

**ANALYSIS OF XIAOMI CELLPHONE'S  
WORTHINESS TOWARDS XIAOMI  
SMARTPHONE USER STANDARDS IN INDONESIA  
THROUGH CUSTOMER EXPERIENCED PRODUCT  
QUALITY, SALES PROMOTION, BRAND IMAGE,  
SOCIAL INFLUENCE, BRAND PREFERENCE, AND  
BRAND BOND**



**BACHELOR THESIS**

Proposed as one of the requirements to complete the International Undergraduate Program of the Faculty of Economics and Business, Diponegoro University

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**2025**