ABSTRACT

The rapid growth of smartphone usage globally, particularly in Indonesia, has intensified competition among smartphone brands, with Xiaomi emerging as a prominent player. This study examines the factors influencing Xiaomi smartphone users' brand preference and brand bond in Indonesia, utilizing the Theory of Planned Behavior (TPB) as the theoretical framework. The research focuses on variables such as customer experienced product quality, sales promotion, brand image, social influence, brand preference, and brand bond. Data were collected from 151 respondents in Indonesia using a structured questionnaire and analyzed using Structural Equation Modeling (SEM).

The findings reveal that customer experienced product quality, sales promotion, and social influence have a positive but insignificant impact on brand preference, while brand image negatively and insignificantly affects brand preference. In contrast, brand preference significantly and positively influences brand bond. These results partially support previous studies, highlighting the complex dynamics of consumer behavior in the Indonesian smartphone market.

The managerial implications suggest that Xiaomi should focus on enhancing brand preference to strengthen brand loyalty, while also considering the limited impact of sales promotions and social influences. Additionally, the study recommends further research with a more diverse sample and alternative methodologies to validate these findings.

Keywords: Xiaomi smartphone, Theory of Planned Behavior (TPB), Customer Experienced Product Quality, Sales Promotion, Brand Image, Social Influence, Brand Preference, Brand Bond, Indonesian Smartphone user, Xiaomi Smartphone user.