Examining the role of product quality in enhancing brand trust and purchase decisions: Evidence from smartphone users in Central Jakarta

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ABSTRACT

Based on Counterpoint Research data, from quarter 1 of 2022 to quarter 1 of 2023, Xiaomi is the cellphone vendor that has fallen the most, with a decline in market share of 24.8 percent YoY. This study examines the effect of product quality on brand trust and its impact on purchasing decisions for Xiaomi smartphone products in Central Jakarta. The research method used was a survey with data collected through a questionnaire distributed to 170 Xiaomi smartphone users in Central Jakarta. Data analysis was performed using statistical methods, including validity, reliability, and Structural Equation Modeling (SEM) tests with SmartPLS 4.0. The results show that product quality significantly increased brand trust, which had a positive impact on purchasing decisions. These findings suggest that improving product quality can increase consumer trust in the brand, which, in turn, drives higher purchase decisions. This study has several limitations, including focusing only on Xiaomi users in Central Jakarta and not considering other external factors that might influence purchasing decisions. This research helps companies understand how product quality is critical to building brand trust, and how consumers' purchasing decisions are influenced. These results can be used as a basis for creating better marketing strategies and increasing consumer satisfaction.

Keywords: Product Quality, Brand Trust, Purchase Decisions, Smartphone, Jakarta.

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1. INTRODUCTION

The mobile technology market continues to grow. Many new brands are emerging, thus increasing competition in the market. Manufacturers must not only produce high-quality products but must also thoroughly understand customer wants and needs. Understanding this is important for manufacturers to compete with other competitors. Production can keep up with the market by understanding consumer behavior (Amilia, 2017). Popular brands are usually easier for customers to choose because they are considered to provide more complete, specific, and detailed information. This helps customers differentiate between various products available in the global market, while influencing customer loyalty to a particular brand when choosing the desired smartphone. Factors, such as brand image and brand trust, are important components that help customers make purchasing decisions (Alfian & Susanti, 2023).

Their perceptions represent consumers' mental connections with brands. Xiaomi built its brand reputation based on a strategy of offering Android smartphones at affordable prices while delivering impressive specifications and performance. Xiaomi introduced Redmi as a standalone brand to improve its brand image and make it look more exclusive. In addition, Xiaomi is trying to eliminate the stigma of being an Apple imitation by creating more unique products (Fera & Pramuditha, 2021). During the purchasing process, consumers are often faced with a wide choice of products available in the market before making a final decision. This process involves various considerations such as quality, price, features, and product brands that suit their needs or desires. Thus, every purchasing decision made by consumers is the result of a series of decisions taken gradually during the product evaluation process (Meiryani et al., 2022).

According to Kotler (2001), there are several stages in the purchasing decision process, grouped into five steps: recognizing the problem, searching for information, evaluating alternatives, purchasing decisions, and actions after purchasing. Based on Counterpoint Research data, from quarter 1 of 2022 to quarter 1 of 2023, Xiaomi is the cellphone vendor that has fallen the most, with a decline in market share of 24.8 percent YoY. From the data above, Xiaomi's smartphones are experiencing a decrease in sales, which may have an impact on Xiaomi's Brand Trust. Moreover, if the decline in sales is prolonged or severe, it can trigger consumer concerns regarding product quality. This phenomenon indicates that Xiaomi experienced a significant decrease in its market share. An increasingly tight competition with other brands makes it difficult for companies to effectively market their products. Consequently, many consumers switch to other smartphone brands. In addition, the decline in consumer purchasing power has also had an impact, triggered by reduced interest in the quality of Xiaomi products.

In the first quarter of 2018, Xiaomi was ranked 2nd with a failure or damage rate of 14.2%. The data above also show that Xiaomi's branded smartphones have product quality, which will impact brand trust *(brand trust)* and purchase decisions. Product quality is a strategy used by manufacturers to determine a product's position in the market. Each company must be able to choose the quality level of its products to support efforts to improve or maintain its position in the target market. Kotler and Armstrong (2018) explain that quality includes a product's ability to carry out its function, such as durability, reliability, accuracy of results, ease of operation and repair, and other capabilities that are of value to the product as a whole (Amilia, 2017).

There are several results from previous research regarding the influence of product quality on brand trust and its impact on purchasing decisions. The results from the study by Marcheliano et al. (2019), Hapsoro and Hafidh (2018) and Esmael Al-Ekam (2020) show that product quality has a positive and significant effect on brand trust. Research Results in Fera and Pramuditha (2021), Ariella (2018), and Ferdyanto et al. (2011) have results where product quality has a positive effect on purchasing decisions. However, different results were found in research Tawas and Pandensolang (2015), which showed that product quality has a negative effect on purchasing decisions. The research results from Supriyadi et al. (2017) state that product quality has no effect on purchasing decisions.

This study was conducted to understand the various variables that influence consumer purchasing decisions when choosing a Xiaomi smartphone in the Central Jakarta area. This analysis has an important role for Xiaomi in recognizing consumer expectations for their products, as well as in designing strategies

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that can improve product quality and strengthen consumer trust in the Xiaomi brand. Thus, consumers' purchasing decisions can increase. In addition, the results of this research can be used by Xiaomi to formulate a more effective marketing strategy in Central Jakarta. The right marketing strategy will help reach the target market more optimally and encourage consumers to buy Xiaomi's products.

2. LITERATURE REVIEW

2.1. Grand Theory

The Theory of Planned Behavior (TPB) was introduced by Ajzen and Fishbein (2000). It is a development of the Theory of Reasoned Action (TRA). Although its main focus is similar to that of TRA, TPB focuses on an individual's intention to carry out a behavior. This intention is considered a reflection of the motivational factors that influence behavior. This study uses the Theory as the main framework for analyzing consumer purchasing decisions. This theory has three main elements: attitudes, subjective norms, and behavioral control. This provides a clearer picture of how consumers plan and evaluate a product or item before deciding whether to buy or consume it.

2.2. Purchase Decision

According to Kotler and Armstrong (2018), purchase decisions occur When Consumers develop choices among the various brands available and can also plan to purchase brands that they really like. One important factor in achieving a competitive advantage in business competition is consumers' purchasing decisions (Ernawati, 2019). Purchasing decisions are covered by two influencing factors: the attitude factors of other people and unexpected situational factors. Other people's attitudes reduce a person's preferred alternatives, which are influenced by two factors: the first is how strongly other people's negative attitudes towards the alternative are and the second is the level of buyer motivation to fulfil other people's desires. Unexpected situational factors may change consumers' purchasing intentions (Kotler, 2001). Purchasing decisions encourage consumers to choose and buy products that suit their needs (Ardiyanti et al., 2022). According to Mamahit et al. (2015), the decision-making process is the step needed to achieve certain goals and resolve the problems faced, with a focus on achieving these goals.

2.3. Brand Trust

Brand trust is the foundation of a strong brand value. It grows on the basis of past experiences and interactions. Development of brand trust is often explained as an individual's learning process over time. (Kotler & Armstrong, 2018). Brand Trust is when consumers have trust in the manufacturer; they believe that their expectations will be met and will not experience regret (Rufaida, 2021). Creating trust in consumers is an important requirement to be able to maintain a healthy relationship in the long term Kotler & Armstrong, 2018). In the opinion of Amron (2018), the trust given to a brand refers to customer expectations that the product can fulfil its promises to customers. Product performance is closely related to brand trust. Trust is built on the expectation that others will meet customers' needs and desires.

2.4. Product Quality

One of the main tools for determining a manufacturer's position is product quality, which influences the product or service performance (Kotler & Armstrong, 2018). Better quality results in higher levels of customer satisfaction, which supports higher or even lower prices. Kotler and Armstrong (2018) also stated that quality is the overall feature and characteristic of a product or service that enables it to meet stated or implied needs. Product quality is a determinant of purchase decision. Companies must prioritize product quality, as it significantly affects consumers' purchasing decisions. As product quality increases, consumer desire in purchasing it intensifies (Ernawati, 2019).

2.5. Hypothesis Development and Framework Model

2.5.1. The Influence of Product Quality on Brand Trust

Kotler and Armstrong (2018) and Marcheliano et al. (2019) state that a brand signifies the quality of a product, leading satisfied consumers to readily select the product again. While competitors may replicate manufacturing techniques and product designs, they cannot readily duplicate the perceptions or impressions established in consumers' minds through years of product usage and diverse marketing initiatives. For The findings of the examination of the influence of product quality on brand trust, Marcheliano et al. (2019), Citra and Santoso (2016), Gunawan and Pertiwi (2023), and Pratama and Santoso (2018) prove that Product quality's impact on brand Trust has a significant favourable influence.

H1: Positive effects of product quality on brand trust

2.5.2. The Influence of Product Quality on Purchasing Decisions

Product quality is one of the elements that influences purchasing decisions. Companies must focus on the caliber of the goods they manufacture as it is a crucial component that influences consumer decisions in purchasing goods or services. Thus, consumers are more likely to buy products. of higher quality. that product (Ernawati, 2019). The results of research on how product quality affects decisions to buy have been carried out by Siburian and Zainurossalamia (2016), Kesuma et al., (2021), Ferdyanto et al., (2011), Gusti Ayu Putri Wahyuniari et al. (2023), and Amilia, (2017) have proven that There is an favorable and substantial impact of product quality in judgments to buy influence.

H2: Product quality has a favorable impact on purchasing decisions

2.5.3. The Influence of Brand Trust on Purchasing Decisions

According to Lohonusa and Mandagie (2021), from a company's perspective, brand trust is the brand's ability to create memorable and sustainable experiences for consumers in the long term based on the brand's integrity, honesty, and politeness. Results of research on The impact of a brand trust on purchasing decisions carried out by Adiwidjaja and Husada Tarigan, (2017), Ardiyanti et al., (2022), Mamahit et al., (2015), Mahuda, (2017), Rufaida, (2021), and Esmail Al-Ekam, (2020) have results where Brand Trust can possess a favourable influence impact decisions about purchases.

H3: Purchasing decisions are positively impacted by brand trust

2.5.4. The Influence of Product Quality on Purchasing Decisions Through Brand Trust

Brand trust is intricately linked to product quality, and superior sound quality enhances consumer experience and bolsters trust. We assume that the product quality of a brand is subpar. Consequently, it undoubtedly influences consumer purchase decisions, thereby diminishing consumer faith in the brand. Very few researchers have researched the influence of brand trust and product quality when making selections about what to buy. Rendy et al. (2023) research regarding Brand Trust and the Impact of Product Quality on Purchase Decisions shows that Product Quality impacts the decisions made about purchases positively the means of Brand Trust (see Figure 1).

H4: Purchase decisions are positively impacted by product quality through brand trust
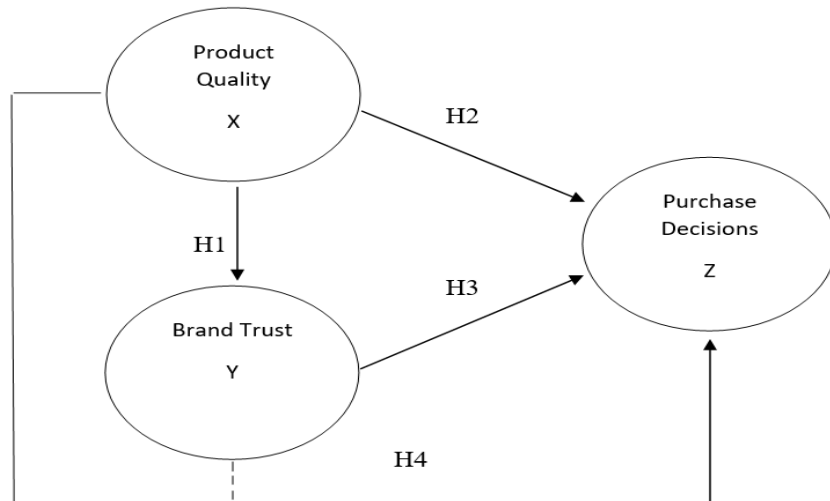
Figure 1. Framework Model

3. METHODOLOGY

This study is a form of quantitative research employing causal design, specifically investigating hypotheses concerning one or more variables in relation to other variables. Causal research is a type of investigation that examines the link of cause and effect between two or more variables (Paramita et al., 2015). The questionnaire used in this study uses a Likert scale because it uses independent, dependent, and intervening variables. The data analysis technique in this study uses SmartPLS and SPSS applications.

3.1. Population and Sample

The population comprises of a set of objects or persons possessing distinct qualities identified by the researcher for examination, serving as the foundation for conclusions (Sugiyono, 2013). Population is the totality of all elements, entities, or individuals who have specific characteristics in common, and is the focus of a researcher's attention because it is considered a research universe (Paramita et al., 2015). According to Sugiyono (2013), an example is a small part of the population's quantity and attributes. When the population is extensive and comprehensive investigation is unfeasible owing to constraints in budget, time, and effort, the researcher employs samples extracted from the population. Sample Users of Xiaomi smartphones participated in this study. Central Jakarta, from May to December 2024. The study population was unknown. The example utilized in this study was determined using SEM analysis *(Structural Equation Model (SEM)* with a minimum of 100 samples. The formula in was used to determine the sample size. Specifically, there were five to ten research indicators. Consequently, the sample for this study was as follows:

Number of samples   = Number of indicators x 10
                              = 17 x 10
                              = 170 Samples

Based on the calculations from the formula above, the smallest sample size required for this study was 170 samples.

3.2. Data Collection Techniques

In the data collection process, data sources were obtained from user data and viewed directly from user data in Central Jakarta. This was performed to ensure that the results obtained were accurate. Other

sources were also collected from documents, books, expert opinions, and scientific writings relevant to the required data. The data gathering approach employed A questionnaire is used in this study. The questionnaire is a data collection method that includes the management of a group of inquiries thanking participants for their answers (Sugiyono, 2013). By distributing questionnaires, scores can be determined from the answers given by the respondents so that they become quantitative data. A Likert scale was used as a measurement tool to assess income, attitudes, and perceptions of individuals or groups toward social problems (Sugiyono, 2013).

3.3. Data Analysis

3.3.1. Data Description

This study uses quantitative data analysis, which means that all data are expressed in numerical form and analyzed using statistical methods. The collected data are then tabulated and discussed descriptively. Data tabulation for each variable was carried out on the scores obtained using the Smart PLS program, which was then presented in a frequency distribution table and translated into a quantitative language.

3.3.2. Validity Test

Validity testing assesses the quality of the primary data to determine whether the research question is valid. Conceptually, a question is considered valid if it measures the indicators or dimensions of each variable. Statistically, a question is considered valid if it meets certain values. If the coefficient separating the item from the total number of items is 0.3 or greater, the item is deemed genuine. Nonetheless, if the correlation coefficient was below 0.3, the item was deemed invalid. If the loading value (α) on the latent variable being measured is greater than 0.5, the individual reflexive measure is deemed valid. Thus, the instrument had good validity. SmartPLS software was used in this study.

3.3.3. Hypothesis Testing

This study employed Structural Equation Modeling (SEM) for hypothesis testing. This model was selected to examine the impact of two or more independent factors on one or more dependent variables, or for path analysis, utilizing 86 interval or ratio measurement scales within a linear equation. This study identifies Product Quality as the independent variable, Purchase Decision as the dependent variable, and Brand Trust as the intervening variable (see Table 1).

$Model\ 1: BT = \alpha_1 + \beta_1 PQ + \epsilon$

$Model\ 2: KP = \alpha_2 + \beta_1 PQ + \beta_2 BT + \beta_3 PD + \beta_4 PQ\_PD + \epsilon$

α = Constant
β = Beta
PQ   = Product Quality
BT   = Brand Trust
PD   = Purchase Decisions
ϵ = Error

3.4. Research Variables

Table 1 Research Variable and Indiators

Variable	Variable Concept	Indicator	Source
Product Quality (X) *Independent Variable*	Product quality is an important element in marketing activities and significantly influences consumer satisfaction. Product quality variables are product characteristics that can be measured and operationalized to assess the level of quality.	1. Stable software performance 2. High-quality components 3. Has interesting features 4. Not easy to damage 5. More affordable prices 6. Attractive Design	(Saniuk et al., 2023)
Brand Trust (Y) *Variable Intervening*	Brand trust is a consumer's belief that a brand will act in a way that is consistent and beneficial to them. This trust is built through positive experiences and consistent interactions with the brand.	1. Reliable brand 2. Brand is trustworthy 3. A sense of security towards the brand 4. Fulfillment of promises to consumers	(Alfian & Susanti, 2023)
Purchase Decision (Z) *Dependent Variable*	The process by which customers find and obtain a good or service is known as the purchasing decision.	1. Consistency of Buying 2. Considerations In Buying 3. Compatibility of components with desires and needs. 4. Desire to use the product 5. Desire to own the product 6. Interest in the product 7. Know the function of the product well	(Siburian & Zainurossalamia, 2016)

4. FINDINGS AND DISCUSSION

4.1. Data Analysis Results

4.1.1. Descriptive Statistics

This study focuses on Xiaomi's smartphone users in Central Jakarta. A total of 170 questionnaires were disseminated to the participants, and 170 questionnaires were retrieved. Questionnaires that fulfilled the criteria were further assessed to ascertain the characteristics of the respondents by examining their

responses to personal data, including age, highest level of education, marital status, employment, and income (Table 2).

4.1.2. Respondent Characteristics

Table 2. Characteristics of Respondents

CHARACTERISTICS	Woman		Man		Total	
	F	%	F	%	F	%
AGE						
< 20 Years	14	16.47	7	8.24	21	12.35
20 - 30 Years	50	58.82	50	58.82	100	58.82
31 - 40 Years	20	23.53	24	28.24	44	25.88
41 - 50 Years	1	1.18	4	4.71	5	2.94
> 51 Years	0	0	0	0	0	0
Total	85	100	85	100	170	100
INCOME						
< IDR 1,000,000	8	9.41	12	14.12	20	11.76
IDR 1,000,000 - IDR 3,000,000	24	28.24	15	17.65	39	22.94
IDR 3,000,000 - IDR 5,000,000	29	34.12	21	24.71	50	29.41
IDR 5,000,000 - IDR 7,000,000	16	18.82	26	30.59	42	24.71
IDR 7,000,000 - IDR 10,000,000	6	7.06	7	8.24	13	7.65
> IDR 10,000,000	2	2.35	4	4.71	6	3.53
Total	85	100	85	100	170	100
STATUS						
Not married yet	54	63.53	59	69.41	113	66.47
Marry	31	36.47	26	30.59	57	33.53
Total	85	100	85	100	170	100
WORK						
Student/Students	32	37.65	28	32.94	60	35.29
State Officer	20	23.53	12	14.12	32	18.82
Private Officer	27	31.76	27	31.76	54	31.76
Entrepreneur/Entrepreneur	6	7.06	18	21.18	24	14.12
Total	85	100	85	100	170	100
LAST EDUCATION						
SD	0	0	0	0	0	0
SMP/EQUIVALENT	2	2.35	2	2.35	4	2.35
HIGH SCHOOL/EQUIVALENT	33	38.82	44	51.76	77	45.29
D3	5	5.88	9	10.59	14	8.24
S1	38	44.71	22	25.88	60	35.29
S2	7	8.24	8	9.41	15	8.82
S3	0	0	0	0	0	0
Total	85	100	85	100	170	100

The study included 85 women (50%) and 85 men (50%). In most groups, women were more dominant in the age group of 20-30 years, had a bachelor's degree, and worked as students. Men were also more dominant in the 20-30-year age group, high school/equivalent education, students, and high income. This shows that Xiaomi has spread across various age groups, occupations, and recent education.

4.1.3. Data Distribution

Table 3 Data Distibution

INDICATOR	1		2		3		4		5		6		MEAN
	F	%	F	%	F	%	F	%	F	%	F	%	
PRODUCT QUALITY													4.97
X.1	0	0	1	0.6	3	1.8	53	31.2	82	48.2	31	18.2	4.82
X.2	1	0.6	0	0	2	1.2	48	28.2	64	37.6	55	32.4	4.99
X.3	1	0.6	0	0	1	0.6	47	27.6	59	34.7	62	36.5	5.05
X.4	0	0	2	1.2	3	1.8	57	33.5	53	31.2	55	32.4	4.92
X.5	1	0.6	0	0	1	0.6	45	26.5	69	40.6	54	31.8	5.02
X.6	0	0	0	0	4	2.4	43	25.3	71	41.8	52	30.6	5.01
BRAND TRUST													4.96
Y.1	0	0	3	1.8	0	0	45	26.5	74	43.5	48	28.2	4.96
Y.2	0	0	1	0.6	0	0	49	28.8	66	38.8	54	31.8	5.01
Y.3	1	0.6	0	0	5	2.9	61	35.9	57	33.5	46	27.1	4.83
Y.4	0	0	1	0.6	1	0.6	46	27.1	67	39.4	55	32.4	5.02
PURCHASE DECISIONS													4.99
Z.1	0	0	1	0.6	6	3.5	42	24.7	73	42.9	48	28.2	4.95
Z.2	0	0	0	0	2	1.2	46	27.1	75	44.1	47	27.6	4.98
Z.3	0	0	0	0	2	1.2	45	26.5	74	43.5	49	28.8	5.00
Z.4	0	0	0	0	6	3.6	43	25.3	58	34.1	63	37.1	5.05
Z.5	1	0.6	2	1.2	2	1.2	44	25.9	71	41.8	50	29.4	4.95
Z.6	0	0	1	0.6	1	0.6	47	27.6	64	37.6	57	33.5	5.03
Z.7	0	0	3	1.8	1	0.6	42	24.7	73	42.9	51	30	4.99

Based on Table 3, the indicators in the product quality variable have an average value (mean) above 4.5, which shows a tendency for positive responses from the respondents. None of the indicators showed the highest negative responses. As can be seen, all mean values from X.1 to X.6 are above 4. This shows that Xiaomi is still booming in terms of maintaining good product quality. The X.3 indicator recorded the highest positive response, with a mean of 5.05, which shows that the features provided by the Xiaomi Smartphone are superior in attracting respondents' purchasing decisions. The second variable was brand trust. The indicators in the brand trust variable have a mean value above 4.5, indicating a positive response tendency. Indicator Y.4 has the highest mean value of 5.02, indicating that this indicator has a positive response tendency. Xiaomi is able to fulfil the promises made about its products. The third variable was the purchasing decision variable, which had a mean value above 4.5, indicating a positive response tendency. There is one indicator that has the highest mean value, namely the Z.4 indicator, which has a mean value of 5.05, indicating that this indicator has a positive response tendency. This average value indicates that the purchasing decisions of respondents are generally positive, with the majority of respondents showing high agreement on all indicators.

Table 4. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	170	16.00	36.00	29.80	2.949
Brand Trust	170	9.00	24.00	19.82	2.156
Purchase Decision	170	20.00	42.00	34.94	3.611
Valid N (listwise)	170				

Table 4 shows the product quality variables with N 170 and the minimal (lowest) value, namely 16.00, whereas the maximum value (maximum) is 36.00. The average value (*mean*) of the *Product Quality*

was 29.80, with a standard deviation of 2.949. These results explain that Xiaomi Smartphone users in central Jakarta, which is the object of this research, are said to have *good product quality* and above the average score (*mean*) of the highest total score (*maximum*).

The brand trust variable with N 170 and the lowest value (*minimum*) was 9.00, while the highest value (*maximum*) was 24.00. The mean value of the Brand Trust variable was 19.82, with a standard deviation of 2.156. These results explain why Xiaomi Smartphone users in the Central Jakarta area, which is the object of this research, are said to have *good Brand Trust* and above the average score (*mean*) of the highest total score (*maximum*). The variable *Purchase Decision* with N 170 and the minimal (lowest) value is 20.00, while the maximum value (maximum) is 42.00. The mean value of the Purchase Decision variable was 34.94, with a standard deviation of 3.611. These results explain that smartphone Xiaomi users in the Jakarta area, which is the object of research, are said to have Purchase Decision, which is good and above the average score (*mean*) of the highest total score (*maximum*).

4.1.4. Test Research Instrument

SmartPLS software was used to carry out validity tests. It uses the relationship between constructs and indicators to calculate the convergent validity (filling factors), discriminant validity, and level of significance of the latent variables of the research model. Validity testing begins by converting the survey data into numbers. The validity of this study was tested in Central Jakarta. Fill Values below 0.5 are regarded as invalid, whereas values above 0.5 are regarded as valid (see Figure 2).
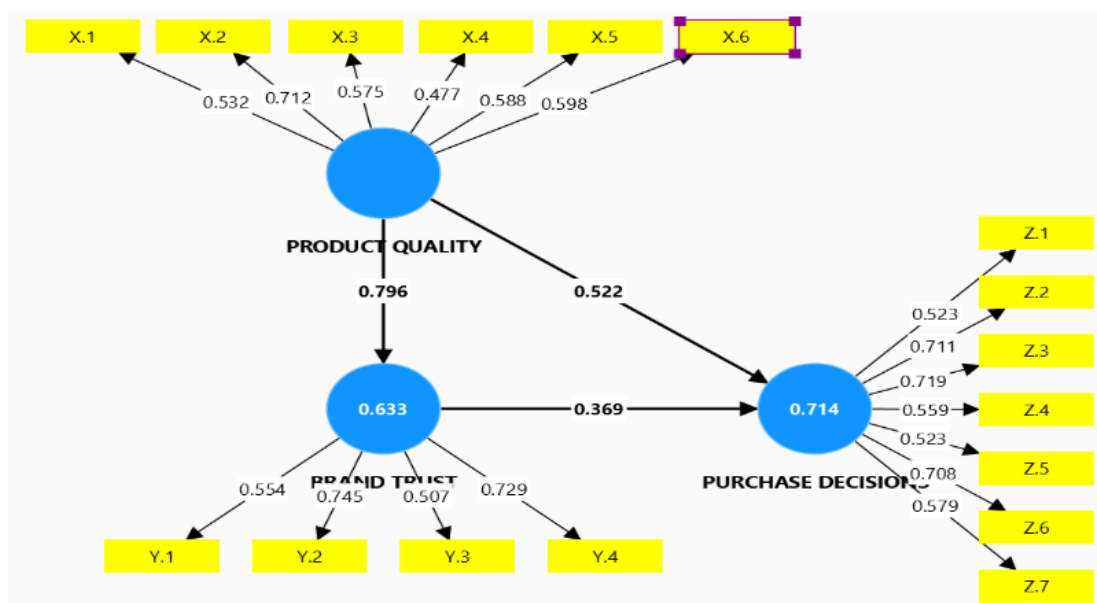

Figure 2. Outer Loading Validity Before Modified

Table 5. Outer Loadings Validity Test Before Drop

Variable	Indicator	Loading	Information
	X.1	0,532	Valid
	X.2	0,712	Valid
PRODUCT QUALITY	**X.3**	0,575	Valid
	X.4	0,477	Invalid
	X.5	0,588	Valid
	X.6	0,598	Valid
	Y.1	0,554	Valid
BRAND TRUST	**Y.2**	0,745	Valid
	Y.3	0,507	Valid
	Y.4	0,729	Valid
	Z.1	0,523	Valid

Variable	Indicator	Loading	Information
	Z.2	0,711	Valid
	Z.3	0,719	Valid
PURCHASE DECISIONS	**Z.4**	0,559	Valid
	Z.5	0,523	Valid
	Z.6	0,708	Valid
	Z.7	0,579	Valid

Based on the loading values listed in Table 5, if the value is still below 0.5, it must be dropped. The outer loading value is below 0.5, namely, in the Product Quality variable, namely in the X.4 indicator and must be dropped.
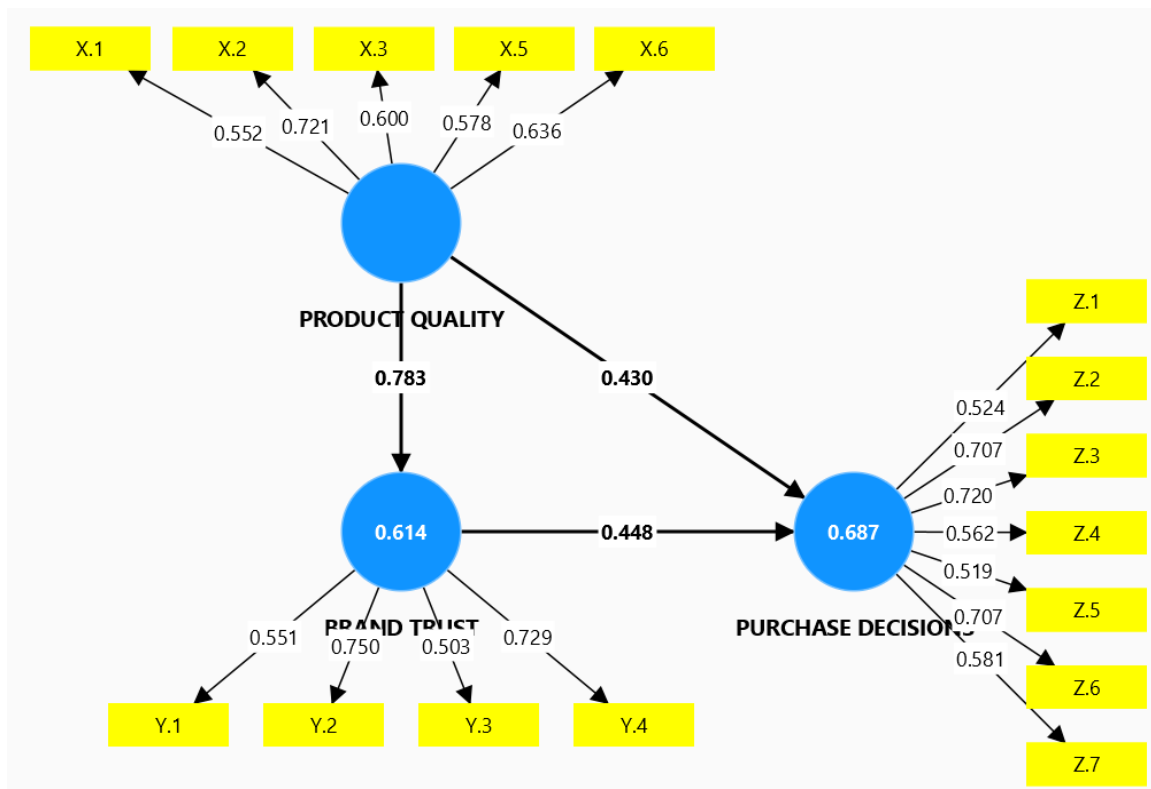

Figure 3. Outer Loading Validity After Dropping

Table 6. Outer Loadings Validity Test After Modified

Variable	Indicator	Loading	Information
	X.1	0,552	Valid
PRODUCT QUALITY	**X.2**	0,721	Valid
	X.3	0,600	Valid
	X.5	0,578	Valid
	X.6	0,636	Valid
	Y.1	0,551	Valid
BRAND TRUST	**Y.2**	0,750	Valid
	Y.3	0,503	Valid
	Y.4	0,729	Valid
	Z.1	0,524	Valid
	Z.2	0,707	Valid
	Z.3	0,720	Valid
PURCHASE DECISIONS	**Z.4**	0,562	Valid

Variable	Indicator	Loading	Information
	Z.5	0,519	Valid
	Z.6	0,707	Valid
	Z.7	0,581	Valid

Subsequent to reducing the load factor value to below 0.5, the aforementioned table no longer has any loading factor indicator values below 0.5. This suggests that these factors are legitimate (see Table 6).

4.1.5. Reliability Test

Table 7. Reliability Test

Variable	AVE	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Cronbach's Alpha
Product Quality	0,413	0,553	0,732	0,518
Brand trust	0,388	0,744	0,813	0,732
Purchase Decision	0,385	0,605	0,756	0,596

Table 7 indicates that the composite dependability values for the dimensions of brand perception, product quality, and purchase choice exceed 0.7. This indicates that the indicators employed possess substantial reliability and may successfully measure the construct.

4.1.6. Coefficient of Determination Test (R²)

Table 8. R-Square

Variable	R Square
Brand Trust	0,614
Purchase Decision	0,687
Predictive Relevance (Q²)	0,879

According to the determination coefficient presented in Table 8, the R2 value for the brand trust variable is 0.614, which indicates that the Product A quality variable can explain the brand trust variable by 68.7%. Meanwhile, brand can explain the purchasing decision variable. The trust variable was 61.4%. The SEM was 87.9% (Figure 4).
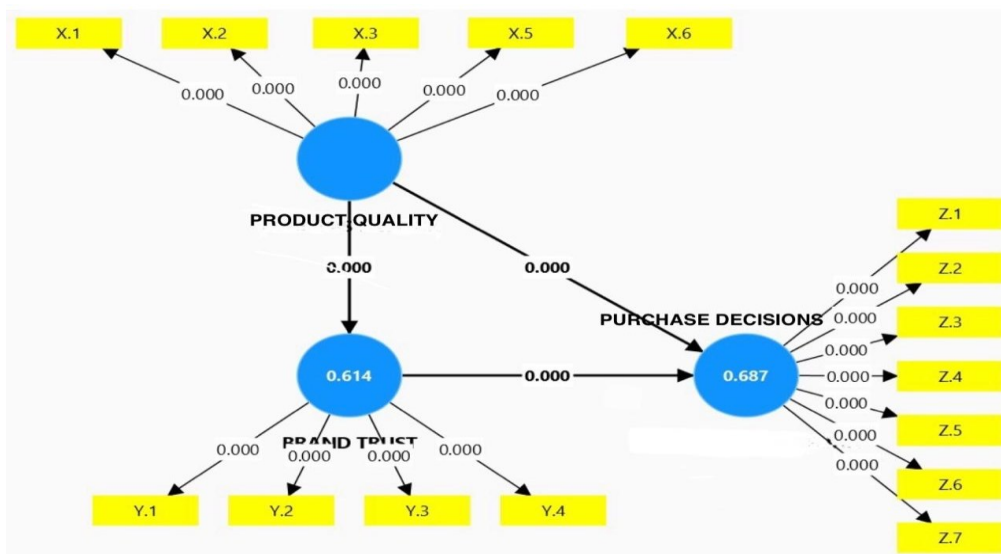

Figure 4. Hypothesis Testing Results

Table 9. Path Coefficients

Research Variables	Original Sample (O)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P value	Information
Product Quality -> Brand Trust	0,783	0,028	28,282	0,000	Significant
Product Quality -> Purchase Decision	0,430	0,078	5,504	0,000	Significant
Brand Trust -> Purchase Decision	0,448	0,088	5,106	0,000	Significant
Product Quality -> Brand Trust -> Purchase Decision	0,351	0,072	4,851	0,000	Significant

4.2. Discussion

The table indicates a significant association between the product quality variable and brand confidence, with a T-statistic of 28.282 (greater than 1.960). The value of the original sample is 0.783 and 0.000 is less than 0.05, indicating that the direction of the relationship between product quality and brand trust is positive. Moreover, the table above indicates that the correlation between the purchase and quality of the goods decisions is substantial, with a T-statistic of 5.504 (greater than 1.960). The initial sample value is 0.430 and the p-value of 0.000 is smaller than 0.05, indicating that the direction of the relationship between product quality and purchasing decisions is positive. Moreover, the above table indicates that the correlation between decisions to buy and brand trust is substantial, with a T-statistic of 5.106 (greater than 1.960). The initial sample value is 0.448, and the p-value is 0.000, which is less than 0.05, indicating that the direction of the relationship between brand trust and purchasing decisions is positive. Furthermore, the above table shows that the link between product quality and purchase decisions through brand trust is significant, with a T-statistic of 4.851 (greater than 1.960). The original sample value is 0.351 and the p-value of 0.000 is smaller than 0.05, indicating that the direction of the relationship between product quality and purchasing decisions through brand trust is positive.

5. CONCLUSIONS

The test results indicate that product quality has a favorable impact on brand confidence. Trust in the superior quality of Xiaomi's goods strongly impacts the brand loyalty of Xiaomi's smartphone consumers. The test results indicate that product quality exerts a favorable and important influence on purchasing decisions. This indicates that customers of Xiaomi's smartphones continue to value product quality and prioritize brand trust. The findings indicate that brand trust has a favorable impact on decisions about what to buy. Trust in the superior brand quality of Xiaomi's smartphones positively impacts the purchasing decisions of their users. The test results show that product quality significantly and positively influences purchasing decisions through brand trust. This indicates that superior product quality correlates with an increase in purchasing decisions driven by heightened brand trust among Xiaomi's smartphone customers.

In carrying out this research the limitations of this research cannot be separated. These limitations are as follows, this research employed a data gathering strategy utilizing primary data obtained through a questionnaire. Nonetheless, it is possible that the respondents were not entirely earnest in their responses to the questionnaire. The research sample was only taken from a portion of Xiaomi smartphone users in Central Jakarta; therefore, the research results cannot be used as a basis for generalization; in other words, external validity is lacking. Based on the research findings, conclusions, and recommendations that can be given regarding the title of this thesis, Xiaomi should further improve product quality, one of which is by using high-quality materials for extended durability and optimizing the device's resistance to water and dust to meet user expectations. Several limitations of this study provide opportunities for future research

to improve the existing findings. Future research could consider using other methods, such as experimental methods, as alternatives to surveys. In addition, because this study involved only a few independent variables, future research could add more independent variables to enrich the analysis. Future researchers could investigate more companies outside Xiaomi to ascertain whether the impact of product quality on decisions to buy through brand trust yields comparable or divergent outcomes in other organizations.

Ethical approval

This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki.

Informed consent statement

Informed consent was obtained from all the participants.

Authors' contributions

M.H.I. conceptualized and designed the study, conducted the literature review, and drafted the initial manuscript. A.R. supervised the research process, reviewed the theoretical framework, and provided critical revisions to enhance the methodological rigor and clarity of the manuscript. V.M. contributed to the data analysis, interpreted the results, and refined the discussion and conclusion sections. All authors read and approved the final version of the manuscript.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Data availability statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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