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Reflections on the Interest in Buying Smartphone Products Among Millennials: The Role of Consumer Satisfaction as a Mediator

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ABSTRACT

The urgency of this study is to determine the role of consumer satisfaction as a mediating variable between product attributes and price on the purchase interest of smartphones among millennials. Obtaining data using a survey model through online questionnaires with a quantitative approach to causality. The sample was obtained using a non-probability sampling approach using purposive sampling technique to 240 millennial respondents in Pematangsiantar city. The validity and reliability test uses the outlier model and the SEM structural model as a representative of the inner model. Based on data analysis on the effect of mediation, it can be seen that consumer satisfaction is not able to mediate the relationship between product attributes and purchase intention. Meanwhile, in the pattern of the relationship between price and purchase intention, it turns out that consumer satisfaction can be a mediating variable.

KEYWORDS

Keyword one

Keyword two

Keyword three

Maximum five keywords

INTRODUCTION

The use of smartphones is currently growing exponentially, as well as becoming a requirement in daily life. The original use of mobile phones may only be for creating phone calls or transmitting messages relative to the previous period, but nowadays the role of smartphones has expanded from the area of utility to satisfy social needs (Sudirman, Halim, Pakpahan, et al., 2020). Current technological developments provide space for consumers to choose a variety of smartphone product brands. The variety of brands available in the market has provided a way for mobile phone brands to create attractive features for customers (Choudhury & Gulati, 2020). Maintaining the existence of satisfaction from a customer is one of the goals of all business companies. The position of smartphones is not only as a means of communication, but it has now become a fundamental need for society. The existence of a smartphone product is very dependent on brand management managed by the company and industry (Ramaseshan & Stein, 2014). Manifestation in the form of an emotional bond between customers and the attributes used by the product is part of the effort to carry out the ideal branding process (Ilyas et al., 2020).

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Each product can be perceived differently according to the attribute contribution to the level of satisfaction (Ahmad & Barukab, 2020). Not only is the role of smartphones a means of communication, but now it has become a critical necessity for society (Hoffmann et al., 2020). This condition illustrates the urgency of the product attributes that are needed to find out which product properties have a contribution to customer satisfaction (Imtiaz & Islam, 2020). Lin et al., (2017), also stated that current products are developed following market needs with an orientation to consumer desires so that the creation of quality product attributes is important. Several studies say that consumer satisfaction is more or less influenced by the existence of the attributes of a product (Puspaningrum, 2018), (Biswas et al., 2020) and also has implications for a consumer's buying interest (Lee et al., 2017) and (Dewi et al., 2019). However, several studies have concluded different things, such as the results of the research presented (Soujanya & Daniel, 2020), who reported that there was no significant effect of the existence of product attributes on customer satisfaction and the study results (Cho et al., 2020), which reports that there is no significant effect of the existence of product attributes on purchase intention.

Price is an important element in consumer purchases, so it has a big effect in influencing consumer judgment when making purchases (Herrmann et al., 2007). The primary factor behind the happiness of an individual is primarily determined by an estimation of the price of a good when a transaction is made (Wantara & Tambrin, 2019). Price discounts have a major effect on high product prices and increase product value (Katt & Meixner, 2020). Price stability can be measured by the benchmark of customer satisfaction after getting the product by reviewing the price first before initiating to buy back the product (Sudirman, Halim, & Pinem, 2020). Research has proven that price has an effect on consumer satisfaction (Sulistiyana et al., 2015); (Oktarini, 2019); (Zhong & Moon, 2020) and has a contribution to consumer purchase intentions (Hsu et al., 2017); (Satria, 2017); (Wijaya & Kinder, 2020). However the study results (Kurniawati et al., 2019), conveying that the fixing of a price does not have a significant contribution to the level of customer satisfaction and in other studies, price penetration does not affect purchase intention, according to the research results (Khaleeli et al., 2021).

Reflecting on one's customer satisfaction is a key part of any organization that wants to increase its customer commitment and generate better business revenue (Masud et al., 2011). Customers want to find relevant data from different products by equating and carrying out an assessment before making purchase terms (Ali, 2016). Reviewing the output of a product relies on consumer satisfaction, which is determined by happiness and what is expected correlates to truth. The impression of poor scores, though, is due to a lack of consistency with prior standards that can contribute to the amount of satisfaction received (Nugroho et al., 2015). In general, if the perceived value exceeds the cost to buy, the consumer is satisfied and tends to make a repurchase decision (Chi, 2018). Several studies have shown that a consumer's satisfaction has contributed to an increase in purchase intention, based on the findings (Chen, 2013); (Resti, Devi; Soesanto, 2016); (Wulandari & Marlana, 2020). On the other hand, study is being carried out (Putra et al., 2020), discovering various outcomes, notably that consumer loyalty does not substantially impact the urge or motivation to purchase a customer.

The urgency of this study is to answer the gaps in the results of previous studies which convey different research results about product attributes, prices, and consumer satisfaction with purchase intention. The new thing that is shown from this research is the use of research samples from the perceptions of millennial generation respondents. Also, not many studies have been conducted to examine the role of smartphone product attributes and price as determining factors for a person to repeat purchasing activities after obtaining satisfaction. Researchers have the opportunity to conduct further research related to customer buying interest based on the theory supported above (the gap phenomenon and research gap). The results of this study are believed to be able to help

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academics and practitioners gain insight into how to promote customer purchase intentions and for manufacturing companies in the process of producing and selling smartphones.

LITERATURE REVIEW

Product attribute

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The attributes attached to the product are one of the important components that can encourage consumers to make purchases (Suhatman et al., 2020). This is because there are elements in product characteristics that consumers generally desire and need, such as prices, brands, packages, and other product characteristics (Evanita & Trinanda, 2017). In addition, views on product attributes were also shared by (Ann et al., 2018), which states that the presentation of the product is part of the tangible product attributes, such as colour, height, weight, material composition, after-sales support. As for the intangible attributes characterized by everything that cannot be touched and felt, such as reliability, beauty, quality, and price (Hoffmann et al., 2020). Meanwhile, according to (Kang et al., 2014) several important factors drive the success of smartphones, including the reliability of the browser, application features, navigation interface, and fashionable design. The study conducted by stated that there is a relationship between product attributes of the product on satisfaction and so on to purchase interest. The same thing was articulated by (Y. Wang et al., 2018); with the content of online review analysis to measure how product characteristics influence consumer satisfaction notes that product characteristics have a dominant effect on customer satisfaction levels. Further research results (Goh et al., 2016) support the two previous studies, with research results that point to the significance of product attributes in influencing consumer satisfaction of smartphone users. Studies conducted by (Goh et al., 2016), the title determinants of recurring cellphone purchase intentions among Malaysians: the role of moderating social influence and the mediating effect of consumer satisfaction states that product attributes partially affect purchase intention. With the flow experience theory methodology, the findings of the study claim that product qualities in the context of web design quality have a significant enough impact on purchasing interest (Martins et al., 2019) expressed the same thing. Further study results (Toufani et al., 2017) through the approach of the theory of consumption values and the theory of consumer values, results of the study are contrary to the results of previous studies, which state that product attributes (color, design, overall appearance, texture, beauty, and shape) do not affect purchase intention. Therefore, based on some of the results of previous research, this study leads to the development of a hypothesis:

H1: Product attributes affect customer satisfaction

H3: Product attributes affect purchase intention

Price

Price is the amount of value that customers exchange for some utility that a product has (Handoko, 2017). Price markers have a valuable position in how to change objects with special pricing procedures. Price is like a determinant of sales and is often linked to a customer's financial capacity (Lie et al., 2019). Furthermore, according to (Y.-H. Wang & Chen, 2016), price is something that is sacrificed or given up to obtain a product or service. Interpretation of discounted prices is not just about lower prices, but also about getting the same service as the price ratio that consumers receive when buying products (Bhatti, 2018). Prices for the industry are used as a determinant of marketing creation and are always linked to the financial capacity of customers (Lie

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et al., 2019). Consumers, from a marketing perspective, often judge products based on price. Therefore, there is a solid reason why smartphones are priced at a fairly large price because all smartphone manufacturers claim that their products have good features (Sudirman, Halim, & Pinem, 2020). Studies conducted by (Rama, 2020), by using the measurement of price reliability, price confidence, price transparency, relative price, price-quality ratio, price fairness convey that price has a crucial role in influencing the level of consumer satisfaction. Next, research (Pardey et al., 2020) convey the consequence of prices based on variations like the product when buying online product categories has an impact on customer satisfaction, trust, and loyalty. The same thing was conveyed (Ali Qalati et al., 2019) with the topic of research on the impact of prices on customer satisfaction in the telecommunications sector, conveying prices has a very strong influence on customer satisfaction when purchasing telecommunications products. Studies conducted by (Bringula et al., 2018) with the theory of planned behavior (TPB) approach, it was revealed that the price offer was initially considered when buying a smartphone. Likewise with research (Satriawan & Setiawan, 2020) with the results of the study found that the perceived price and quality positively and significantly affect purchase intention and purchase decision of Xiaomi smartphones. This is not supported by research (Wong, 2019) conducted in Hong Kong, that price is not a significant factor affecting the purchase interest of a Smartphone. Therefore, based on some of the results of previous research, this study leads to the development of a hypothesis:

H2: Price affects customer satisfaction

H4: Price affects buying interest

Customer Satisfaction

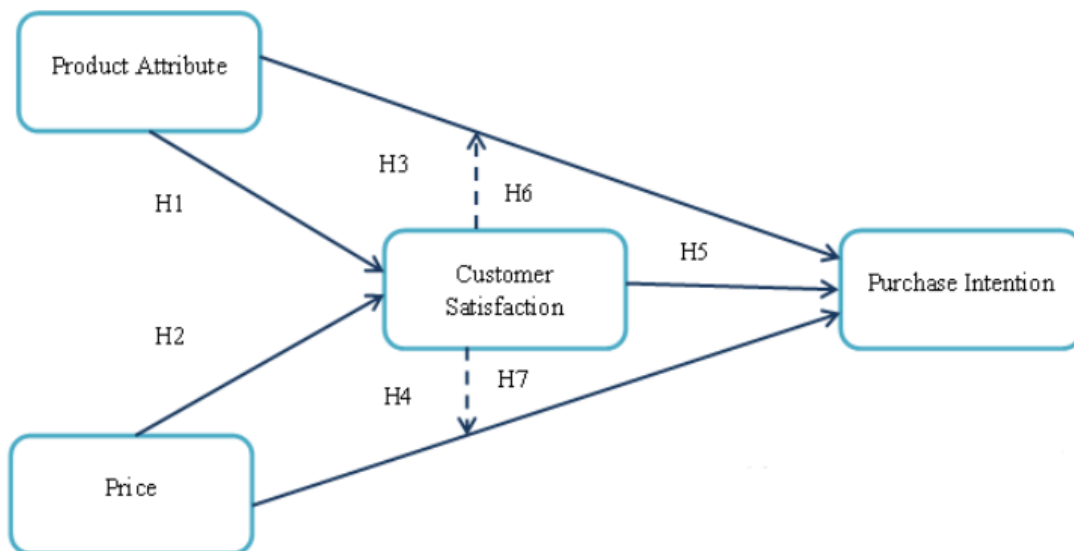
Satisfaction is an after-purchase evaluation after using a product so that it will have an impact on evaluating the actual performance of a product related to expectations and expectations before purchasing (Hasan, 2013). The relationship between expectations of using a product and the implementation of reality after using the product is one form of manifestation that appears when the relationship is as expected or not as expected (Nugroho et al., 2015). Customer satisfaction is an essential goal of a company in carrying out its business activities so that it is expected to bring profit to the company (Hasan, 2013). The relationship between expectations of using a product and the implementation of reality after using the product is one form of manifestation that appears when the relationship is as expected or not as expected (Hossain & Zhou, 2018). According to (Zephan, 2018), The disparity between customer preferences before purchase and realisation after consumption of a product or service can be understood to be consumer satisfaction. So the feeling of happiness after using a product is supposed to have ramifications for the long-term sustainability of the business (Sudirman, Sherly, Butarbutar, et al., 2020). Studies conducted by (Dash et al., 2021) with the topic of Marketing to Millennials: Marketing 4.0, customer satisfaction, and purchase intention state that consumer satisfaction has a very strong influence on the purchase interest of a consumer. The same thing was conveyed by (Ilyas et al., 2020) with the results of the research discussion explaining that consumer satisfaction has a significant effect on purchase intention. The two previous studies were also supported by the results of the studies presented by (Hsiao et al., 2016), through the approach of the theory of reasoned action (TRA), a theory of planned behavior (TPB), and theory of technology acceptance model (TAM) which states that a person's intention to use a product is strongly influenced by the level of satisfaction received.

H5: Consumer satisfaction affects purchase intention

Purchase Intention

Purchase interest can be defined as someone's inclination to use or buy a product obtained by a company where this attention is established after the initial consumption activity that the customer tries to do (Hsu et al., 2012); (Ramadan & Santosa, 2017). Furthermore, purchase intention is the desire of a customer to buy because the customer wants that product or service that causes action and perception (Madahi & Sukati, 2012). The reflection of the desire to buy can be observed at the stage of the customer in sorting out among several brand options, after which he finally makes a purchase that comes from many considerations (Murtingsih et al., 2019). The plan to make a purchase of a product can be reflected as an effort from a mental statement that describes buying interest (Japariato & Adelia, 2020). A situation that reflects a person's intention to purchase a product or service from a company or industry can occur because of a strong desire and impulse that arises from the mind (Wilson et al., 2019). Results of the analysis (Toufani et al., 2017) with the methodology of the theory of consumption values and the theory of consumer values (Bringula et al., 2018) with the theory of expected actions (TPB) approach (Dash et al., 2021) with the Marketing 4.0 theory approach, explains that the purchasing interest of someone is affected by influences of product attributes, price and customer satisfaction.

Hypothesis Framework and Development



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Figure 1. Research Framework Model

Based on the explanation in the introduction and the framework presented in Figure 1, the hypotheses developed in this study are as follows:

- & **Hypothesis 1:** Product Attribute affects customer satisfaction
- & **Hypothesis 2:** Price affects customer satisfaction
- & **Hypothesis 3:** Product Attribute affects purchase intention
- & **Hypothesis 4:** Price affects purchase intention
- & **Hypothesis 5:** Customer satisfaction affects purchase intention

& **Hypothesis 6:** Customer satisfaction mediates the relationship between product attributes on purchase intention

& **Hypothesis 7:** Customer satisfaction mediates the relationship between price and purchase intention

RESEARCH METHOD

Methods with a quantitative approach to causality are used in this study. For data analysis using the PLS-SEM concept which consists of two processes (1) the research data is analyzed for its validity and reliability using the Cronbachs alpha test, composite reliability, outer loading, and average variance extracted. Then (2) confirmatory factor analysis to check the fit of the model and model reliability and discuss the hypothesis through the variance-based Structural Equation Model (SEM) (Hair, 2014). The questionnaire distributed online is used as a medium for collecting data in the field. The population in this study were all consumers who use smartphones in Pematangsiantar City. The sampling technique used nonprobability sampling using the purposive sampling method (Ghozali, 2014). From the questionnaires distributed online using social media, 328 respondents obtained data, but only 240 respondents (73.17%) met the criteria to be sampled because they had filled in the data and answered questions completely, and met the requirements of the characteristics as research respondents. For the construct measurement of the first exogenous variable, the product attribute consists of the item price, quality, brand, fashionableness, prestige, attractiveness, trustworthiness. The second exogenous variable, namely price consists of item's affordability, of prices, prices are following product quality, price competitiveness, price compatibility with product advantages. The mediation variable, namely customer satisfaction, consists of items, feel service quality, professional feel competence, feel the experience with the product, feel contented with the services. Then the endogenous variables, namely buying interest, consist of intent to purchase, search information about, always talk about smartphones, purchasing is beneficial, willing recommend to buy. Furthermore, the measurement of the research variable indicators can be explained in Table 1:

Table 1. Variable Operational Definition

Variable Name	Item	Reference source
Product Attribute	Price	Chang (2011); Wang, Lu, and Tan (2018)
	Quality	
	Brand	
	Fashionableness	
	Prestige	
	Attractiveness	
Price	Affordability of prices	Herrmann et al. (2007); Kotler and Armstrong (2014)
	Prices are following the product quality	
	Price competitiveness	
	Price compatibility with product advantages	
Customer Satisfaction	Feel service quality	Zhou (2011); Dash, Kiefer, and Paul (2021)
	Feel professional competence	
	Feel the experience with the product	
	Feel contented with the services	

LAST NAME OF FIRST AUTHOR, ET AL. (for more than 2 authors) / LAST NAME OF FIRST AND SECOND AUTHOR, ET AL. (for 2 authors)

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Purchase Intention	Intend to purchase	Cheong and Morrison (2008); Kaushal and Kumar (2016)
	Search information about	
	Always talk about smartphones	
	Purchasing is beneficial	
	Willing recommend buying	

RESULTS

Respondent Description

Respondents in this study were consumers who used smartphones. Respondents in this study can be categorized into several characteristics, namely: gender, age, employment status, income level, and the brand of smartphone used.

Table 2. General Profile of Respondents

Category	Detail	amount	Percentage
Gender	Men	104	43.4%
	Woman	136	56.7%
Age	24-27	72	30%
	28-31	106	44.2%
	32-35	44	18.3%
	36-39	18	7.5%
Job status	College student	6	2.5%
	Teacher / Lecturer	27	11.25%
	Employees	98	40.83%
	Government employees	70	29.17%
Income Within a Month	Entrepreneur	39	16.25%
	<1 million	6	2.5%
	1 million - 5 million	125	52.09%
	5 million - 10 million	64	26.66%
Smartphone Brand Used	> 10 million	45	18.75%
	Samsung	43	17.92%
	Iphone	47	19.58%
	Vivo	82	34.17%
	Oppo	54	22.5%
	Others	14	5.83%

Outlier Model Measurement

In measuring the outlier model, the tests carried out are validity and reliability tests. Convergent validity testing is determined by the loading factor and AVE with the condition that the loading factor is above 0.7 and the AVE value is 0.5 (Hair, 2014). However, for research that is still in the development stage, the acquisition of a loading factor value between 0.50 and 0.60 is still acceptable (Ghozali, 2014). Model reliability testing according to (Hair, 2014), seen from the value of

cronbach's alpha and composite reliability (CR) which has a value greater than 0.7, which is presented using table 3:

Table 3. Outler Model Measurement

<i>Construct / item</i>	<i>Outler Loadings</i>	<i>Cronbach 'alpha</i>	<i>CR</i>	<i>AVE</i>
<i>Product Attribute</i>		0.979	0.982	0.889
PA1	0.947			
PA2	0.873			
PA3	0.940			
PA4	0.954			
PA5	0.951			
PA6	0.962			
PA7	0.968			
Price		0.727	0.829	0.552
PR1	0.821			
PR2	0.830			
PR3	0.606			
PR4	0.692			
Customer Satisfaction		0.993	0.995	0.979
CS1	0.982			
CS2	0.994			
CS3	0.993			
CS4	0.988			
Purchase Intention		0.945	0.958	0.819
PI1	0.873			
PI2	0.905			
PI3	0.931			
PI4	0.887			
PI5	0.926			

In the validity test presented in Table 2, it is known that the value of each loading factor on each indicator of exogenous and endogenous variables has a value above 0.7 and likewise, for the acquisition of the AVE value, the value is above 0.5. Furthermore, the value for each of the above reliability, for each endogenous variable, namely, product attributes, price, and customer satisfaction obtained a composite reliability value above 0.7 and for exogenous variables, namely, purchase interest also obtained a composite reliability value above 0.7. Then the Cronbach's alpha for all endogenous and exogenous variables obtained a value above 0.7 which proves that all research variables have good reliability numbers.

Inner Model Measurement

Inner model calculation is performed using SmartPLS 3.2.9 by bootstrapping study data. The first is the importance of the two associated variables, and also the R-square of the analysis. There are two outcomes derived from bootstrapping. The R-square value is a value that demonstrates the potential of exogenous variables to produce endogenous variables. Three types of R-square values are, according to (Chin et al., 2008) the interaction between exogenous variables that form endogenous variables is small if the R-square value is 0.19, if it is 0.33 that implies that the relationship is mild and if the value is 0.67 it suggests that the relationship is powerful. While

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(Sarwono, 2016), states that if the R-square value is more than 0.67, the relationship between endogenous and exogenous is very strong.

Table 4. Results of the calculation of the value of R-Square

Information	R Square	R Square Adjusted
Customer Satisfaction	0.212	0.206
Purchase Intention	0.238	0.228

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Judging from the R-square value for the customer satisfaction variable, the value is 0.212 and purchase intention is 0.238, which value lies in the value range below 0.33, so it can be concluded that all exogenous variables in explaining endogenous are weak. Furthermore, to prove the hypothesis testing, a significance test is used to determine the relationship between exogenous variables and endogenous variables. The criterion for significance is seen from the p-value. If the p-value between exogenous and endogenous variables is smaller than 0.05, with a significance amount of 5 percent, it implies that the exogenous variables have a significant impact on endogenous variables; on the opposite, if the value is larger than 0.05, it means that the exogenous variables may not have a significant effect on the construction of endogenous variables.

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Table 5. Path Coefficients Test Results

Path Between Variables	Coefficient	tcount	P-Value	Conclusion
Product Attribute >> Customer Satisfaction	0.177	2,911	0.004	H1 Accepted
Price >> Customer Satisfaction	0.345	5,469	0.000	H2 Accepted
Product Attribute >> Purchase Intention	0.140	2,077	0.038	H3 Accepted
Price >> Purchase Intention	0.299	4,558	0.000	H4 Accepted
Customer Satisfaction >> Purchase Intention	0.165	2,347	0.019	H5 Accepted

Based on the processed data presented in table 5, the significance test of the direct relationship between exogenous and endogenous variables can be said that overall exogenous variables have a significant effect on endogenous variables. Thus, all hypothesis development in research can be well accepted. Furthermore, to obtain conclusions regarding the effect of mediation, an indirect effect test was conducted between endogenous and exogenous variables mediated by consumer satisfaction.

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Table 6. Indirect Effect Test Results

Path Between Variables	Coefficient	tcount	P-Value	Conclusion
Product Attribute >> purchase intention mediated by customer satisfaction	0.029	1,674	0.095	H6 Denied
Price >> purchase intention mediated by customer satisfaction	0.057	2,138	0.033	H7 Accepted

From the results of the indirect effect test in table 6 with consumer satisfaction as a mediator, it is concluded that consumer satisfaction is not able to mediate the relationship between product

attributes and purchase intention, while in the relationship between price and purchase intention, it is concluded that consumer satisfaction can mediate.

DISCUSSION

The Effect of Product Attributes on Customer Satisfaction

Product attributes have a positive and significant effect on customer satisfaction. Product attributes can provide a clear picture of the quality of a product. To provide a clear picture of the meaning of product attributes, it is necessary to have a deep understanding of consumers as a comparison of expectations with desired expectations (Qomariah, 2018). Studies (Kang et al., 2014), states that the product attribute is a development that involves determining the benefits to be provided. In theory, it can be proven that product attributes can provide benefits to customers and customer satisfaction. The results of this study are in line with the research results (Y. Wang et al., 2018), with the customer behavior theory approach which states that there is a significant effect of product attributes on washing machine products on the level of customer satisfaction. The same thing was conveyed from the research results (Toufani et al., 2017), which shows the elements contained in product attributes, such as color, design, overall appearance, texture/touch, beauty, shape, have a significant effect on the satisfaction of purchasing smartphone products. The results of this research are also supported by the results of the study (Choudhury & Gulati, 2020), the group impacting user loyalty requires the direction of the Kano model, which finds four types of attributes such as water resistant, wireless charging, fingerprint sensor, sound control facilities.

The Effect of Price on Customer Satisfaction

Price has a positive and significant effect on customer satisfaction based on the coefficient path test results in Table 5. According to (Han et al., 2015), there is a possibility that the price suitability can support customer satisfaction after achieving the level of profit that the customer wants. In general, customers want to use the price as a marker of satisfaction, because the customer wants to review the price of a product being offered before carrying out the activity to buy (Sudirman, Halim, & Pinem, 2020). The urgency of the price of a product is oriented towards strategic effectiveness in marketing so that unstable price changes will cause sensitivity to satisfaction (Y.-H. Wang & Chen, 2016). Wide variety of mobile devices are sold on the market, supplying customers with multiple options. Manufacturers of smartphones are now struggling to sell sophisticated cell phones, but at comparatively affordable rates (Satriawan & Setiawan, 2020). This condition is what drives the level of consumer satisfaction when buying smartphone products with price quotes that match the level of consumer income acceptance. The results of this study are in line with (Pandey et al., 2020), the impact of varying prices according to the nature of the product affects the level of customer satisfaction. On the other hand, studies and (Sudirman, Efendi, & Harini, 2020), explains that the provision of fairness in prices for online transportation services makes a significant contribution to influencing user satisfaction. This finding is also supported based on research results (Ali Qalati et al., 2019), using the consumer behaviour theory methodology, which shows that if they offer a pricing quote that is relevant to the quality of the goods, customer loyalty would appear to be higher.

Effect of Product Attributes on Purchase Intention

The data in Table 5 shows that product attributes have a positive and significant effect on purchase intention. The activity of purchasing a product or service that a customer has tried on a product or service more than once or more in an organized manner is called buying interest (Putri

et al., 2020). Purchase interest is a consumer desire to buy back that is motivated by others to buy back (Nuraeni, 2014). When a consumer is influenced by all that is owned and thus needs to create a desire to use the product, the urgency of the functionality held by a product is to be tried for continuity (Kang et al., 2014). In addition, the cosmetic elements that are wrapped in the presentation of the product attributes of a smartphone will contribute to private buyer buying intentions (Toufani et al., 2017). This result is supported by research from (Popovich & Hamilton, 2020), In the decision to position an object on the intermediate preference list, which explicitly conveys the qualities that are weighted more highly, then a lighter weight is given in the decision to buy in retail. The same thing was also articulated by (Nation & Schlegelmilch, 2020), In general, by concentrating product features with the slogan stressing environmental elements of sustainability, they express a sequential and logical market decision-making mechanism. Further research (Lee et al., 2017), with a focus on purchase interest in online stores, emphasizing that the product attribute factors have positive and significant benefits on customer purchases.

Effect of Price on Purchase Intention

Price has a positive and significant effect on purchase intention based on the path coefficient test results. The price factor is very important to influence and attract consumers' considerations and intentions to buy products (Bhatti, 2018). Valued goods are measured as the dreamed need is satisfied by the customer's wants and needs, as a result of which a high buying desire is inferred and may even be stronger for shopping practices (Wong, 2019). Furthermore, with the correspondence between perceived price and the benefits received, namely the manifestation of a feeling of satisfaction with something received, the result creates an interest in repurchasing the product. The results of this study are in line with previous research, namely, the price factor offered on Oppo smartphone products has a significant impact on consumer purchasing decisions (Sudirman, Halim, Pakpahan, et al., 2020). This finding is also supported by research results (Japariato & Adelia, 2020), In other words, the price offered on the Shopee e-Commerce website has a big effect on customer buying desire. Apart from the two previous studies, findings from (Santoso, 2018) also corroborates the results of this study, with the results of research concluding that the reflection of consumer buying interest in automatic products is more or less influenced by the price offer given.

The Effect of Consumer Satisfaction on Purchase Intention

The path coefficient test data in Table 5 also shows that satisfaction has a positive and significant effect on purchase intention. A marketer has to gain an idea of how consumers expect to make a transaction in order to attract the hearts of clients (Adji & Semuel, 2014). The object of the consumer's position in buying is heavily affected by the personal interests that emerge and the pleasure that is perceived. The implication of the level of satisfaction with a product tends to influence consumer behavior to make repurchases (Japariato & Adelia, 2020) This indicates that the higher the level of satisfaction a consumer gets for the product he uses, the higher the consumer's interest in making further purchases of the product (Sari & Lestari 2019). The results of this research are in line with studies (Hossain & Zhou, 2018), which conveyed the acceptance of optimal customer satisfaction in the use of mobile payments made a significant contribution to buying interest. The same thing was expressed by (Goh et al., 2016), using the principle of customer behaviour that states that repetitive purchasing interest in mobile devices is impacted by the acceptance of user satisfaction. Findings from (Adji & Semuel, 2014); and(Neldi et al., 2020)

also confirms the results of previous studies using the satisfaction variable as a predictor of consumer buying interest and the results have a significant effect.

Mediation of Consumer Satisfaction on the Relationship between Product Attributes and Purchase Intention

The results of the indirect effect data analysis show that consumer satisfaction is not able to mediate the relationship between product attributes and purchase intention. This is since the majority of smartphone users are employees and civil servants who prioritize the product attributes attached to the smartphone itself. Different types of smartphone products are sold on the market, offering customers with multiple preferences. Manufacturers of smartphones are now trying to offload specialized cell phones, but at reasonably reasonable prices (Satriawan & Setiawan, 2020). This condition triggers consumers to consider making purchases at certain smartphone brands because there are other factors rather than having to pay attention to aspects of the product attributes offered. The results of this study are in line with (Kusmayasari, 2014), which states that consumer satisfaction is not able to provide a mediating effect between the relationship between product attributes and purchase intention. On the other hand, the results of this study are inconsistent (Goh et al., 2016), through the customer behavior theory approach which concludes that satisfaction partially mediates the relationship between product attributes and purchase intention. This ensures that vendors will highlight product features to reduce the effort needed for buyers to become acquainted with the new handset.

Mediation of Consumer Satisfaction on the Relationship between Price and Purchase Intention

The results of the indirect effect data analysis show that consumer satisfaction can mediate the relationship between price and purchase intention. Higher price expectations have implications for the decision-making process. The amount and complexity of price expectations depend primarily on customer interest, especially on price transparency, price-quality ratios, and relative prices, and of course, these dimensions affect satisfaction (Rama, 2020). Also, on average respondents who have middle income tend to be interested in buying smartphone products because the price and level of satisfaction received are in a balanced proportion. Besides, physiological techniques and communication initiatives may also help sustain consumers through the interaction and emotional connection between consumers and product prices (Goh et al., 2016). Research conducted (Ali Qalati et al., 2019), also confirms the existence of a mediating relationship between consumer purchasing behavior between price and customer satisfaction. Other findings that are consistent with this study were also presented (Ghassani & Suryoko, 2017); (Palma & Andjarwati, 2016) and (Resti, Devi; Soesanto, 2016), which states that consumer satisfaction can provide a mediating effect between the relationship between price and purchase intention.

MANAGER IMPLICATION

Theoretically, From a series of data analyses, it can be concluded that the product attributes and prices affect purchase intention, as well as the level of customer satisfaction. But what is even more interesting is that consumer satisfaction among millennials is not able to mediate product attributes on the intention to buy a smartphone. This means that consumer satisfaction as a mediating variable only has a positive effect on the price as a major factor in buying interest. The results of this study are important information in smartphone sales strategies for millennials.

Practically, can provide additional information for manufacturing companies in the production and sales process of smartphones so that they pay more attention to the suitability between the price offered and the quality of products designed using compatible product attributes, to encourage the intention to buy smartphone products sourced from the acquisition of smartphone usage satisfaction.

LIMITATION AND FUTURE RESEARCH

The conduct and results of this research have several limitations along with their substantial contribution to literature review and practice. This research only uses product attribute variables and price as predictors of satisfaction and purchase interest. For further research, it is hoped that it can develop and explore customer buying interest with different model theories and concepts to gain a broader understanding. Second, the majority of respondents live in Pematangsiantar City and its surroundings. Future research is expected to reach a wider geographic range of respondents to get a better generalization of findings. Therefore, further research is expected to provide better contributions practically.

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일치 제외

꺼짐

참고 문헌 제외

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철자법 이 단어는 철자법이 틀리다. 사전이나 철자법 검색기로 글을 교정하라.



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연결상의 오류가 있는 문장 이 문장은 연결상의 오류가 있는 문장일 수 있다. 연결사나, 구두점을 붙이거나 두 문장으로 만들 필요가 있다.



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중복어 identical words를 연달아 두 번 썼다. 하나를 삭제해야 할 수도 있다.



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혼동되는 단어 이 문장에 **Effect**를 썼음. 대신 **affect**를 써야할 수도 있다.



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페이지 12



빠뜨렸거나 불필요한 관사 여기에 이 관사가 불필요할 수도 있다.



빠뜨렸거나 불필요한 관사 이 단어 앞에 관사가 필요할 수도 있다.



빠뜨렸거나 불필요한 관사 여기에 이 관사가 불필요할 수도 있다.



철자법 이 단어는 철자법이 틀리다. 사전이나 철자법 검색기로 글을 교정하라.



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페이지 13

페이지 14

페이지 15

페이지 16

페이지 17

페이지 18
