision			

Source: SPSS Data Processing Output Results (2025)

Table 5 indicates a correlation value of 0.879, signifying a relationship of 0.879 among the variables of product diversity, brand trust, price justice, and purchase choice. This figure belongs to the exceptionally strong category.

According to Table 5, the adjusted coefficient of determination (Adjusted R²) is 0.766, indicating that product diversity, brand trust, and price fairness account for 76.6% of the purchase decision, while 23.4% is affected by unexamined variables.

F Test

The significance value of the ANOVA table is utilized to inform decisions in this test. If the significance value is below 0.05, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_o) is rejected. If the significance value surpasses 0.05, the null hypothesis (H_o) is accepted, and the alternative hypothesis (H_a) is rejected. The results of the F statistical test are displayed in Table 6.

Table 6 F Test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	859.423	3	286.474	114.710	.000 ^b
	Residual	252.234	101	2.497		
	Total	1111.657	104			
a. Dependent Variabel: Purchase Decision						
b. Predictors: (Constant), Price Fairness, Brand Trust, Product Diversity						

Source: SPSS Data Processing Output Results (2025)



Table 6 demonstrates that the significance value surpasses 0.000. Thus, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, signifying that the independent variables product diversity (X_1), brand trust (X_2), and price fairness (X_3)—affect the purchasing decision (Y).

T-Test

The decision-making process for the t-test is contingent upon the significance value presented in the Coefficients table. The null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted if the significance level is less than 0.05. Conversely, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_a) is rejected if the significance level exceeds 0.05. The t-test results are presented in Table 7.

Table 7 T-Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.027	.814		6.174	.000
Product Diversity	.252	.110	.215	2.295	.024
Brand Trust	.367	.094	.327	3.891	.000
Price Fairness	.458	.111	.397	4.139	.000

a. Dependent Variabel: Purchase Decision

a. Dependent Variabel: Purchase Decision

Source: SPSS Data Processing Output Results (2025)

From Table 7, the significant value of product diversity is 0.024, which is less than 0.05. This indicates that H_1 is approved. Consequently, the product diversity variable (X_1) significantly influences the buying choice (Y). These results corroborate the conclusions of Febrianto et al. (2024) while contradicting those of Isdayanti (2022). The significance value of brand trust is 0.000, less than 0.05. This indicates that H_2 is approved. Consequently, the brand trust variable (X_2) significantly impacts the purchasing decision (Y). These results corroborate the conclusions of Maulana & Marista (2021) while contradicting those of Anjaswati & Istiyanto (2023). The significant value of price fairness is 0.000, which is below 0.05. This indicates that H_3 is approved. Consequently, the price



fairness variable (X3) significantly impacts the purchasing choice (Y). These results corroborate the conclusions of Oktaviari et al. (2023) while contradicting those of Simbolon et al. (2020). The subsequent regression equation was derived from correlation analysis (R), coefficient of determination analysis (R²), F statistical test, and t statistical test.

$$Y = 5,027 + 0,252X_1 + 0,367X_2 + 0,458X_3$$

The elucidation of the multiple linear regression equation is as follows:

- a. The constant value (α) is 5.027, whereas diversity (X1), brand trust (X2), and pricing fairness (X3) are all equal to 0; thus, the dependent variable purchase decision (Y) remains positive.
- b. The coefficient of the product diversity variable (X1) is 0.252, indicating a positive correlation with purchasing decisions. Should product diversity augment, the purchasing decision will escalate, provided that other independent factors remain same.
- c. The coefficient value of brand trust (X2) is 0.367, indicating a direct association between brand trust and purchasing decision. If brand trust rises, the purchase decision will also rise, provided that other independent factors stay unchanged.
- d. The pricing fairness coefficient (X3) is 0.458, indicating a direct correlation between brand trust and purchase decisions. As brand trust escalates, purchasing decisions will rise, provided that other independent factors remain unchanged.
- e. Among the three independent variables—product diversity, brand trust, and pricing fairness—price fairness exerts the most significant influence on purchase decisions.

CONCLUSION

The findings of this study demonstrate that product diversity, brand trust, and price justice exert a partial positive and significant influence on purchasing decisions. Among the three independent variables, price fairness has the highest coefficient compared to product diversity and brand trust. The element of pricing fairness exerts the most significant influence on consumers' purchase decisions at Xiaomi Shop Fastronik Banyumanik.

The company must maintain the diversity of products sold in stores by offering Xiaomi and POCO series smartphones, maintaining product quality, and paying attention



to stock levels so that products are always available when consumers want to buy them. In terms of brand trust, the company must maintain the trust of consumers that has already been built. This can be done by maintaining the company's reputation, providing honest information about products, and being willing to provide product damage warranties. Companies must maintain and ensure that the prices offered are acceptable to consumers, aligned with the value of the products provided, and considered reasonable.

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