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Determination Of Brand Image, Word Of Mouth, After Sales Service, And Price On Consumer Buying Interest Of Xiaomi Products In Medan City

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Abstract

Development technology in the modern era has make product technology as part important in life everyday , supported by competition strict various global brands in Indonesia such as Samsung, Apple, Vivo, Oppo, Huawei, and Xiaomi which offer each has its own advantages . Xiaomi is here with pricing strategy affordable and innovative product , but face challenge in maintain image brand , loyalty consumers , as well as face tight competition . Based on sales data , Xiaomi has sufficient market share Good However Not yet capable dominate compared to competitors such as OPPO and Samsung. In Medan City, interest buy towards Xiaomi is influenced by its image brands that have not been considered premium, the influence of word of mouth is not always positive , limitations service full sell , and changes in pricing strategy . Population research that will be used in study is all over public Medan city users Xiaomi products in number No known in a way sure . Because the population No known , then technique taking samples used is formula Lemeshow . For sampling techniques used namely accidental sampling so that obtained as many as 96 samples . The conclusions that can be drawn taken from results study This is that image brand , word of mouth, after sales service, and price in a way each partial has an effect significant to interest buy customer Xiaomi products in Medan City. In addition , the four variables the in a way simultaneous also has an effect significant to interest buy customer Xiaomi products in Medan City. With thus , it can concluded that combination factor image brand , word of mouth, after sales service, and price own role important in influence decision interest buy consumer to Xiaomi products .

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Keywords: Brand Image, Word of Mouth, After Sales Service, Price, Purchase Interest

INTRODUCTION

Development technology in the modern era has bring transformation big influence almost all over aspect life society . Products technology now No Again only play a role as tool help , but rather has become integral part attached in activity everyday . Device communication such as smartphones and tablets allow interaction distance Far ongoing with fast and efficient . Television clever present interactive entertainment as well as can accessible through various digital platforms. Wearable devices such as smartwatches and smartbands help public monitor health as well as activity physique in real time. Meanwhile that , product House ladder clever such as air purifiers, robot vacuums, and smart lighting make things easier work home and improve quality life . Development technology This push public For Keep going follow trend latest , because need will convenience , efficiency , and comfort the more increased . In fact , technology now has considered as primary needs in many layer society , equal with need clothing , food and shelter .

technology industry in Indonesia is growing rapidly with presence various competing global brands strict in seize market share . Brands such as Samsung, Apple, Vivo, Oppo, Huawei, and Xiaomi do not only compete in the smartphone segment , but also on various category product technology other like television smart phones , wireless audio devices , laptops, and product House clever based on the Internet of Things (IoT). Every brand own characteristics distinctive and different marketing strategies . Samsung is known with innovation screen as well as ecosystem its extensive devices . Apple highlights exclusivity , quality , and premium design . Vivo and Oppo focus on stylish design as well as feature sophisticated camera , while Huawei combines innovation technology network with ecosystem strong product . On the other hand , Xiaomi positions self as brands that offer product quality with competitive prices . This diversity of strategies give Lots choice for Indonesian consumers , at the same time tighten competition in industry technology national .

Xiaomi enters the Indonesian market with bring philosophy of " technology For all ," that is present products that combine specification high , modern design , and relatively affordable price affordable compared to competitors . The products offered by Xiaomi are not limited to smartphones, but also includes television smart phones , laptops, wearable devices , earbuds, air purifiers, smart home devices, and so on . various equipment

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electronic House ladder others . The sales strategy depend on combination online and offline distribution through Mi Store as well as partners retail . Innovation be one of strength Xiaomi main , which is shown through launch update product regularly with features latest every year . Success This making Xiaomi have a wide user base in Indonesia, including in cities big and medium . However however , although in a way Xiaomi sales are capable occupy position top in the smartphone and product market technology , challenges still there are , especially in maintain image brand as well as loyalty consumers in the middle increasing competition intense .

Competition in industry Indonesian technology is considered very aggressive . The brands big regularly launch product new supported by promotional strategies massive through various channel , start from social media , television , to offline events. Based on observation researchers , conditions This make consumer Keep going exposed to various choice product new offering innovation , promotion interesting , as well as image more brands strong . As a result , interest buy to Xiaomi products tend to experience fluctuations . In the period certain , Xiaomi sales can reach peak , but in the period other experience decline Because consumer switch to brand competitors . Phenomenon This show that Xiaomi has not fully become choice main throughout market segments , especially consumers who are considering aspect prestige or image brand in decision purchase .

In Medan City, the low interest buy public to Xiaomi products are influenced by several factor main , namely image brand , word of mouth, after sales service, and price . Based on observation researcher , image Xiaomi brand in some parts circles consumer Still considered not enough own premium impression or exclusive . Although the product own good quality , perception that Xiaomi focuses on products with price affordable sometimes cause doubt to Power durability , performance term long , and innovation the design . This is become challenge in build perception that Xiaomi is capable compete with brands that have more formerly is in the premium segment . Findings This in line with study previously shown that brand image has an influence significant to interest buy customers on smartphone products (Sulianti et al., 2023; Wiwik et al., 2023).

From the word of mouth side , the spread information related Xiaomi products do not always give impact positive . Based on observation researchers , reviews from old users sometimes disclose complaint about decline performance after use term length , quality fast battery decreased , and problem device software that requires update periodic . Information negative like This can with fast spread , good in a way direct between consumer and through social media , so that influence perception candidate

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buyers . When the prospective consumer accept less recommendations good , interested For buy Xiaomi products tend to decreased . This is in line with research that shows that word of mouth is influential significant to interest buy customers on smartphone products (Hermansyah, 2025; Surianto et al., 2025).

In after sales service aspect , Xiaomi also faces quite a challenge significant . Availability center service official in some areas still limited , so that make things difficult consumer in do repair or claim warranty . In addition , the repair process requires long time and availability ethnic group spare parts that are not always adequate participate become source complaints . Conditions This can lower level trust consumers , in particular for those who prioritize convenience and speed service full sell . This is in line with research that shows that after sales service has an effect significant to interest buy customers on smartphone products (Wicaksono et al., 2024; Murdin and Putra, 2025).

From the side price , even though Xiaomi is known with competitive pricing strategies , trends a number of year final show existence increase price on a number of products , especially in the flagship line or product technological tall like television clever class top and laptop. Increase price This make part consumer evaluate that value offered Already approach or even equivalent with brand competitors who have image more strong . Difference between expectation perceived price and quality can push consumer For compare with other brands , even in a number of case switch to product perceived competitors more prestigious . This is in line with research that shows that price influential significant to interest buy customers on smartphone products (Kusumaputri and Jirdani , 2025; Huliman et al., 2021).

Although various study previously has discuss influence image brand to interest buy , still there is limitations in research that is simultaneous study combination factor image brand , word of mouth, after sales service, and price in context industry technology in Indonesia, especially in Medan City. This create gap study Because interaction as well as contribution of each factor to interest buy Xiaomi consumers in the local market Not yet fully understood . Therefore that , research This aim For fill in gap the with present more analysis holistic with consider fourth variables in a way simultaneously , so that can give outlook new regarding more marketing strategies effective and relevant with behavior consumers in the digital era.

RESEARCH METHODS

This research uses approach quantitative with characteristic causal or explanatory to analyze connection cause and effect between variables independent and variable

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dependent . Research held in Medan City, North Sumatra, in the period August to December 2025. Population study covers all over public users Xiaomi products in Medan City, the number of which No known in a way sure , so that determination sample use formula Lemeshow with accidental sampling technique . Based on calculation , obtained amount sample as many as 68 respondents with level 90% confidence and level 10% error . Data used consists of from the primary data obtained direct through surveys , as well as secondary data originating from from various source like literature and database. Variables in This research includes image brand , word of mouth, after sales service, and price as variables independent , and interest buy as variables dependent , each of which is measured use indicator certain .

Data analysis was performed through a number of stages , starting from data quality tests which include validity tests use Pearson correlation and reliability test with Cronbach's alpha. Next done analysis descriptive to present data in form tables , graphs , and diagrams, as well as analysis multiple linear regression to test influence variables independent to variables dependent with equation Y = a + b1X1 + b2X2 + b3X3 + b4X4. Testing assumptions classic includes normality tests through histogram, normal probability plot, and Kolmogorov-Smirnov test, multicollinearity test with see tolerance and VIF values , as well as heteroscedasticity tests using scatterplot. In addition, the coefficient determination (Adjusted R^2) is used to measure ability variables independent in explain variables dependent . Testing hypothesis done through the t-test to see influence in a way partial and F test to test influence in a way simultaneous with level significance 0.05.

RESEARCH RESULT

Normal Test

Normality test aims to find out whether the data or residuals in the regression model normally distributed .

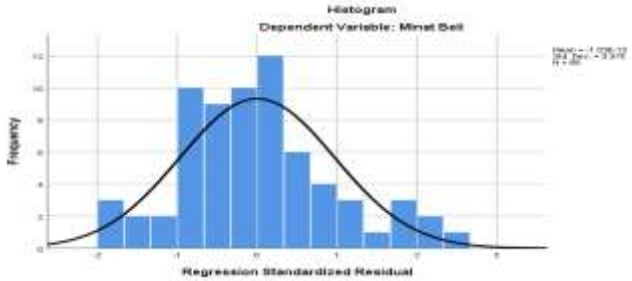


Figure 1: Histogram

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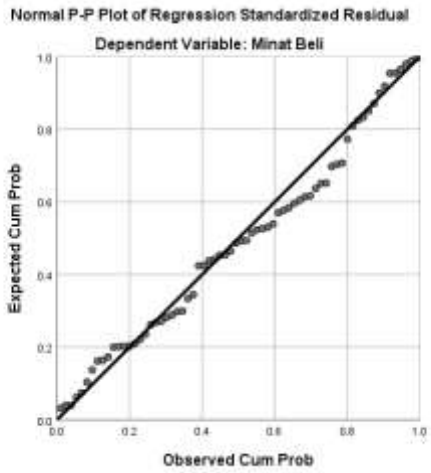


Figure 2: ***Normal Probability Plot of Regression***

Source : Data Processing Results, 2026

With thus show that dot, dot, dot spread around the diagonal line and follows the diagonal line. Then the residual of the regression model the distributed normally .

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		68
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	3.25215801
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.052
Test Statistics		.094
Asymp . Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source : Data Processing Results, 2026

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With Thus , the value significant results more big from 0.05 , namely of 0.200 then can concluded that the data is classified as normally distributed .

Multicollinearity Test

Table 2. Results of Multicollinearity Test (VIF Test)

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,307	3,823		.342	.734		
	Brand Image	.283	.089	.277	3,195	.002	.676	1,480
	Word of Mouth	.537	.106	.482	5,083	.000	.565	1,769
	After Sales Service	.475	.123	.346	3,850	.000	.631	1,584
	Price	-.320	.100	-.256	-3,192	.002	.788	1,269
a. Dependent Variable: Purchase Interest								

Source : Data Processing Results, 2026

With thus can known that for each variables own mark *tolerance* > 0.1 and VIF value < 10 no found problem multicollinearity .

Heteroscedasticity Test

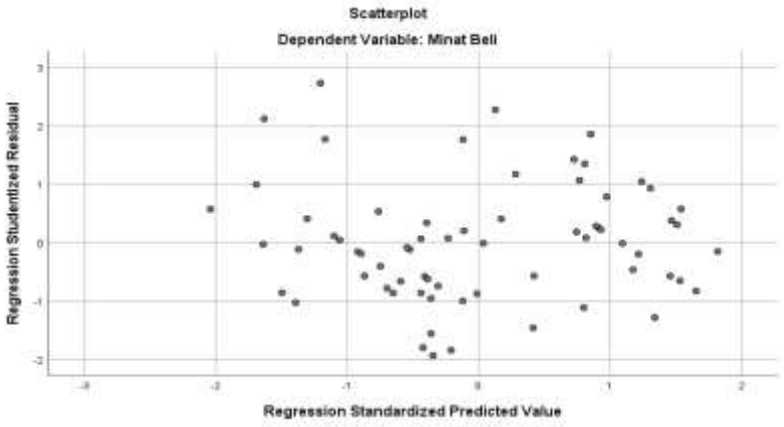


Figure 3: *Scatterplot*

Source : Data Processing Results, 2026

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With thus , the dots spread in a way random and not form A pattern certain clear means No happen heteroscedasticity in regression models .

Table 3. Glejser Test Results (Heteroscedasticity)

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,625	2,340		2,832	.006
	Brand Image	-.093	.054	-.251	-1,707	.093
	Word of Mouth	.023	.065	.058	.358	.722
	After Sales Service	-.013	.075	-.027	-.176	.861
	Price	-.073	.061	-.161	-1.185	.241
a. Dependent Variable: ABS_RES						

Source : Data Processing Results, 2026

With thus level significance every variables more big from 0.05 then No found existence happen heteroscedasticity .

Research Model

Table 4. Coefficient test results Multiple Regression

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,307	3,823		.342	.734		
	Brand Image	.283	.089	.277	3,195	.002	.676	1,480
	Word of Mouth	.537	.106	.482	5,083	.000	.565	1,769
	After Sales Service	.475	.123	.346	3,850	.000	.631	1,584
	Price	-.320	.100	-.256	-3,192	.002	.788	1,269
a. Dependent Variable: Purchase Interest								

Source : Data Processing Results, 2026

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1. Constant (a) = 1.307. This means If variables free namely Brand Image (X_1), *Word of Mouth* (X_2), *After Sales Service* (X_3), and Price (X_4) have a value of 0 then Purchase Interest (Y) is of 1,307.
2. If there are improving Brand Image then will there is increase in Purchase Interest by 0.283 units .
3. If there is improvement to *Word of Mouth* then the buying interest will increase amounting to 0.537 units .
4. If there is improvement to *After Sales Service* then the buying interest will increase of 0.475 units .
5. If there is improvement to Price then Buying Interest will decrease of 0.320 units .

Coefficient Determination (R^2)

Table 5. Model Summary [b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.824 [a]	.680	.659	3,354

a. Predictors: (Constant), Price, Brand Image, *After Sales Service* , *Word of Mouth*

b. Dependent Variable: Purchase Interest

Source : Data Processing Results, 2026

With thus so obtained mark coefficient determination *Adjusted R Square* of 0.659. Its influence against Purchase Interest (Y) of 65.9%. Meanwhile the rest 34.1 % is the influence of from variables other free .

Testing Hypothesis In a way Simultaneous (F-Test)

Table 6. ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1502.431	4	375,608	33,393	.000 b
	Residual	708,628	63	11,248		
	Total	2211.059	67			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Price, Brand Image, *After Sales Service* , *Word of Mouth*

Source : Data Processing Results, 2026

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With thus F_{table} (2.52) and significant α = 5% (0.05) namely F_{count} (33.393) and sig.a (0.000) so results prove that in a way Simultaneous Brand Image, *Word of Mouth* , *After Sales Service* , Price influential positive and significant on Purchase Interest.

Testing Hypothesis In a way Partial (t-test)

Table 7. Test Results Partial

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,307	3,823		.342	.734		
	Brand Image	.283	.089	.277	3,195	.002	.676	1,480
	Word of Mouth	.537	.106	.482	5,083	.000	.565	1,769
	After Sales Service	.475	.123	.346	3,850	.000	.631	1,584
	Price	-.320	.100	-.256	-3,192	.002	.788	1,269
a. Dependent Variable: Purchase Interest								

Source : Data Processing Results, 2026

Based on the table above , it can be seen that :

1. $t_{calculated}$ value for the Brand Image variable (X_1) is shown that mark t_{count} (3.195) > t_{table} (1.998) with level significant 0.002 < 0.05 so can concluded that there is significant influence in a way partial between Brand Image and Purchase Interest of Xiaomi products in Medan City .
2. $t_{calculated}$ value for the variable *Word of Mouth* (X_2) is visible that mark t_{count} (5.083) > t_{table} (1.998) with level significant 0.000 < 0.05 so can concluded that there is significant influence in a way partial between *Word of Mouth* on Interest in Buying Xiaomi Products in Medan City .
3. $t_{calculated}$ value for the variable *After Sales Service* (X_3) is visible that mark t_{count} (3.850) > t_{table} (1.998) with level significant 0.000 < 0.05 so can concluded that there is significant influence in a way partial between *After Sales Service* on Interest in Buying Xiaomi Products in Medan City .

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4. calculated t value for the Price variable (X4) is shown that mark t count (3.192) > t table (1.998) with level significant 0.002 < 0.05 so can concluded that there is influence significant negative in a way partial between Price and Purchase Interest of Xiaomi products in Medan city .

DISCUSSION

Brand Image on Purchase Interest of Xiaomi Products in Medan City

calculated t value for the Brand Image variable (X1) is shown that mark t count (3.195) > t table (1.998) with level significant 0.002 < 0.05 so can concluded that there is significant influence in a way partial between Brand Image and Purchase Intention. If there is improving Brand Image then will there is Increase in Purchase Interest by 28.3 %. Image brand own role important in form interest buy consumer Because brands that have reputation good , easy recognized and trusted tend give impression positive in mind consumer perception positive the make consumer feel more Certain to quality product or services offered , so push desire to do purchase . This shows that image brand own role important in form perception consumer to Xiaomi products in Medan City. Xiaomi is known as brands that offer sufficient technology advanced with relative price affordable so that form perception positive in mind consumers . Strong brand image make consumer feel more believe to quality product , so that push emergence interest in buying . This is also in line with theory marketing that states that brands that have reputation good and easy recognized will more easy influence decision purchase consumers .

Word of Mouth on Interest in Purchasing Xiaomi Products in Medan City

calculated t value for the variable *Word of Mouth* (X 2) is visible that mark t count (5.083) > t table (1.998) with level significant 0.000 < 0.05 so can concluded that there is significant influence in a way partial between *Word of Mouth* on Purchase Interest. If there is improvement to *Word of Mouth* then the buying interest will increase by 53.7%. *Word of Mouth* influential to interest buy Because information originating from from other people's experiences , such as recommendation or reviews , considered more honest and credible by consumers . Communication positive from mouth to mouth can increase trust as well as strengthen belief consumer in take decision purchase . The most dominant influence value show that *Word of Mouth* become very strong factor in influence interest buy Xiaomi consumers in Medan City. This happened Because consumer *smartphone* tend look for reference from experience other users before decide buy something product . Recommendations from friends , family , and reviews on social media considered more

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honest and trustworthy compared to promotion from company . In Xiaomi products , many users who share experience positive about performance , features , and competitive prices so that information the spread broad and influential candidate consumer other .

***After Sales Service* on Interest in Purchasing Xiaomi Products in Medan City**

calculated t value for the variable *After Sales Service* (X_3) is visible that mark t_{count} (3.850) > t_{table} (1.998) with level significant 0.000 < 0.05 so can concluded that there is significant influence in a way partial between *After Sales Service* on Purchase Interest. If there is improvement to *After Sales Service* then the buying interest will increase by 47.5%. *After Sales Service* influence interest buy Because service full good selling provide a sense of security and satisfaction to consumer after purchase . Guarantee service like warranty , convenience complaints , and fast response make consumer feel be noticed , so that increase desire to buy or do purchase repeat . This shows that service full sell be one of consideration important for consumer in buy Xiaomi products . Consumers *smartphone* usually consider availability service service , warranty products , as well as convenience in get repair If happen damage . Service full good selling provide a sense of security to consumer Because they feel protected after do purchase . Therefore , the more Good quality service full the sale given , then the more high interest consumers to buy Xiaomi products .

Price to Buying Interest Xiaomi products in Medan city

calculated t value for the Price variable ($X4_{)}$ is shown that mark t_{count} (3.192) > t_{table} (1.998) with level significant 0.002 < 0.05 so can concluded that there is influence significant negative in a way partial between Price and Buying Interest. If there is improvement to Price then Buying Interest will decrease by 32%. Price is a factor important things that influence interest buy Because consumer tend consider suitability between price and benefits obtained . The price is affordable and considered worth it with quality product or service will increase interest consumers to do purchase . This shows that price is a sensitive factor for consumer in determine decision purchase *smartphone* . Xiaomi products are known as *smartphone* with specification tall However with relative price affordable . Therefore , if price product experience quite a rise high , then interest buy consumer tend decrease Because consumer can switch to other brands that offer price more competitive . This is in accordance with theory behavior consumers who stated that consumer will consider suitability between prices and benefits obtained before do purchase .

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Brand Image, *Word of Mouth* , *After Sales Service* and Price on Purchase Interest

F $_{table}$ value is (2.52) and is significant α = 5% (0.05) , namely F $_{count}$ (33.393) and sig.a (0.000 ^{a}) so that results prove that in a way Simultaneous Brand Image, *Word of Mouth* , *After Sales Service* , Price influential positive and significant on Purchase Interest. Coefficient value determination *Adjusted R Square* of 0.659. Its influence against Purchase Interest (Y) of 65.9%. Meanwhile the rest 34.1 % is the influence of from variables Other free . Brand image , *Word of Mouth, After Sales Service* , and price in a way simultaneous influential to interest buy Because fourth factor the each other complete in form perception and belief consumers . Combination strong brand , recommendations positive , service full good selling , as well as appropriate price will increase trust consumers and encourage decision to buy product or services offered . These results show that interest buy consumer to Xiaomi products in Medan City are not available only influenced by one factor alone , but by a combination a number of factor at the same time . Strong brand image can build trust consumers , *Word of Mouth* can expand distribution information and recommendations from users others , *After Sales Service* provide a sense of security after purchase , and the appropriate price make consumer feel get equivalent value with purchased products . Combination from fourth factor the in a way together form perception positive consumers who ultimately push increasing interest buy to Xiaomi products .

CONCLUSION

Based on results research , can concluded that in a way partial image brand , word of mouth, after sales service, and price each have an influence significant to interest buy customer Xiaomi products in Medan City, as well as in a way simultaneous fourth variables it also provides significant influence to interest buy . Therefore Therefore , it is recommended that researchers furthermore develop study with add other variables to enrich study , while company expected can increase interest buy with strengthen image brand , encourage positive word of mouth through improvement satisfaction customers , as well as repair after sales service quality to be better easy accessible , responsive , and providing clear guarantees . In addition , research This expected can become reference scientific for Faculty of Economics, Prima Indonesia University, especially the Bachelor of Management Study Program , in support development study advanced related factors that influence interest buy customer .

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