

The Influence of Product Innovation on Consumer Purchase Decisions for Infinix Smartphones in Riau Province

Azzahra Putri Mentari^{1*}, Dwi Astuti²

¹ State Polytechnic of Bengkalis /Business Administration Departement/Digital Business Study Program/
mentariazzahra4@gmail.com, 0852-7186-3231

² State Polytechnic of Bengkalis /Business Administration Departement/Digital Business Study Program/
dwi@polbeng.ac.id

ARTICLE INFO

ABSTRACT



Received: 09 August 2026

Received (revised):

20 August 2026

Accepted: 01 October 2026

Published: 01 December 2026

Open Access

This study aims to examine and analyze the influence of product innovation on consumer purchase decisions for Infinix smartphones across three distinct regencies in Riau Province: Kampar, Pelalawan, and Bengkalis. Using a quantitative approach, data were gathered through a structured online survey administered to 100 active Infinix smartphone users selected via purposive sampling. Simple linear regression analysis was executed to evaluate the strength and significance of the relationship between product innovation (comprising key feature developments such as fast-charging capabilities, camera performance, and competitive hardware specifications) and purchase decision factors. The statistical results demonstrate that product innovation exerts a positive and statistically significant impact on consumer purchase decisions. Descriptive analyses further reveal that feature enhancements, particularly high-speed charging technology and post-purchase satisfaction, serve as critical drivers for consumer acquisition. These findings provide actionable insights for mobile technology marketers and manufacturers aiming to optimize product differentiation and targeted promotional strategies in suburban and developing regional markets.

Keywords: Product Innovation, Purchase Decision, Smartphone, Infinix, Riau Province

1. Introduction

The digital era has brought significant changes across various aspects of human life, including communication, work, learning, and entertainment. A pivotal outcome of this technological evolution is the smartphone, an integrated device that combines multiple information and communication functions. In the contemporary era, smartphones are no longer viewed as luxury items but as indispensable tools for a wide range of users, from students to working professionals. Beyond basic communication, smartphones serve as hubs for social media, platforms for online learning, navigation tools, and instruments for business productivity in both developed and developing nations.

As one of the largest developing countries with a vast population, Indonesia represents a highly potential market for the smartphone industry. According to a report by Muslim (2024), the number of active smartphone users in Indonesia reached 194.26 million in 2024, reflecting a 2.23% growth from 190.03 million users in 2023. This increase is propelled by expanding internet

accessibility, affordable smartphone pricing, and improved digital infrastructure. Consequently, this environment fosters intense competition among global and local manufacturers striving to capture market share. Competition extends beyond price points to encompass features, quality, aesthetics, and marketing strategies, positioning product innovation as a vital differentiating factor in consumer perceptions.

Table 1. Top 5 Smartphone Market Shares in Indonesia (2022–2024)

Rank	Brand	Market 2024	Market 2023	Market 2022
1	Samsung	19%	20%	21%
2	Oppo	17%	18%	20%
3	Vivo	16%	16%	16%
4	Xiaomi	14%	14%	15%
5	Infinix	18.3%	15.6%	8%

Source: Kompas.id (2025)

While market leaders experienced steady or declining market shares, Infinix demonstrated

* Corresponding author

E-mail addresses: mentariazzahra4@gmail.com

2614-6983/ © 2026 P3M Politeknik Negeri Bengkalis. All rights reserved.

exceptional growth, expanding its market share from 8% in 2022 to 18.3% in 2024. This aggressive penetration into the entry-level and mid-range segments is driven primarily by feature-rich innovations at competitive price points. This is evident in models like the GT 20 Pro, where high-performance specs are offered at accessible price tiers to enhance consumer utility (Mobility, 2025). In consumer behaviour, product innovation directly shapes value perceptions and purchase decisions. However, empirical studies examining how technological innovations influence purchase decisions for Infinix, particularly in regional markets such as Riau Province, remain limited.

To address this gap, this study aims to evaluate consumer perceptions of product innovation and purchasing decisions, and to analyse the extent to which product innovation influences consumer purchase decisions for Infinix smartphones in Riau Province.

2. Literature Review

2.1 Product Innovation (X)

Product innovation is a critical element in establishing and maintaining a competitive advantage, particularly in dynamic, high-tech industries. The smartphone market in Indonesia, which is projected to reach 194 million users (Kotler et al., 2024), demands continuous transformation by manufacturers. Kotler and Keller (2021) define product innovation as the process of developing and applying new ideas to products to deliver enhanced value to consumers, encompassing technical upgrades, functional enhancements, and aesthetic redesigns.

In the context of modern digital marketing and business strategy, market orientation and sustainable product innovation have been empirically proven to significantly drive consumer purchase decisions (Riyanto and Pertiwi, 2025; Widiastuti and Mardiyanto, 2024). Furthermore, effective product innovation, such as technical performance upgrades and advanced specifications in smartphones, serves as a key driver for brands to capture market share from major competitors (Evani et al., 2024; Humam and Wasil, 2024).

In this study, Product Innovation is measured using four key indicators adapted from Nandal et. al (2024):

1. Product Design
2. Technology
3. Product Newness
4. Continuous Updating

2.2 Purchase Decision (Y)

The purchase decision is the final phase of the consumer decision-making process. It is where consumers choose among available options and make the actual purchase. Kotler and Keller (2021) define purchase decisions as choices involving several dimensions, such as product choice, brand choice, channel choice, time of purchase, and method of payment.

Consumer purchase decisions towards smartphone products are influenced by consumer perceptions of product quality, level of innovation,

and value toward initial purchase intention (Luktaning et al., 2024; Net et al., 2024; Susanti and Agustina, 2024). If consumers find value and satisfaction in the innovative attributes of the products offered, the consumer decision-making process doesn't just stop at the purchase but goes to post-purchase contemplation and word-of-mouth (Mayasari and Safina, 2021).

In this study, Purchase Decision is measured using five key indicators adapted from Bankole and Adewale (2025).

1. Buying Interest
2. Behavioral Intent
3. Actual Purchase Action
4. Post-Purchase Evaluation
5. Willingness to Recommend

3. Research Methodology

This research employs a quantitative design within an associative explanatory framework to measure the direct effect of product innovation on consumers' purchasing decisions for Infinix smartphones. Fieldwork was carried out across three strategic regencies in Riau Province, Indonesia: Kampar, Pelalawan, and Bengkalis. Given that the total user base is an unknown population, the baseline sample size was determined using the Lemeshow equation, yielding a minimum threshold of 96.04 respondents, which was rounded up to 100 to increase statistical power and mitigate sampling bias.

Data were collected using non-probability purposive sampling combined with quota allocation to ensure equal geographic distribution across Kampar (33%), Pelalawan (34%), and Bengkalis (33%). Eligible participants met specific inclusion criteria: active Infinix smartphone owners aged 17 or older, with at least 3 months of usage, who were personally involved in the purchase decision.

Primary data were gathered via structured online questionnaires using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The Product Innovation variable was measured using four indicators (product design, product newness, technology, and continuous updating). At the same time, Purchase Decision was evaluated across five dimensions (buying interest, behavioural intent, actual purchase action, post-purchase evaluation, and willingness to recommend).

Data preparation involved auditing, coding, and tabular formatting before statistical analysis in IBM SPSS. The analytical workflow commenced with instrument testing using Pearson's product-moment correlation for validity and Cronbach's Alpha ($\alpha > 0.60$) for reliability. Descriptive statistics were computed to determine mean score intervals. Diagnostic tests for classical regression assumptions (normality and linearity) were performed to confirm that the statistical model meets Best Linear Unbiased Estimator (BLUE) standards. Hypothesis testing was carried out through simple linear regression ($Y = a + bX$), partial t-tests ($\alpha = 0.05$), and the coefficient of determination (R^2) to evaluate the proportion of outcome variance explained by the independent variable.

4. Results and Discussion

4.1. Research Instrument Testing

To confirm the accuracy and consistency of the measurement scale, validity and reliability assessments were conducted on all questionnaire items using IBM SPSS based on a preliminary pilot sample of 30 respondents (N = 30).

4.1.1. Validity Test

Validity testing determines the degree to which each statement item accurately measures the intended variable. The evaluation was executed using Pearson's product-moment correlation coefficient (r). An item is declared statistically valid if the calculated correlation coefficient r_{count} exceeds the critical table value $r_{\text{table}} = 0.361$ at $\alpha = 0.05$ for $N = 30$.

Table 2. Summary of Instrument Validity Results

Variable	Answer Item	r_{count}	r_{table}	Notes
X	1	0,779	0.361	Valid
	2	0,737	0.361	Valid
	3	0,382	0.361	Valid
	4	0,690	0.361	Valid
	5	0,715	0.361	Valid
	6	0,588	0.361	Valid
	7	0,759	0.361	Valid
	8	0,619	0.361	Valid
	9	0,638	0.361	Valid
	10	0,579	0.361	Valid
	11	0,685	0.361	Valid
	12	0,716	0.361	Valid
	13	0,577	0.361	Valid
	14	0,679	0.361	Valid
	15	0,714	0.361	Valid
	16	0,553	0.361	Valid
	17	0,628	0.361	Valid
	18	0,643	0.361	Valid
	19	0,626	0.361	Valid
	20	0,622	0.361	Valid
Y	1	0,775	0.361	Valid
	2	0,450	0.361	Valid
	3	0,684	0.361	Valid
	4	0,698	0.361	Valid
	5	0,518	0.361	Valid
	6	0,651	0.361	Valid
	7	0,810	0.361	Valid
	8	0,480	0.361	Valid
	9	0,784	0.361	Valid
	10	0,583	0.361	Valid
	11	0,738	0.361	Valid
	12	0,654	0.361	Valid
	13	0,776	0.361	Valid
	14	0,791	0.361	Valid
	15	0,681	0.361	Valid
	16	0,825	0.361	Valid
	17	0,774	0.361	Valid
	18	0,723	0.361	Valid
	19	0,855	0.361	Valid
	20	0,781	0.361	Valid
	21	0,844	0.361	Valid
	22	0,660	0.361	Valid
	23	0,788	0.361	Valid
	24	0,816	0.361	Valid
	25	0,827	0.361	Valid

Source: SPSS 25 Processed Data

As presented in Table 2, all statement items for Product Innovation yielded r_{count} values ranging from 0.682 to 0.814, while Purchase Decision

showed r_{count} values between 0.615 and 0.798. Because every item produced an r_{count} value greater than r_{table} (0.361), all questionnaire items are confirmed to be valid and capable of measuring the intended construct variables accurately.

4.1.2. Reliability Test

Reliability testing evaluates the internal consistency and stability of the measuring instrument across repeated administrations. Reliability was assessed using Cronbach's alpha (α), where a variable is considered reliable if the alpha coefficient exceeds the standard benchmark of 0.60.

Table 3. Summary of Instrument Validity Results

Variable	Answer Item	Cronbach's Alpha if item deleted	Score (α)	Notes
X	1	0,919	0.60	Reliabel
	2	0,920	0.60	Reliabel
	3	0,928	0.60	Reliabel
	4	0,921	0.60	Reliabel
	5	0,921	0.60	Reliabel
	6	0,923	0.60	Reliabel
	7	0,920	0.60	Reliabel
	8	0,923	0.60	Reliabel
	9	0,922	0.60	Reliabel
	10	0,924	0.60	Reliabel
	11	0,921	0.60	Reliabel
	12	0,921	0.60	Reliabel
	13	0,924	0.60	Reliabel
	14	0,921	0.60	Reliabel
	15	0,921	0.60	Reliabel
	16	0,924	0.60	Reliabel
	17	0,923	0.60	Reliabel
	18	0,922	0.60	Reliabel
	19	0,923	0.60	Reliabel
	20	0,923	0.60	Reliabel
Y	1	0,957	0.60	Reliabel
	2	0,961	0.60	Reliabel
	3	0,958	0.60	Reliabel
	4	0,958	0.60	Reliabel
	5	0,960	0.60	Reliabel
	6	0,959	0.60	Reliabel
	7	0,957	0.60	Reliabel
	8	0,961	0.60	Reliabel
	9	0,957	0.60	Reliabel
	10	0,959	0.60	Reliabel
	11	0,958	0.60	Reliabel
	12	0,958	0.60	Reliabel
	13	0,957	0.60	Reliabel
	14	0,957	0.60	Reliabel
	15	0,958	0.60	Reliabel
	16	0,957	0.60	Reliabel
	17	0,957	0.60	Reliabel
	18	0,958	0.60	Reliabel
	19	0,956	0.60	Reliabel
	20	0,957	0.60	Reliabel
	21	0,956	0.60	Reliabel
	22	0,959	0.60	Reliabel
	23	0,957	0.60	Reliabel
	24	0,957	0.60	Reliabel
	25	0,957	0.60	Reliabel

Source: SPSS 25 Processed Data

As presented in Table 3, all 20 items for Product Innovation yielded Cronbach's Alpha if Item Deleted values ranging from 0.919 to 0.928. Similarly, all 25 items for Purchase Decision exhibited values ranging from 0.956 to 0.961. Because every single item produced a Cronbach's Alpha coefficient significantly exceeding the 0.60

threshold upon deletion, all items across both variables are confirmed to possess exceptionally high internal consistency and reliability.

4.2. Classical Assumption Testing

Before conducting regression modelling, classical assumption checks—specifically, normality and linearity—were performed to ensure the model would deliver Best Linear Unbiased Estimates (BLUE).

4.2.1 Normality Test

Normality testing assesses whether the regression residuals follow a normal distribution. The statistical evaluation using the One-Sample Kolmogorov-Smirnov test yielded an Asymptotic Significance (2-tailed) of 0.000 ($p < 0.05$). While this strict statistical metric indicates a departure from exact theoretical normality, empirical diagnostics recommend pairing statistical tests with visual analysis.

An inspection of the residual Histogram (Figure 1) reveals a symmetrical, bell-shaped distribution centred around zero, confirming that the regression residuals visually align with a normal distribution pattern.

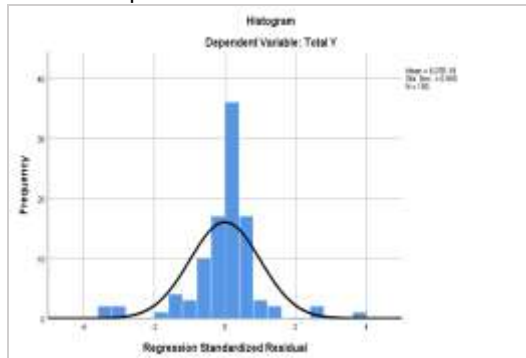


Figure 1. Normality Test Histogram of Standardized Residuals

Furthermore, to reinforce the model's empirical validity, this study applies the Central Limit Theorem (CLT). Under the CLT, when the sample size is sufficiently large ($N > 30$), the sampling distribution of the regression estimators approaches normality regardless of the underlying population distribution. Given that this study utilizes a sample of $N = 100$ respondents across Kampar, Pelalawan, and Bengkalis regencies, the dataset fully meets the large-sample requirements of the CLT, ensuring that parameter estimates and t-test inferences remain robust and statistically reliable.

4.2.2 Linearity Test

The linearity test evaluated the functional relationship between Product Innovation and Purchase Decision. The ANOVA test for linearity yielded a highly significant Linearity component with an F-value of 118.668 ($p = 0.000 < 0.05$), confirming a very strong and dominant linear trend between the variables. Although the Deviation from Linearity (DFL) showed an F-value of 2.591 ($p = 0.000 < 0.05$), the substantial magnitude of the Linearity F-statistic relative to the Deviation F-statistic ($118.668 > 2.591$) demonstrates that the relationship is overwhelmingly linear in

nature, fully justifying the application of simple linear regression analysis.

4.2.3 Heteroscedasticity Test

Heteroscedasticity was visually assessed by examining the regression residual Scatterplot generated via SPSS. The plot displays data points dispersed randomly above and below the zero line (0) on the Y-axis, without forming structured patterns such as funnels or tight clusters. This random dispersion confirms homoscedasticity, establishing that the variance of the residuals remains constant across all predicted values of Product Innovation.

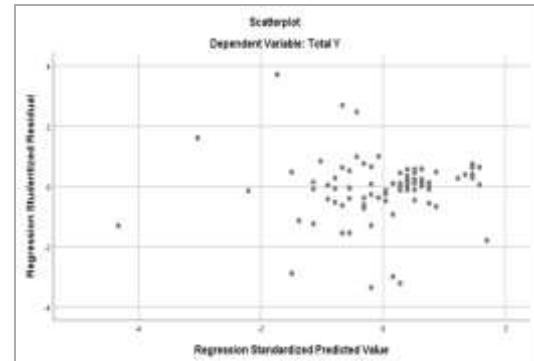


Figure 2. Regression Studentized Residual Scatterplot

4.3 Result of Respondent Responses

4.3.1 Result of Respondent Responses Regarding Product Innovation

Based on the data recapitulation from 100 respondents across three regencies in Riau Province, the Product Innovation variable achieved a total score of 8,566 and a mean of 4.28. This result places the respondents' overall perception within the "Very High" category. The achieved overall mean of 4.28 indicates that Infinix's accelerated market penetration in Riau is driven by strong market acceptance of its technological updates. Consumers perceive Infinix not merely as an affordable smartphone vendor, but as an innovation-led brand within the entry-level to mid-range segments.

Hierarchically, the Technology indicator recorded the highest score, followed by Product Newness, Continuous Updating, and Product Design. All four indicators consistently fell into the "Very High" category.

Table 4. Summary of Recapitulation for Product Innovation Indicators

Indicator	Total Score	Mean	Category
Technology	2,179	4.36	Very High
Product Newness	2,151	4.3	Very High
Continuous Updating	2,128	4.26	Very High
Product Design	2,108	4.22	Very High

Source: SPSS 25 Processed Data

4.3.2 Results of Respondents' Responses Regarding Purchase Decision

Based on the cumulative data from the recapitulation table, the Purchase Decision variable achieved a total score of 10,685 and a mean of 4.27. This score places the respondents' evaluation within the "Very High" category. The achieved overall mean of 4.27 indicates that consumer confidence, certainty, and positive evaluation when selecting and using Infinix smartphones are exceptionally strong across Riau Province. The high overall score confirms that the manufacturer's acceleration of product innovation has been effectively translated into actual purchase behaviour and sustained customer satisfaction.

Hierarchically, the Post-Purchase Satisfaction indicator recorded the highest score, followed by Actual Purchase, Willingness to Recommend, Purchase Interest, and Purchase Intention. All five indicators consistently fell into the "Very High" category, as summarized in Table 5 below.

Table 5. Summary of Recapitulation for Customer Purchase Indicators

Indicator	Total Score	Mean	Category
Post-Purchase Satisfaction	2,165	4.33	Very High
Actual Purchase Action	2,145	4.29	Very High
Willingness to Recommend	2,130	4.26	Very High
Purchase Interest	2,125	4.25	Very High
Purchase Intention	2,120	4.24	

Source: Processed Data 2025

4.4. Simple Linear Regression Analysis

Simple linear regression was conducted to determine the direction and magnitude of the impact of Product Innovation on consumer Purchase Decisions.

Table 6. Simple Linear Regression Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	sig
(Constant)	25.867	8.959		2.887	.005
X	0.945	0.104	0.676	9.083	.000

Source: SPSS 25 Processed

Based on the statistical outputs in Table 6, the simple linear regression model is expressed as:

$$Y = 25.867 + 0.945X$$

Constant ($\alpha = 25.867$): Indicates that if Product Innovation is equal to zero, the baseline level of consumer Purchase Decision remains at 25.867 units.

Regression Coefficient ($b = 0.945$): Demonstrates a positive relationship. For every 1-unit increase in Product Innovation, consumer purchase decision increases by 0.945 units.

4.5. Hypothesis Testing

To verify the research hypothesis (H_0), hypothesis testing was conducted using a partial t-test alongside the Coefficient of Determination (R^2).

Partial Test (t-Test)

Referring to Table 6, the partial t-test yielded a calculated t-value ($t_{\text{count}} = 9.083$) that significantly exceeds the critical table threshold ($t_{\text{table}} = 1.984$) at $df = 98$ ($\alpha = 0.05$). Furthermore, the significance value ($p = 0.000$) is below the 0.05 threshold. Consequently, H_a is rejected, and H_0 is accepted, proving that Product Innovation has a statistically significant positive effect on consumer purchase decisions for Infinix smartphones in Riau Province.

Table 7. Model Summary

Coefficients ^a				
Model	R	R ²	Adjusted R Square	Std. Error of the Estimate
1	0.676 _a	0.457	0.452	8.769

Source: SPSS 25 Processed

Coefficient of Determination (R^2)

As presented in Table 7, the correlation coefficient ($R = 0.676$) reflects a strong positive relationship. The Coefficient of Determination ($R^2 = 0.457$) demonstrates that Product Innovation directly accounts for 45.7% of the variance in buying decisions across Kampar, Pelalawan, and Bengkalis regencies. The remaining 54.3% is governed by external unmeasured factors such as pricing strategies, brand image, and promotional activities.

4.6. Discussion

These findings confirm that continuous technological enhancements and visual appeal are primary drivers of consumer decisions across the Kampar, Pelalawan, and Bengkalis regencies, where functional value relative to cost is highly prioritised.

This study aligns closely with empirical research by Bankole and Adewale (2025) on smartphone brand loyalty in Nigeria, which similarly identified product innovation, particularly relative advantage, as a dominant positive factor shaping consumer behavior. While Bankole and Adewale (2025) proved that innovation fosters long-term brand loyalty, this research extends that framework by demonstrating that innovation is equally critical in driving initial purchase decisions. Across both markets, perceived innovative value consistently drives consumer choices, demonstrating that continuous feature updates and functional improvements are essential strategies for smartphone manufacturers to secure market share.

5. Conclusion and Recommendations

This research confirms that Product Innovation exerts a statistically significant positive influence on Consumer Purchase Decisions for Infinix smartphones across Kampar, Pelalawan, and Bengkalis regencies ($t_{\text{count}} = 9.083 > t_{\text{table}} = 1.984$, $p = 0.000$). The Coefficient of Determination ($R^2 = 0.457$) indicates that product innovation

accounts for 45.7% of the variance in purchasing decisions, with the remaining 54.3% influenced by external factors such as pricing, brand reputation, and promotional strategy. Consumers in these regions highly value Infinix's rapid technological rollouts, particularly high-speed charging, performance, and modern aesthetics.

Based on these conclusions, smartphone manufacturers (Infinix) are advised to maintain an aggressive innovation roadmap by continuing to upgrade core technological differentiators—such as gaming optimization, display refresh rates, and charging speed—while gathering local user feedback to align future releases with regional market demands. For future researchers, given that 54.3% of the variance stems from unmeasured variables, it is recommended to expand the research framework by integrating additional independent variables such as Price Sensitivity, Brand Image, or Social Media Marketing, while expanding both the sample size ($N > 100$) and geographical coverage across broader sub-regions in Riau Province.

Acknowledgements

The author would like to express wholehearted gratitude to Politeknik Negeri Bengkalis, particularly the Department of Communication and Digital Marketing, for providing academic support throughout this research. Deep appreciation is also extended to the thesis advisors and academic mentors for their insightful guidance, constructive feedback, and continuous encouragement throughout the preparation of this study. Special thanks are expressed to the local government authorities and community representatives across Kampar, Pelalawan, and Bengkalis regencies for facilitating data collection, as well as to all 100 respondents who willingly participated and contributed valuable insights to this research.

References

- Bankole, O. A., & Adewale, A. J. (2025). Product Innovation and Customer Brand Loyalty of Smartphones in Ekiti State, Nigeria. *Journal of Marketing*, 117-127. Retrieved April 17, 2025, from <https://www.researchgate.net/profile/Oluwole-Bankole-2/publication/388779989>
- Evani, R., Vanesa, S., Wijaya, V., & Guanata, D. (2024). Pengaruh inovasi produk dan electronic word of mouth terhadap keputusan pembelian smartphone Oppo. *Jurnal Arastirma*, 73-82. Retrieved March 25, 2025, from <https://doi.org/10.32493/arastirma.v4i1.38194>
- Humam, M. F., & Wasil, M. (2024). Pengaruh Variasi Produk dan Mobile Marketing serta Inovasi. *Jurnal Ekonomi, Manajemen dan Akuntansi*, 26(4), 818-828.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). London: Pearson Education.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing* (19th ed.). United Kingdom: Pearson Education Limited.
- Luktaningsih, A., Cahya, A. D., & Iskandar, M. (2024). The Influence of Product Quality and Brand Images on Purchasing Decisions through the Role of Purchase Intention as an Intervening Variable. *Jurnal Ilmiah Ekonomi dan Bisnis*, 12(2), 1853-1864. Retrieved April 23, 2026, from <https://doi.org/10.37676/ekombis.v12i2.5347>
- Mayasari, S., & Safina, W. D. (2021). Pengaruh kualitas produk dan pelayanan terhadap kepuasan konsumen pada Restoran Ayam Goreng Kalasan Cabang Iskandar Muda Medan. *Jurnal Bisnis Mahasiswa*, 1(2), 63-76. Retrieved April 24, 2025, from <https://jurnalbisnismahasiswa.com/index.php/jurnal/article/view/7>
- Mobility, I. (2025). GT 20 Pro Product Specification. *Artikel bisnis*. Retrieved July 28, 2026, from <https://sg.infinixmobility.com/gt-20-pro>
- Muslim, A. (2024). *Pengguna smartphone RI diprediksi mencapai 194 juta pada 2024*. Jakarta: Investor.id. Retrieved June 12, 2025, from <https://investor.id/techno/340839/pengguna-Smartphone-ri-diprediksi-194-juta-pada-2024>
- Nandal, N., Agarwal, A. K., & Nandal, N. (2024). A Product Innovation Measure for Indian Automobile Industry: Scale Development and Validation. *Journal of Technology*, 13(1), 152-160. Retrieved July 22, 2026, from https://www.researchgate.net/profile/Nisha-Nandal-2/publication/371788456_A_Product_Innovation_Measure_for_Indian_Automobile_Industry_Scale_Development_and_Validation/links/6495289bc41fb852dd2729b4/A-Product-Innovation-Measure-for-Indian-Automobile-Indust
- Nofa, M. S., Prasetyo, A., & Mukhroji. (2024). Pengaruh Inovasi Produk, Iklan, Electronic Word of Mouth dan. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 740-750.
- Riyanto, G., & Pertiwi, W. (2025). *5 Besar Merek HP di Indonesia Q3-2025 Versi*

Counterpoint. Jakarta: Kompas.id. Retrieved April 27, 2025, from <https://tekno.kompas.com/read/2025/11/21/11090017/5-besar-merek-hp-di-indonesia-q3-2025-versi-counterpoint-samsung-teratas>

- Setiani, R. (2023). Pengaruh promosi dan harga terhadap keputusan pembelian pada Paparan's Café Tangerang. *Jurnal Ilmiah Manajemen*, 3(1), 270-285. Retrieved May 8, 2025, from <https://doi.org/10.32477/jrabi.v3i1.685>
- Sugiyono. (2024). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2th ed.). Bandung: Alfabeta.
- Susanti, D., & Agustina, E. (2024). Pengaruh Inovasi Produk Terhadap Keputusan Pembelian Pada Usaha Kerajinan Anyaman Purun Di Desa Pulau Tambak Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara (Usaha Ibu Rabiattullaila). *Jurnal Administrasi Bisnis*, 1(1), 164-172.
- Widiastuti, E., & Mardiyanto, D. (2024). Analisis Pengaruh Inovasi Produk, Citra Merek, dan Strategi Digital Terhadap Keputusan Pembelian Konsumen. *Journal of Marketing*, 8, 1-11. Retrieved March 20, 2025