



**The Effect of Brand Awareness, Brand Image, and Product Quality on Consumer Satisfaction of Oppo Smartphone Users in Pekanbaru**

Christian Christian<sup>a\*</sup>, Evelyn Wijaya<sup>a</sup>

<sup>a</sup>Business Faculty, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia

\*Corresponding Author: [christianfa416@gmail.com](mailto:christianfa416@gmail.com)

**Article History**  
Received  
10 November 2023  
Revised  
15 December 2023  
Accepted  
17 January 2024  
Published  
31 March 2024

**ABSTRACT**

The development of communication technology has undergone very significant changes ranging from simple to modern. One of the visible developments in communication technology is the Smartphone. This study aims to determine and analyze the effect of Brand Awareness, Brand Image, and Product Quality on OPPO Smartphone Users in Pekanbaru. The population of this study is consumers who have OPPO smartphones in Pekanbaru City. Sampling in this study used the Accidental Sampling method, so the sample in this study was 120 respondents. Methods of collecting data through questionnaires and interviews. The analysis technique in this research is the Structural Equation Model (SEM) with the help of Smart Partial Least Square (PLS) 3.0 software. Based on the results obtained in this study, the variables of Brand Awareness, Brand Image, and Product Quality have a positive and significant influence on consumer satisfaction.

**Keywords:** Brand Awareness, Brand Image, Product Quality, Consumer Satisfaction

**Fields:** Marketing, Management, Technology

**DOI:** <https://doi.org/10.61230/nexus.v1i4.79>

**INTRODUCTION**

The development of communication technology has undergone very significant changes, from simple to modern. One of the visible developments in communication technology is the Smartphone. Smartphones are one of the tools that can connect everything in all places. Initially, smartphones could only be used to make phone calls and SMS, but now smartphones have developed features such as games, social media, and taking photos or videos from smartphones without using a digital camera. Even smartphones are now equipped with internet access so that getting information is fast and can be accessed anywhere and anytime. The large number of Smartphone users in Indonesia has made many Smartphone manufacturers interested in marketing their products in Indonesia. Until now, there have been many types of famous smartphones circulating in Indonesia, including Samsung, OPPO, VIVO, Xiaomi, Apple, Sony, Realme, etc. These smartphone companies often make or create innovations in the company's products so that consumers are interested in buying cell phones from the company (Irawan, 2023). The smartphone market like this causes very tight competition among business competitors in the telecommunications sector. The many types and brands of smartphones offered on the market give consumers many choices and this greatly encourages manufacturers to sell their products with good quality and competitive prices. Smartphone manufacturers who see a phenomenon that the increasing number of smartphone users in Indonesia, make them compete to meet the needs or desires of their consumers and also continue to try to control the existing market share. Oppo company which is a newcomer because it only entered the Indonesian market in 2013 is known as PT. World Innovative Telecommunication is a multinational company engaged in the marketing of the Oppo brand.

**Table 1. Shipping Volume and Market Share Data**

Brand	Shipment Volume Q2 2021	Market Share Q2 2020	Shipping Volume Q2 2021	Market Share Q2 2020	Year-on-year change
Samsung	59.0	18.80%	54.0	19.50%	9.30%
XiaoMI	53.1	16.90%	28.5	10.30%	86.60%
Apple	44.2	14.10%	37.6	13.60%	17.80%
OPPO	32.8	10.50%	24.0	8.70%	37.00%
VIVO	31.6	10.10%	23.7	8.60%	33.70%

Brand	Shipment Volume Q2 2021	Market Share Q2 2020	Shipping Volume Q2 2021	Market Share Q2 2020	Year-on-year change
Others	92.4	29.50%	109.0	39.40%	-15.20%
<b>Total</b>	<b>313.2</b>	<b>100.00%</b>	<b>276.6</b>	<b>100.00%</b>	<b>13.20%</b>

Source: IDC Quarterly Mobile Phone Tracker, 2020 Q2

Based on the results of table 1, it can be seen that OPPO's shipment volume increased in the second quarter of 2020 to 2021. Where in the second quarter of 2020 it was at 24.0 million in 2021 it increased to 8.8 million so that in 2021 the shipment volume was at 32.8 million. This indicates that the presence of Oppo smartphones is starting to get a positive response from the public, even though when viewed as a whole, Oppo smartphones are in fourth position before Samsung, Xiaomi and Apple.

Customer satisfaction is formed when consumers feel that the goods purchased are in accordance with what consumers want. This can happen based on consumer experiences when buying a product, when consumers use the product and so on. To find out how satisfied consumers are with the company's Oppo smartphones, a pre-research survey will be conducted on 31 research respondents. The following are the results of the pre-research survey obtained:

**Table 2. Results of the Pre-Research Survey**

No	Questions	Answer	
		Yes	No
1	Are you satisfied after using OPPO brand mobile phone	61.30%	38.70%
2	Will you recommend the company to others	74.20%	25.80%
3	Will you buy products from the company again	61.30%	38.70%

Source: Processed data 2021

Based on the results of table 2, it can be obtained that most respondents are satisfied with Oppo smartphones, as seen from 61.3% of consumers feeling satisfied after using Oppo smartphones and more than 70% of respondents will recommend Oppo smartphones to others and will buy Oppo smartphones again at another time.

## LITERATURE REVIEW

### Consumer Satisfaction

According to (Kotler & Keller, 2016) satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance (or results) of a product or service with expectations (Hidayat et al., 2022; Saputro et al., 2022; Suyono et al., 2023). If the performance or experience is less than expected, the customer is dissatisfied. If it is in accordance with expectations, the customer is satisfied. If it exceeds expectations, the customer is very satisfied or happy. According to (Azhari et al., 2015) there are several important points regarding satisfaction, namely: feelings that arise after evaluating the experience of using a product, customer response to the evaluation of perception or the difference between initial expectations before purchase and the actual performance of the product as perceived after using or consuming the product in question, overall after-sales evaluation that compares perceptions of product performance with pre-purchase expectations, a measure of the performance of an organization's 'total product' compared to a series of customer requirements (Suhardjo et al., 2023).

### Consumer Satisfaction Indicators

According to (Wardani, 2020) indicators of consumer satisfaction are:

1. Feelings of satisfaction (in the sense of being satisfied with the product and its services). That is, an expression of feelings of satisfaction or dissatisfaction from customers when receiving good service and quality products from the company.
2. Always buy products, namely customers will continue to use and continue to buy a product if their desired expectations are met.
3. Will recommend to others, namely customers who are satisfied after using a product or service will tell others and are able to create new customers for a company.
4. Fulfillment of customer expectations after purchasing a product, namely whether or not the quality of a product or service after purchasing a product matches the customer's expectations.

## **Brand Awareness**

According to (Irvanto & Sujana, 2020), brand awareness is the ability of a prospective buyer to recognize or remember that a brand is part of a particular product category. Brand awareness is a very durable and sustainable asset. A product that has been chosen by consumers so that consumers have a dominant awareness of the product is very difficult to replace with other products. According to (Fadhilah, 2015), brand awareness is the ability of consumers to identify brands in different conditions, which is reflected in brand recognition or recall performance. According to (Siagian, 2019) stated that brand awareness is the ability of consumers to recognize and remember a brand in different situations.

### **Brand Awareness Indicators**

According to (Fadhilah, 2015) Brand Awareness has four levels of achieving awareness from the consumer's mind from the lowest level, namely not being aware of the brand (Brand Unaware) to the highest level, namely Top of Mind. Brand awareness from the lowest to the highest level is as follows: (1) Unaware of Brand (not aware of the brand) is the lowest level in the brand awareness pyramid where consumers are not aware of a brand; (2) Brand Recognition (brand recognition) is the minimum level of brand awareness, where recognition of a brand appears again after being recalled through assistance (aided recall); (3) Brand Recall (brand recall) is recalling the brand without assistance (unaided recall); (4) Top of Mind is the brand that is mentioned first by consumers or the first that appears in the minds of consumers, or the brand is the main brand of various brands in the minds of consumers.

### **Brand Image**

According to (Amilia, 2017) brand image is an association of all available information regarding products, services and companies from the brand in question (Arif et al., 2021; Fajri et al., 2021). This information is obtained in two ways, the first through direct consumer experience, which consists of functional satisfaction and emotional satisfaction (Özcan & Elçi, 2020). The brand must not only be able to work optimally and provide the promised performance but must also be able to understand consumer needs, carry the values desired by consumers and also meet the individual needs of consumers who will contribute to the relationship with the brand. Second, the perception formed by the company from the brand through various forms of communication, such as advertising, promotion, public relations, logos, and so on (Purba et al., 2023).

### **Brand Image Indicators**

The following are brand image indicators according to (Cahyono, 2018) as follows:

- (a) Brand Identity Is a physical identity related to the brand or product so that consumers can easily recognize and distinguish it from other brands or products, such as logos, colors, packaging, location, company identity, slogans and others.
- (b) Brand Personality The distinctive character of a brand that forms a certain personality as befits a human being, so that consumers can easily distinguish it from other brands in the same category, for example a firm, rigid, authoritative, noble, smiling, warm, caring, social, or dynamic, creative, independent and so on (Renaldo et al., 2024).
- (c) Brand Association Specific things that are appropriate or always associated with a brand, can arise from a unique product offering, repeated and consistent activities such as sponsorship or social responsibility activities, issues that are very strongly related to the brand or person, symbols and certain meanings that are very strongly attached to a brand.
- (d) Brand Communication and Interaction Behavior (Brand Attitude & Behavior) There are brands that are communicated using inappropriate and unethical methods in communicating, poor service that affects the public's view of the brand's attitude and behavior (Jacksen et al., 2021). On the other hand, sympathetic, honest, consistent attitudes and behavior between promises and reality, good service and concern for the environment and the wider community also form a good perception of the brand's attitude and behavior.
- (e) Brand Benefits and Advantages (Brand Benefit & Competence) These are the values and unique advantages offered by a brand to consumers that make consumers feel the benefits because their needs, desires, dreams and obsessions are realized by what is offered. The benefits, advantages and unique competence of a brand will affect the brand image of the product, individual or company institution.

### **Product Quality**

According to (Kotler & Armstrong, 2017) defines a product as anything that can be offered to the market to be noticed, obtained, used, or consumed that can satisfy desires or needs. Products include more than just tangible objects, such as cars, computers, or cell phones. According to (Widjoyo, 2014) a product is

anything that can be offered by a manufacturer to be noticed, requested, sought, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market. According to (Annishia & Setiawan, 2018) the definition of a product is "a set of attributes, both tangible in terms of color, price, reputation of the store that sells (retailer), and factory services, as well as retailer services received by the buyer in order to satisfy desires" (Adrian et al., 2022).

### **Product Quality Indicators**

According to (Supriyadi et al., 2017) there are 8 dimensions of product quality as follows:

1. Form (Performance) Includes the size, shape, or physical structure of the product.
2. Features (Feature) Product characteristics that complement the basic function of the product.
3. Perceived Quality Often said to be the result of using measurements that are carried out indirectly because there is a possibility that consumers do not understand or lack information about the product in question.
4. Durability The measure of the expected operating life of the product under normal or stressful conditions, is a valuable attribute for certain products.
5. Reliability Is a measure of the probability that a product will not malfunction or fail within a certain time.
6. Ease of Repair Is a measure of the ease of repairing a product when it malfunctions or fails (Goh et al., 2022).
7. Style Describes the appearance and feel of the product to the buyer.
8. Design Is the totality of features that affect the appearance, feel, and function of the product based on customer needs.

### **Hypothesis Formulation**

#### **The Influence of Brand Awareness on Consumer Satisfaction**

According to (Keller, 2016) Brand awareness also influences the creation of consumer satisfaction, where when a brand has become top of mind, the tendency for customers to be satisfied will be greater. Research Results According to Research (Darmawan, 2019) states that there is a significant influence between brand awareness on consumer satisfaction and (Novrianda et al., 2018) states that there is an influence between brand awareness on consumer satisfaction

H1: Brand Awareness influences Consumer Satisfaction of OPPO Smartphone Users in Pekanbaru

#### **The Influence of Brand Image on Consumer Satisfaction**

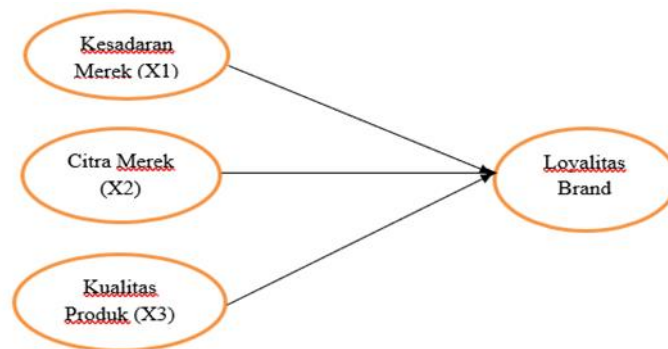
Brand Image is one of the strategies carried out by companies that aims to make consumers feel satisfied (Marillo et al., 2024). Brand image is not just the name of a product, but how brand image can create a new idea where the brand can provide something different and according to consumer expectations (Amin et al., 2023; Amin & Wijaya, 2024). The relationship between brand image and consumer satisfaction is the relationship between brand image that has a significant positive influence on consumer satisfaction. The better the brand image that is successfully implanted by the company, the more it will encourage the creation of consumer satisfaction. Research results according to (Lasander, 2013) state that brand image has a significant effect on consumer satisfaction, and (Tanudiredja et al., 2016) state that brand image has a significant effect on consumer satisfaction.

H2: Brand Image has an effect on Consumer Satisfaction of OPPO Smartphone Users in Pekanbaru

#### **The Influence of Consumer Satisfaction on Consumer Loyalty**

Product Quality is the advantage or strength of the product which aims to make consumers satisfied when buying the product. To make a quality product must follow the components that have been determined by the company. The relationship between brand quality and consumer satisfaction is the relationship between brand image that has a significant positive influence on customer satisfaction. Thus, the better the quality of the smartphone product, the more it will encourage increased consumer satisfaction. Research results according to (Afnina & Hastuti, 2018), state that product quality has a significant effect on consumer satisfaction, and (Arianty, 2015) states that product quality has a significant effect on consumer satisfaction

H3: Product Quality Affects Consumer Satisfaction of OPPO Smartphone Users in Pekanbaru



Source: Processed Data, 2021

**Figure 1. Framework of Thought**

## METHODOLOGY

### Population and Sample

(Sugiyono, 2015) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sekaran & Bougie, 2016). The population to be used in this study are consumers who have OPPO Smartphones in Pekanbaru where the population number cannot be known with certainty. According to (Sugiyono, 2015) a sample is part of the number and characteristics possessed by the population. If the population is large, and researchers cannot study everything in the population, for example due to limited funds, manpower and time, then researchers can use samples taken from that population. The number of research samples is determined from Roscoe's opinion Thus, because the total variables in this study are 4 variables consisting of 3 independent variables (free) and 1 dependent variable (bound), the number of samples to be used in the study is  $30 \times 4 = 120$ . Thus, the number of questionnaires given to consumers is 120 respondents.

### Data Collection Method and Data Analysis Technique

To obtain relevant data that supports the achievement of previously set objectives in the implementation of this study, data collection techniques were used with questionnaires and interviews (Alfat, 2024; Rafa'i et al., 2023; Setyowati et al., 2023). The analysis tools used in this study SPSS and PLS were used to test the effect of brand awareness, brand image, and product quality on consumer satisfaction (Renaldo, Suhardjo, et al., 2023; Renaldo, Vomizon, et al., 2023).

## RESULTS AND DISCUSSION

### Description of Research Respondents

The population of this study is Consumers who use OPPO Smartphones in Pekanbaru. The questionnaire distributed on December 4, 2021 to January 1, 2022 was 100 people who were distributed using Google Form. The description of the respondent profile consists of age, gender, type of job, income and sub-district. The respondent profile explains the background of the respondents who are the samples in the study. Data regarding the characteristics of respondents are shown in Table 3.

**Table 3. Respondent Profile**

Demographics	Category	Frequency	(%)
Age	< 18 Years	20	16.70%
	18-30 Years	92	76.70%
	31-43 Years	5	4.20%
	> 43 Years	3	2.50%
Gender	Male	54	45.00%
	Female	66	55.00%
Occupation	Student	29	24.20%
	Self-Employed	13	10.80%
	Private Employee	65	54.20%
	ASN	1	0.80%

Demographics	Category	Frequency	(%)
	BUMN Employee	1	0.80%
	Teacher/Lecturer	4	3.30%
	Others	3	5.80%
	< Rp. 1.500.000,-	45	37.50%
Income	> Rp. 1.500.000,- – Rp. 3.000.000,-	47	39.20%
	> Rp. 3.000.000,- – Rp. 4.500.000,-	24	20.00%
	> Rp. 4.500.000,-	4	3.30%
	Bina Widya	9	7.50%
Sub-district	Bukit Raya	10	8.30%
	Kulim	16	13.30%
	Lima Puluh	10	8.30%
	Marpoyan Damai	17	14.20%
	Payung Sekaki	12	10.00%
	Pekanbaru Kota	16	13.30%
	Rumbai	6	5.00%
	Rumbai Barat	4	3.30%
	Rumbai Timur	1	0.80%
	Sail	2	1.70%
	Senapelan	1	0.80%
	Sukajadi	10	8.30%
	Tenayan Raya	5	4.20%
	Tuah Madani	2	1.70%

Source: Primary Processed Data, 2020

Table 3 shows that consumers aged 20-30 years are 95 (95%) respondents and consumers who stay at the Furaya Hotel are dominated by female consumers as many as 53 respondents (53%), and consumers with high school/vocational high school education levels are 66 respondents (66%), and also consumers who have jobs as private employees are dominated by 53 respondents (53%), and consumers with incomes of IDR 1,000,000 - IDR 3,000,000 are 39 respondents (39%), and consumers with the purpose of staying are dominated by the purpose of vacationing, namely 43 respondents (43%).

## Data Analysis

### Validity and Reliability Test

To test the questionnaire as a research instrument, validity and reliability tests are used. An instrument is said to be valid if it is able to measure what is to be measured and can reveal data from the variables being studied consistently. Meanwhile, the results of the reliability test are used to determine whether the research instrument used can be used repeatedly at different times. Testing the instrument in terms of its validity and reliability against 100 respondents can produce research results where the correlation value ( $r$ ) is greater than 0.3 and the reliability coefficient value (Alpha Cronbach) is greater than 0.6. For more details, see the following table:

**Table 4. Validity and Reliability Test**

Variable	Indicator	Validity	Reliability	Loading Factor	Cross Loading
Brand Awareness (X1)	X1.1	0.669	0.776	0.700	0.700
	X1.2	0.621		0.658	0.658
	X1.3	0.721		0.780	0.780
	X1.4	0.774		0.823	0.823
	X1.5	0.694		0.734	0.734
	X1.6	0.704		0.747	0.747
	X1.7	0.686		0.734	0.734
	X1.8	0.573		0.633	0.633
Brand Image (X2)	X2.1	0.773	0.776	0.811	0.811
	X2.2	0.706		0.720	0.720
	X2.3	0.685		0.699	0.699
	X2.4	0.694		0.716	0.716
	X2.5	0.724		0.747	0.747
	X2.6	0.707		0.736	0.736



Variable	Indicator	Validity	Reliability	Loading Factor	Cross Loading
Product Quality (X3)	X2.7	0.793	0.766	0.829	0.829
	X2.8	0.753		0.794	0.794
	X2.9	0.690		0.723	0.723
	X2.10	0.680		0.735	0.735
	X3.1	0.766		0.785	0.785
	X3.2	0.775		0.790	0.790
	X3.3	0.778		0.791	0.791
	X3.4	0.681		0.698	0.698
	X3.5	0.706		0.724	0.724
	X3.6	0.732		0.750	0.750
	X3.7	0.790		0.803	0.803
	X3.8	0.744		0.758	0.758
	X3.9	0.777		0.792	0.792
	X3.10	0.754		0.770	0.770
	X3.11	0.767		0.779	0.779
	X3.12	0.818		0.832	0.832
	X3.13	0.792		0.804	0.804
	X3.14	0.661		0.678	0.678
X3.15	0.655	0.675	0.675		
X3.16	0.685	0.707	0.707		
X3.17	0.780	0.798	0.798		
X3.18	0.687	0.707	0.707		
Consumer Satisfaction (Y1)	Y1.1	0.666	0.788	0.707	0.707
	Y1.2	0.797		0.832	0.832
	Y1.3	0.789		0.810	0.810
	Y1.4	0.833		0.844	0.844
	Y1.5	0.744		0.767	0.767
	Y1.6	0.763		0.798	0.798
	Y1.7	0.781		0.821	0.821
	Y1.8	0.749		0.793	0.793

Source: Processed Data, 2022

Based on table 4 above, it shows that all statement items for variables x and y have a correlation value greater than 0.3 and an alpha coefficient greater than 0.6. And for the loading factor, the results have met convergent validity because all factor loadings are > 0.5. Thus, it can be concluded that the convergent validity of all endogenous construct groups is valid. Thus, it means that the statement items on variables X and Y are valid and reliable for further testing.

### Discriminant Validity

(Setiaman, 2020) Discriminant validity is a reflective indicator that can be seen in the cross-loading value between the indicator and its construct. Discriminant validity is related to the principle that different construct measurers (manifest variables) should not be correlated.

**Table 5. Discriminant Validity**

Variable	Indicator	Brand Awareness	Brand Equity	Product Quality	Customer Satisfaction
Brand Awareness (X1)	X1.1	<b>0.700</b>	0.572	0.534	0.518
	X1.2	<b>0.658</b>	0.595	0.578	0.632
	X1.3	<b>0.780</b>	0.679	0.647	0.639
	X1.4	<b>0.823</b>	0.721	0.713	0.676
	X1.5	<b>0.734</b>	0.570	0.552	0.568
	X1.6	<b>0.747</b>	0.651	0.624	0.594
	X1.7	<b>0.734</b>	0.635	0.632	0.516
	X1.8	<b>0.633</b>	0.622	0.578	0.537
Brand Equity (X2)	X2.1	0.720	<b>0.811</b>	0.737	0.723
	X2.2	0.622	<b>0.720</b>	0.599	0.536
	X2.3	0.614	<b>0.699</b>	0.580	0.567
	X2.4	0.568	<b>0.716</b>	0.616	0.542

Variable	Indicator	Brand Awareness	Brand Equity	Product Quality	Customer Satisfaction
<b>Product Quality (X3)</b>	<b>X2.5</b>	0.628	<b>0.747</b>	0.687	0.548
	<b>X2.6</b>	0.683	<b>0.736</b>	0.641	0.600
	<b>X2.7</b>	0.701	<b>0.829</b>	0.803	0.749
	<b>X2.8</b>	0.698	<b>0.794</b>	0.751	0.669
	<b>X2.9</b>	0.643	<b>0.723</b>	0.678	0.619
	<b>X2.10</b>	0.643	<b>0.735</b>	0.714	0.757
	<b>X3.1</b>	0.597	0.764	<b>0.785</b>	0.713
	<b>X3.2</b>	0.634	0.759	<b>0.790</b>	0.640
	<b>X3.3</b>	0.652	0.711	<b>0.791</b>	0.635
	<b>X3.4</b>	0.614	0.660	<b>0.698</b>	0.625
	<b>X3.5</b>	0.658	0.680	<b>0.724</b>	0.639
	<b>X3.6</b>	0.690	0.737	<b>0.750</b>	0.666
	<b>X3.7</b>	0.731	0.774	<b>0.803</b>	0.655
	<b>X3.8</b>	0.623	0.689	<b>0.758</b>	0.628
	<b>X3.9</b>	0.683	0.709	<b>0.792</b>	0.666
	<b>X3.10</b>	0.608	0.649	<b>0.770</b>	0.600
	<b>X3.11</b>	0.608	0.610	<b>0.779</b>	0.597
	<b>X3.12</b>	0.623	0.656	<b>0.832</b>	0.720
<b>X3.13</b>	0.558	0.672	<b>0.804</b>	0.626	
<b>X3.14</b>	0.571	0.636	<b>0.678</b>	0.585	
<b>X3.15</b>	0.671	0.692	<b>0.675</b>	0.645	
<b>X3.16</b>	0.673	0.663	<b>0.707</b>	0.667	
<b>X3.17</b>	0.637	0.753	<b>0.798</b>	0.719	
<b>X3.18</b>	0.600	0.609	<b>0.707</b>	0.600	
<b>Customer Satisfaction (Y1)</b>	<b>Y1.1</b>	0.545	0.578	0.589	<b>0.707</b>
	<b>Y1.2</b>	0.658	0.695	0.694	<b>0.832</b>
	<b>Y1.3</b>	0.676	0.659	0.692	<b>0.810</b>
	<b>Y1.4</b>	0.637	0.667	0.730	<b>0.844</b>
	<b>Y1.5</b>	0.589	0.650	0.661	<b>0.767</b>
	<b>Y1.6</b>	0.636	0.647	0.614	<b>0.798</b>
	<b>Y1.7</b>	0.691	0.768	0.732	<b>0.821</b>
	<b>Y1.8</b>	0.714	0.738	0.717	<b>0.793</b>

Source: Processed Data, 2022

Based on table 5, it can be concluded that all cross-loading results of each variable have a loading factor value that is greater than that of other variables when compared to each variable. This can be concluded that each variable has a good discriminant variable.

Composite Reliability Test as an alternative to the Cronbach Alpha test, to measure the convergent validity of a reflective model. According to researchers, the composite reliability value is higher than the Cronbach Alpha test result value. The composite reliability value varies from zero to 1. For exploratory research, the minimum composite reliability value is 0.60 or more than 0.70 in confirmatory research (Setiawan, 2020:18).

**Table 6. Discriminant Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<b>Brand Awareness</b>	0.872	0.876	0.900	0.530
<b>Brand Equity</b>	0.915	0.920	0.929	0.566
<b>Product Quality</b>	0.956	0.957	0.961	0.576
<b>Customer Satisfaction</b>	0.918	0.920	0.933	0.636

Source: Processed Data, 2022

Based on table 6, the composite reliability value in table 4.22 is above >0.6 for a minimum of exploratory research, and the minimum composite reliability value is 0.6 or more than 0.7. It can be concluded that all variables in this study are measured validly following the variables, and the reliability model is also good. It can be concluded that the indicators in this study are reliable.



## Inner Model Testing

This model focuses on the latent variable structure model, where the latent variables are assumed to have a linear relationship and have a causal relationship (Devi et al., 2015). The inner model equation is:

$$Y = 0.214X_1 + 0.290X_2 + 0.411X_3$$

## Hypothesis Test Results

The hypothesis in this study uses the bootstrapping method (Hanapiah, 2023), bootstrapping is resampling to determine the t value.

**Table 7. Hypothesis Test Results**

	T Statistic (O stdev)	P Value	Description
Brand Awareness → Customer Satisfaction	2.219	0.034	Significant
Brand Image → Customer Satisfaction	2.053	0.041	Significant
Product Quality → Customer Satisfaction	2.949	0.003	Significant

Source: Processed Results, 2022

Based on the table above, the results of this study are:

1. The Brand Awareness variable has a t-count of 2.219 while the t-table is 1.98063. So that the t-count > t-table, and supported by a significant result of 0.034 which is smaller than the value of  $\alpha = 0.05$ , it is concluded that Brand Awareness has a positive and significant effect on Consumer Satisfaction.
2. The Brand Image variable has a t-count of 2.053 while the t-table is 1.98063. So that the t-count > t-table, and supported by a significant result of 0.041 which is smaller than the value of  $\alpha = 0.05$ , it is concluded that Brand Image has a positive and significant effect on Consumer Satisfaction.
3. The Product Quality Brand Awareness variable has a t-count of 2.949 while the t-table is 1.98063. So that t-count > t-table, and supported by a significant result of 0.003 which is smaller than the value of  $\alpha = 0.05$ , it is concluded that Product Quality has a positive and significant effect on Consumer Satisfaction.

## The Effect of Brand Awareness on Consumer Satisfaction

From the descriptive analysis, it shows that the Brand Awareness variable indicator has an average of 4.12 (good), which means that the Brand Awareness variable is well received by the respondents. This is also supported by the results of the regression test which has a positive value, which means that Brand Awareness has a positive effect on Consumer Satisfaction. From the results of descriptive statistics, it can be seen that most respondents stated that they remembered the OPPO smartphone brand after seeing the many smartphone outlets that promote OPPO smartphones. This is because there are many cellphone outlets that promote OPPO emblems such as green advertising colors, the presence of a large OPPO mascot in front of the cellphone outlet. So this supports the hypothesis that Brand Awareness has a positive and significant effect on Consumer Satisfaction in Pekanbaru City. Thus, if respondents are increasingly aware of the OPPO brand and increasingly familiar with the smartphone brand, respondents will be satisfied with OPPO smartphones. The results of this study are in line with previous studies conducted by (Ariowibowo et al., 2018), (Darmawan, 2019), and (Novrianda et al., 2018) which showed that Brand Awareness has a significant effect on Consumer Satisfaction.

## The Influence of Brand Image on Consumer Satisfaction

From the descriptive analysis, it shows that the Brand Image variable indicator has an average of 4.13 (good), which means that the Brand Image variable is well received by the respondents. This is also supported by the results of the regression test which has a positive value, which means that Brand Image has a positive effect on Consumer Satisfaction. From the results of descriptive statistics, it can be seen that most respondents stated that OPPO Smartphones are suitable for consumers who like selfies. This is because OPPO smartphones have various features, especially good camera features at affordable prices compared to OPPO competitors (S. Chandra et al., 2023). So, this supports the hypothesis that Brand Image has a positive and significant effect on Consumer Satisfaction in Pekanbaru City (T. Chandra et al., 2023; Suyono et al., 2022). This can also be seen from the increasing number of mobile phone outlets offering OPPO smartphones, making consumers familiar with OPPO smartphones and trying to use them. This can encourage an increase in consumer satisfaction as long as OPPO is able to maintain its image in the eyes of consumers. The results of this study are in line with previous studies conducted by (Tombokan et al., 2015), (Lasander, 2013), (Rahman, 2018), (Sianipar, 2016), and (Tanudiredja et al., 2016) which showed that Brand Image has a significant effect on Consumer Satisfaction.

## The Effect of Product Quality on Consumer Satisfaction

From the descriptive analysis shows that the Product Quality variable indicator has an average of 4.16 (good), which means that the Product Quality variable is well received by the respondents. This is also supported by the results of the regression test which has a positive value, which means that Product Quality has a positive influence on Consumer Satisfaction. From the results of descriptive statistics, it can be seen that most respondents stated that the OPPO smartphone color is very contemporary and diverse. This is because OPPO smartphones closely follow the development of current trends, besides that smartphones have strong battery life and strong screens, making the product quality good. This condition can attract consumers to use OPPO Smartphones, especially the millennial generation who like Smartphones that have contemporary colors and features so that this can affect consumer satisfaction. So, this supports the hypothesis that Product Quality has a positive and significant effect on Consumer Satisfaction in Pekanbaru City. The results of this study are in line with previous studies conducted by (Arianty, 2015), (Lenzun et al., 2014), (Afnina & Hastuti, 2018) which show that Product Quality has a significant effect on Consumer Satisfaction.

## CONCLUSION

This study aims to determine the Influence of Brand Awareness, Brand Image, and Product Quality on Consumer Satisfaction. Here are some conclusions that can be drawn from the results of the research that has been conducted as follows: 1. Brand Awareness has a positive and significant influence on Consumer Satisfaction. An increase in the Brand Awareness variable will have an impact on increasing Consumer Satisfaction. 2. Brand Image has a positive and significant influence on Consumer Satisfaction An increase in the Brand Image variable will have an impact on increasing Consumer Satisfaction. 3. Product Quality has a positive and significant influence on Consumer Satisfaction An increase in the Product Quality variable will have an impact on increasing Consumer Satisfaction.

## REFERENCES

- Adrian, K., Purwati, A. A., Rahman, S., Deli, M. M., & Momin, M. M. (2022). Effect of Relationship Marketing, Store Image, and Completeness of Product to Customer Loyalty through Trust as Variable Intervening (Study on Pakning Jaya Trade Business). *International Conference on Business Management and Accounting (ICOBIMA)*, 1(1), 164–180.
- Afnina, A., & Hastuti, Y. (2018). Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. *Jurnal Samudra Ekonomi Dan Bisnis*, 9(1), 21–30. <https://doi.org/10.33059/jseb.v9i1.458>
- Alfat, F. F. (2024). Factors that Influence the Learning Achievement of Students Majoring in Accounting at the Institut Teknologi dan Bisnis Master Pekanbaru. *Reflection: Education and Pedagogical Insights*, 1(4), 128–157. <https://doi.org/https://doi.org/10.61230/reflection.v1i4.60>
- Amilia, S. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 6(1), 660–669.
- Amin, A. M., & Wijaya, J. (2024). Brand Trust, Celebrity Endorser, and Product Bundling on Purchasing Interest and Its Impact on Decisions to Purchase Starbucks Drink at Pekanbaru. *Interconnection: An Economic Perspective Horizon*, 1(4), 181–197. <https://doi.org/https://doi.org/10.61230/interconnection.v1i4.69>
- Amin, A. M., Utari, V. V., Tjahjana, D. J. S., Syahputra, H., & S, M. R. (2023). Brand Image, Service Quality, and Online Customer Review on the Decision to Use Gojek Application Services in Pekanbaru. *Interconnection: An Economic Perspective Horizon*, 1(2), 68–79. <http://firstcierapublisher.com/index.php/interconnection/article/view/34>
- Annishia, F. B., & Setiawan, M. S. (2018). Pengaruh Kualitas Produk Kopi Terhadap Kepuasan Konsumen Di Jade Lounge Swiss- Belresidences Kalibata Jakarta Effect of Quality of Coffee Products on Customer Satisfaction. *Hospitality Dan Pariwisata*, 4(1), 17–25.
- Arianty, N. (2015). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen Handphone Samsung. *Jurnal Ilmiah Manajemen Dan Bisnis*, 16(2), 68–81.
- Arif, I., Komardi, D., & Putra, R. (2021). Brand Image, Educational Cost, and Facility on Student Satisfaction and Loyalty at STIE Pelita Indonesia. *Journal of Applied Business and Technology*, 2(2), 118–133.
- Ariowibowo, S., Wibowo, I., & Safrianto, A. S. (2018). Pengaruh Kesadaran Merek Dan Pengalaman Merek

- Terhadap Kepuasan Pelanggan. *Jurnal Manajemen Bisnis Krisnadwipayana*, 6(2), 175–182.
- Azhari, M. I., Fanani, D., & Mawardi, M. K. (2015). Pengaruh Customer Experience Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan Survei pada Pelanggan KFC Kawi Malang). *Jurnal Administrasi Bisnis*, 28(1), 1–6.
- Cahyono, E. (2018). Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Merek Oppo Di Sleman Daerah Istimewa Yogyakarta. *JBMA (Jurnal Bisnis Manajemen Dan Akuntansi)*, 5(1), 61–75.
- Chandra, S., Tianto, A., Veronica, V., Ng, M., & David, D. (2023). The Influence of Products, Prices, Promotions, and Places on Purchase Decisions at PT. Arta Agrindo Subur Pratama Pekanbaru. *Proceeding of International Conference on Business Management and Accounting (ICOBIMA)*, 2(1), 257–270. <https://doi.org/https://doi.org/10.35145/icobima.v2i1.4084>
- Chandra, T., Wijaya, E., Suryadiningrat, A., Chandra, S., Chandra, J., Indonesia, P., Dumai, P., & Office, T. (2023). Corporate Taxpayer Satisfaction and Compliance Analysis at Pratama Dumai Tax Office: Review of the Service System. *International Conference on Business Management and Accounting (ICOBIMA)*, 1(2), 429–442. <https://doi.org/https://doi.org/10.35145/icobima.v1i2.3071>
- Darmawan, D. (2019). Kualitas Produk, Kesadaran Merek dan Harga serta Pengaruhnya Terhadap Kepuasan Pelanggan. *Jurnal Administrasi Bisnis*, 8(2), 75–88. <https://doi.org/10.14710/jab.v8i2.25267>
- Devi, B. C., Hoyyi, A., & Mukid, M. A. (2015). Analisa faktor-faktor yang mempengaruhi keputusan pembelian dan kepuasan konsumen pada layanan internet speedy di kota semarang menggunakan partial least square (pls). *Gaussian*, 4, 485–495.
- Fadhilah, A. (2015). Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas Dan Loyalitas Merek Terhadap Proses Pengambilan Keputusan Pembelian Sepeda Motor Yamaha V-Ixion. *Jurnal Mix*, VI(2), 188–205.
- Fajri, D., Chandra, T., & Putra, R. (2021). The Influence of Brand Image and Promotion on the Decisions of Students in STIE Mahaputra Riau with Learning Interest as Intervening. *Journal of Applied Business and Technology*, 2(3), 223–232.
- Goh, M., Wijaya, E., Junaedi, A. T., & Hocky, A. (2022). Customer Interest in Using Mandiri M-Banking: Can Ease of Use, Trust, Information Technology Readiness, and Social Factors Affect It? *International Conference on Business Management and Accounting (ICOBIMA)*, 1(1), 143–153.
- Hanapiah, U. (2023). The Effect of Experiment Methods on Student Learning Results in Learning IPA in Class VIII Mts. Negeri 2 Labuan. *Reflection: Education and Pedagogical Insights*, 1(3), 99–105. <http://firstcierapublisher.com/index.php/reflection/article/view/36>
- Hidayat, A., Chandra, T., & Putra, R. (2022). Service Quality on Consumer Satisfaction and Non-Wage Consumer Loyalty in BPJS Ketenagakerjaan Pekanbaru Panam Branch. *Journal of Applied Business and Technology*, 3(2), 166–176.
- Irawan, E. (2023). Literature Review: Marketing Management Innovation for Village Small and Medium Enterprises through Social Customer Relationship Management, Digitalization and Technology Guidance Assistance. *Proceeding of International Conference on Business Management and Accounting (ICOBIMA)*, 2(1), 1–8. <https://doi.org/https://doi.org/10.35145/icobima.v2i1.3831>
- Irvanto, O., & Sujana, S. (2020). Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 105–126. <https://doi.org/10.37641/jimkes.v8i2.331>
- Jacksen, Chandra, T., & Putra, R. (2021). Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty at Pesonna Hotel Pekanbaru. *Journal of Applied Business and Technology*, 2(2), 142–153.
- Keller, K. (2016). *Manajemen Pemasaran*. Raja Grafindo Persada.
- Kotler & Armstrong. (2017). *MARKETING AN INTRODUCTION, CANADIAN 6 EDITION*.
- Kotler & Keller. (2016). *Capturing Marketing Insights (Electronic Version)*. In *Marketing Management*.
- Lasander, C. (2013). Citra Merek, Kualitas Produk, Dan Promosi Pengaruhnya Terhadap Kepuasan Konsumen Pada Makanan Tradisional. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(3), 284–293. <https://doi.org/10.35794/emba.v1i3.2024>

- Lenzun, J. J., Massie, J. D. D., Pengaruh, D. A., Produk..., K., Lenzun, J. J., Massie, J. D. D., Adare, D., Ekonomi, F., Unsrat, D. B., Manajemen, J., Sam, U., & Manado, R. (2014). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Kepuasan Pelanggan Kartu Prabayar Telkomsel. *Jurnal EMBA*, 2(3), 1237–1245. [www.telkomsel.com](http://www.telkomsel.com)
- Marillo, C., Freeman, B., Espanha, A., Watson, J., & Viphindrat, B. (2024). Strategies for Competence Development in Dynamic Business Landscapes. *Interconnection: An Economic Perspective Horizon*, 1(4), 233–241. <https://doi.org/https://doi.org/10.61230/interconnection.v1i4.76>
- Novrianda, D., Maksun, C., & Jasin, M. (2018). Pengaruh Brand Awareness, Brand Association, Brand Extension, dan Perceived Quality terhadap Customer Satisfaction (Pemasang Iklan) melalui Brand Preference Sindo Media (MNC Group). *Ekobisman-Jurnal Ekonomi Bisnis Dan Manajemen*, 3(1), 1–14.
- Özcan, F., & Elçi, M. (2020). Employees' Perception of CSR Affecting Employer Brand, Brand Image, and Corporate Reputation. *SAGE Open*, 10(4), 1–13. <https://doi.org/10.1177/2158244020972372>
- Purba, J. O., Christina, C., Wijaya, E., Andi, & Syahputra, H. (2023). Promotion, Brand Image, and Customer Relationship Management on Aluminum Purchase Decisions at PT Global Alumindo Perkasa. *Luxury: Landscape of Business Administration*, 1(1), 12–22. <https://firstcierapublisher.com/index.php/luxury/article/view/16>
- Rafa'i, A., Junaedi, A. T., Nyoto, Renaldo, N., & Sultan, F. M. M. (2023). The Effect of Organizational Commitment and Competence on Work Motivation and Work Performance at SMA Negeri Tapung District. *Nexus Synergy: A Business Perspective*, 1(1), 1–13. <https://firstcierapublisher.com/index.php/nexus/article/view/1>
- Rahman, A. B. M. J. B. Z. (2018). Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Kepuasan Konsumen Mobil Ford. *SEIKO : Jurnal of Management and Businessf Management and Business*, 2(1), 1–10.
- Renaldo, N., Sudarno, S., Hughes, A., Smith, H., & Schmidt, M. (2024). Unearthed Treasures by Unlocking the Secrets of Forgotten Cash through Dynamic Cash Flow Analysis. *Luxury: Landscape of Business Administration*, 2(1), 85–92. <https://doi.org/10.61230/luxury.v2i1.75>
- Renaldo, N., Suhardjo, Andi, Sevendy, T., & Purnama, I. (2023). Improving Accounting Students' Statistical Understanding of 2-Way ANOVA Through a Case Study of Indonesian Coffee Exports. *Reflection: Education and Pedagogical Insights*, 1(1), 13–19. <https://firstcierapublisher.com/index.php/reflection/article/view/4>
- Renaldo, N., Vomizon, R., Nuonnad, D. O., Okšav, N., & Hilas, R. A. (2023). The Use of ANOVA in Comparative Analysis of Exchange Rates in Indonesia. *Nexus Synergy: A Business Perspective*, 1(2), 100–108. <http://firstcierapublisher.com/index.php/nexus/article/view/47>
- Saputro, P. A., Irman, M., & Panjaitan, H. P. (2022). Quality of Socialization, Services, and Electronic Services on Taxpayer Satisfaction and Taxpayer Compliance at Kantor Pelayanan Pajak Madya Pekanbaru. *Journal of Applied Business and Technology*, 3(3), 287–301.
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business A Skill-Building Approach Seventh Edition* (Seventh Ed). John Wiley & Sons. [https://doi.org/10.1007/978-94-007-0753-5\\_102084](https://doi.org/10.1007/978-94-007-0753-5_102084)
- Setiaman, S. (2020). *Analisa Parsial Model Persamaan Struktural Dengan Software Smart-PLS Versi 3* (1st ed.). PPNI QATAR.
- Setyowati, E., Zulaihati, S., & Fauzi, A. (2023). The Effect of Financial Literacy and Peers towards Saving Behavior with Self-Control as Mediating Variable of Undergraduate Students of Jakarta State University. *Nexus Synergy: A Business Perspective*, 1(1), 61–71. <https://firstcierapublisher.com/index.php/nexus/article/view/40>
- Siagian, A. O. (2019). Pengaruh Daya Tarik Iklan Dan Penempatan Produk Terhadap Kesadaran Merek Grab di Acara Indonesian Idol 2018. *Jurnal Pemasaran Kompetitif*, 3(1), 88. <https://doi.org/10.32493/jpkpk.v3i1.3621>
- Sianipar, G. J. . (2016). Pengaruh kualitas pelayanan, persepsi harga, dan citra merek terhadap kepuasan pelanggan pengguna jasa transportasi ojek online (Studi pada pelanggan GrabBike di kota Medan). *Jurnal Manajemen Dan Bisnis (JMB)*, 19(2), 1–14. [http://ejournal.ust.ac.id/index.php/JIMB\\_ekonomi/article/view/576](http://ejournal.ust.ac.id/index.php/JIMB_ekonomi/article/view/576)
- Sugiyono. (2015). *Metodologi Penelitian Bisnis*.

- Suhardjo, S., Renaldo, N., Sevendy, T., Wahid, N., & Cecilia, C. (2023). Customer Satisfaction with Online Food Delivery Services. *Luxury: Landscape of Business Administration*, 1(2), 90–101. <https://firstcierapublisher.com/index.php/luxury/article/view/27>
- Supriyadi, S., Wiyani, W., & Nugraha, G. I. K. (2017). Pengaruh Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian. *Jurnal Bisnis Dan Manajemen*, 4(1), 74–85. <https://doi.org/10.26905/jbm.v4i1.1714>
- Suyono, Firnando, F., Yuliendi, R. R., Sudarno, & Putri, N. Y. (2022). The Effect of Quality Service on Client Satisfaction and Loyalty in Tax and Management Consultant Office. *International Conference on Business Management and Accounting (ICOBIMA)*, 1(1), 213–228.
- Suyono, S., Ayu, D., Rusilawati, E., Kudri, W. M., & Renaldo, N. (2023). Marketing Mix on Customer Satisfaction at the Tax Consulting Office Dr. Sudarno, S. Pd., M. M., BKP and Colleagues Pekanbaru. *Journal of Applied Business and Technology*, 4(2), 198–213. <https://doi.org/https://doi.org/10.35145/jabt.v4i3.135>
- Tanudiredja, C., Wibisono, K., & Aprilia, A. (2016). Pengaruh Citra Merek di Dapur Coklat Biliton Surabaya. *Jurnal Hospitality Dan Manajemen Jasa*, 4(2), 286–303.
- Tombakan, F., Kawet, L., & Uhing, Y. (2015). Pengaruh kualitas pelayanan. *Citra... 552 Jurnal EMBA*, 3(3), 552–561.
- Wardani. (2020). Pengaruh Harga, Free Wifi Dan Fasilitas Terhadap Kepuasan Pelanggan Pada Kedai Coffee JMP Pahlawan Lamongan. *Price, Free Wifi, Facilities, Customer Satisfaction.*, 35(2), 1–12. <http://ejournal.ahmaddahlan.ac.id/index.php/melati2020/article/view/11>
- Widjoyo, S. (2014). Pengaruh Kualitas Layanan dan Kualitas Produk Terhadap Kepuasan Pelanggan dan Loyalitas Konsumen Restoran Happy Garden Surabaya. *Jurnal Manajemen Pemasaran*, 2(1), 1–9.