The Power of Perception: Repurchase Intentions in Chinese Smartphone Brands

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ABSTRACT

The role of a country's image in changing consumer views can encourage consumers to repurchase products from that country. This study focuses on the effect of a country's image on repurchase intentions with the additional influence of perceived value and perceived quality. This research method uses an explanatory method with a quantitative approach. The sampling technique used is purposive sampling technique with smart phone users and has purchased Chinese brand smart phones more than twice as a sample. The results obtained show that country image has a significant effect on repurchase intention, besides that other constructs such as perceived value and perceived quality also have a significant effect on repurchase intention.

Keywords : **Country Image; Perceived Quality; Perceived Value; Repurchase Intention; Smartphone**

ABSTRAK

Peran citra suatu negara dalam mengubah pandangan konsumen dapat mendorong konsumen untuk membeli kembali produk dari negara tersebut. Penelitian ini berfokus pada pengaruh citra suatu negara terhadap niat membeli kembali dengan tambahan pengaruh nilai yang dirasakan dan kualitas yang dirasakan. Metode penelitian ini menggunakan metode eksplanatori dengan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan adalah teknik purposive sampling dengan pengguna ponsel pintar dan telah membeli ponsel pintar merek Tiongkok lebih dari dua kali sebagai sample. Hasil yang diperoleh menunjukkan bahwa citra negara berpengaruh signifikan terhadap minat beli ulang, selain itu konstruk lain seperti nilai yang dirasakan dan kualitas yang dirasakan juga berpengaruh signifikan terhadap niat beli ulang.

**Kata Kunci** : **Citra Negara; Kualitas yang Dirasakan; Nilai keuntungan; Niat Membeli Kembali; Ponsel pintar**

INTRODUCTION

The population of Indonesia is a large market for all industries, especially the smartphone industry. Smartphone users in Indonesia are growing rapidly, Indonesia is in fourth position with the highest number of smartphone users in Asia, with 249.29 million smartphone users in 2022 (Bisnis Tekno, 2023). Indonesia has a great opportunity to grow quickly, due to the support provided by the government, Indonesia's digital industry can catch up with other countries (Nagoya et al., 2021). The number of users that make the smartphone industry from abroad is competing to enter the Indonesian market, one of which is China. In one year, four Chinese smartphone brands had an increasing trend in four quarters (IDC, 2020). Chinese brands dominate the smartphone market make Indonesian consumers have more choices in buying a smartphone (Nagoya et al., 2021). The sophistication and strength of Chinese smartphone products can attract Indonesian consumers.

The Indonesian smartphone market is dominated by brands from China, which makes Indonesian consumers familiar with Chinese smartphone brands and considers that the country is capable of providing good quality smartphones and a better view of the country (Southworth & Kim, 2015). Indonesian consumers view that China as a country capable of producing good quality smartphones, Indonesian consumers make the Chinese brands preference to purchase their smartphones. This proves that the country's image influences smartphone consumers (Yunus & Rashid, 2016). Even further, the country's image can affect consumer re-purchases with several influences from other variables (Moslehpour et al., 2017). For this reason, this study tries to analyze how country image influences repurchase intention of Chinese smartphone brands. The results of this study will be useful for practitioners in the smartphone industry by understanding how Indonesian people perceive China's country image and its influence on repurchase intention.

A positive country image that can be trusted will create a good image of the country in the consumers minds. Country image can contribute influence on consumer buying behavior toward a product (Yunus & Rashid, 2016). Even consumers can make repeat purchases with the encouragement of perceived quality, consumers will judge based on the quality of the product and the image of the country of origin (Martins et al., 2023). Country image has been shown to influence repurchase intention, as consumers will be affected by the reputation of the country concerned at the time of repurchase (Moslehpour et al., 2017). Although previous studies show the effect of country image on purchase intention, limited studies have discussed the effect of country image on repurchase intention in the smartphone market. Therefore, this study will examine this effect.

To answer the repurchase intention of Chinese smartphone brands in Indonesian customers, this study does not only evaluate from the country image aspect. For this reason, this study also evaluates the aspects of technology (perceived quality) and perceived value. Previous studies have proven that perceived quality influences repurchase intention in the context of M-Commerce Ride-Hailing Services in Vietnam (Phuong & Trang, 2018), e-commerce (Sullivan & Kim, 2018), and online shopping (Q. T. Pham et al., 2018). Other studies also evaluate perceived value on intention in terms of technology products such as online travel agencies (H. Pham & Nguyen, 2019), Uber ridesharing services (Hasan, 2022), and smartphones (Nagoya et al., 2021). These previous studies prove the importance of evaluating technological quality aspects and customers' perceived value before purchasing a product. However, there are still limited studies that discuss aspects of the country's image that will influence customers'

perceptions of quality and value which will influence repurchase intention for foreign products, such as Chinese smartphones. Thus, this study complements previous studies by understanding the impact of country image, perceived quality, and perceived value for Chinese smartphone brands to effectively cater to the preferences and expectations of Indonesian consumers, ultimately influencing repurchase intentions.

The variable dependent of this research is repurchase intention. Repurchase intentions is an explanation of personal appraisal of repurchasing a product (Hellier et al., 2003). Besides repurchase intention is the consideration of consumers when repurchasing certain products (Har Lee et al., 2011). Repurchase intention is determined by several elements, but not related to affective thinking about a product, but still has a relationship with product brands interpreted by consumers (Filieri & Lin, 2017). It can be concluded that repurchase intention is a personal thought on the results of the consideration and evaluation of a product based on the existing elements in the related product so it raises the desire to make a repurchase. Consumers have different motivations or impulses when making a re-purchase of a product, each stimulus will affect the consumer's buying behavior (Chopdar & Balakrishnan, 2020). The stimulus that influences consumer behavior is important as a driving force for consumer repurchase interest. Stimulus can take the form of affective or cognitive, in cognitive there are driving factors such as quality assessment, understanding, and analysis of products. Meanwhile, the affective are driving factors such as the value and trust ratings (Ryu et al., 2010).

The variable independent of this research is country image. Country image has a similar meaning to country of origin, namely emotional trust that is triggered by a country. The better the quality of products produced by a country, the better consumer perception of the country's products (Moslehpour et al., 2017; Yunus & Rashid, 2016). In addition, the country image is also seen as a general picture that appears not only based on products but also represents the economic, political, cultural, traditional, historical, and technological advancements of a country (Allred, 1997). Country image is also based on overall descriptive, informational, and inferential beliefs about a particular country (Martin & Eroglu, 1993) These factors underlie thinking on cognitive beliefs about a particular country, even if there are affective roles that include because the country image captures one's feelings and emotions about a particular country (Askegaard & Ger, 1997). With hypothesis 1 the research is as follows:

H1. Country image has a significant and positive effect on the perceived quality of Chinese smartphone brands

Country image is the influence that producers have on consumers, or can be seen as a country's brand. The views of a country can be either positive or negative value in the consumer's mind (Moslehpour et al., 2017). In other words, the country image is a view that a person has of a country based on existing instruments in the country and carried away by the products produced, thus making an additional assessment of the products produced by that country (Lkhaasuren et al., 2018; Martins et al., 2023). According to Martins et al. (2023) measurement of the country's image can be done with indicators such as country beliefs, people's affect (confidence in people in the country), and desired interaction (the desire to interact with the country). With hypothesis 2 the research is as follows:

H2. Country image has a significant and positive effect on the perceived value of Chinese smartphone brands

Based on previous literature found that the country's image has a considerable influence on the perception of the brand or product (Hanzaee & Khosrozadeh, 2011). Previous study shows that country image has an effect on perceived quality, which

assesses that consumers will consider assessing the country and product quality (Martins et al., 2023). Also, the country's image has an influence on repurchase intention, which shows that consumers pay attention to the country's reputation at the time was about to do a repurchase intention (Moslehpour et al., 2017). Another study prove that love of a country and perceived values have an influence on purchase intentions (Nagoya et al., 2021). The variable country image is used in this study because it fits with the existing phenomenon, the changing views of Indonesian consumers towards products from China. In addition, the influence of a country's image on perceived quality, perceived value, and repurchase intention is investigated. With hypothesis 3 the research is as follows:

H3. Country image has a significant and positive effect on the repurchase intention of Chinese smartphone brands

The fist variable moderating of this research is perceived quality. Perceived quality is a perception of consumers as a whole towards the excellence or quality of a product or service. Perceived quality cannot be said as an objective assessment, because it is only a perception (Dettori et al., 2020). Perceived quality is a comparison between perceptions about performance based on related dimensions and consumer expectations (Zeithaml, 1988). Compiled from the above the perceived quality is the consumer perception of the product which appears based on the dimensions contained in it. This perception is generated through consumer observation of the product received. The perceived quality of a product owned by consumers will increase the brand value of the product, then it can be a differentiator from competitors' products and have a strong basis to assign a price (Aaker & Equity, 1991). Perceived quality by the consumer of a brand will influence the decision-making process. When a product has a high quality, then the consumer will easily recognize and differentiate the products of competitors (Rafdinal & Suhartanto, 2020). The quality of a product is a concept put forward by (Zeithaml, 1988) and (Steenkamp et al., 2003) quality has two classifications, is the attributes intrinsic and extrinsic attributes. According to Bernués et al. (2003) interpret if intrinsic attribute is the physical aspect of a product, whereas extrinsic attributes are associated with the product but it is not straightforward. With hypothesis 4 the research is as follows:

H4. Perceived quality has a significant and positive effect on the perceived value of Chinese smartphone brands

Perceived quality can affect the perceived value which will then make someone buy again (Rafdinal & Suhartanto, 2020). Previous studies found that perceived quality has an influence on repurchase intention in the context of m-commerce ride-hailing services (Phuong & Trang, 2018), e-commerce (Sullivan & Kim, 2018), and online shopping (Q. T. Pham et al., 2018). This is because the perception of the quality possessed by consumers on a product will provide confidence in the products themselves, and then re-purchase intention may arise in their minds because it is influenced by the perception of quality they have (Izzudin & Novandri, 2018). This proves that if customers feel the quality of a product, it will influence perceived value, which will ultimately influence repurchase intention. With hypothesis 5 the research is as follows:

H5. Perceived quality has a significant and positive effect on the repurchase intention of Chinese smartphone brands

The second variable moderating of this research is perceived value. The definition of perceived value according to Zeithaml (1988) is the result of an overall review of a product by making comparisons of what is given and what is received. Perceived value is also an assessment of consumers based on the function of the product received, consumers will judge based on a comparison between the perceived benefits and the perceived sacrifice (Mulyawan et al., 2022; Rafdinal et al., 2021). Based on the explanation above, Perceived

value is the consumer's thoughts about the product which is based on a thorough assessment and evaluating the benefits obtained and the sacrifices made, this allows consumers to evaluate the product value. Measuring the perceived value can see the comparison of total customer benefit with total customer cost (Vishwakarma et al., 2020). In total customer benefit, there are factors such as enjoyment and usefulness expectations of customers based on product elements. Whereas in total customer cost, there is a perception of cost, risk, and complexity (Vishwakarma et al., 2020).

Perceived value which is a comparison between the benefits received and the costs incurred has three indicators, namely the brand has added value, a sense of family, and has a special power (McDougall & Levesque, 2000). Previous studies found that perceived value is associated with intention in terms of technology products such as online travel agencies (H. Pham & Nguyen, 2019), Uber ridesharing services (Hasan, 2022), and smartphones (Nagoya et al., 2021). The perception of the product value will influence consumer repurchasing intention, if the value perceived by consumers is adequate, consumers will be motivated to make repeat purchases. Therefore, this shows that the higher the perceived value, the higher the repurchase intention. For this influence, the hypothesis is as follows:

H6. Perceived value has a significant and positive effect on repurchase intention Chinese smartphone brands

RESEARCH METHOD

This research paradigm is as shown in Figure 1
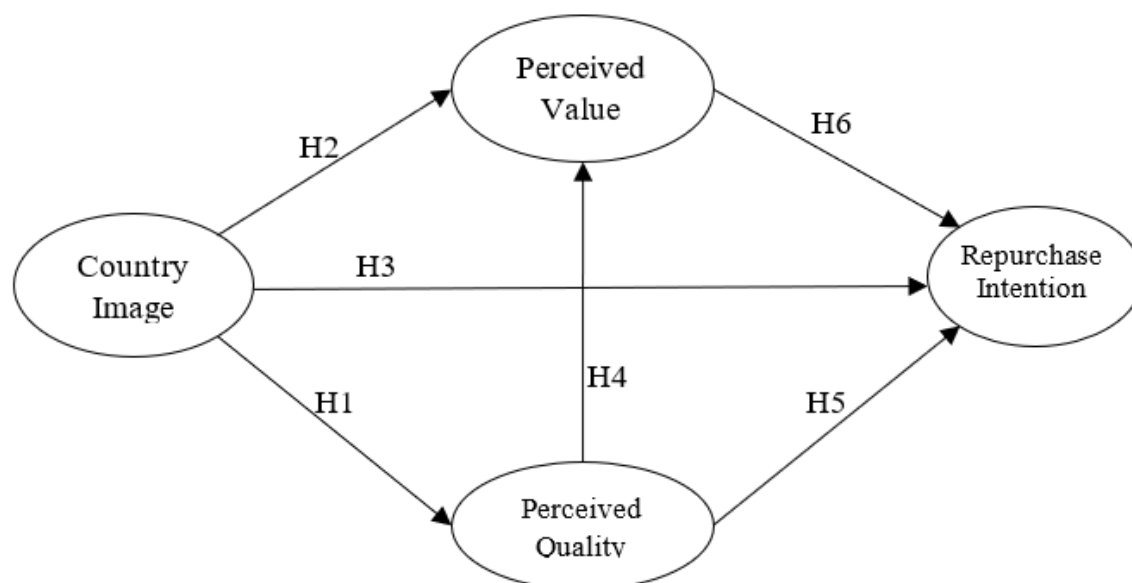
Source : processed by author, 2024

Figure 1. Research Model

The research paradigm in Figure 1 indicates that there are six hypotheses in this study, repurchase intention Chinese smartphone brands is the research's dependent variable. The independent variables are the perceived value, perceived quality, and country image.

To answer the research objectives, the sampling technique used was purposive sampling. The sample used in this study was 434 people from a population of Chinese brand smartphones users who have bought Chinese brand smartphones more than twice in the city of Bandung. In this study, the primary data was collected through online questionnaires Google forms directly given to the respondents. The questionnaire was measured with a five-point Likert scale, with criteria 1 for strongly disagree and 5 for strongly agree. In addition, secondary data were obtained from books, journals, and other online sources. Furthermore, data processing was carried out using the Structure Equation Model (SEM). The application used is SmartPLS 3.2.9. This study uses the PLS-SEM technique because this technique is a comprehensive multivariate statistical analysis approach that can simultaneously test every relationship between variables in the conceptual model, including measurements and structural components (Hair et al., 2022). Two stages are applied in SEM PLS analysis. First, the measurement model is evaluated to prove that the model used is valid and reliable, can be seen in Table 3 and 4. Second, the structure model is evaluated to measure model fit and test a series of hypotheses, can be seen in Table 5, 6 and 7. The source of this research instrument can be seen in Table 1 as follows:

Table 1. Instrument Sources

No.	Construct	Sources
1.	Country Image	(Kim et al., 2015; Martin & Eroglu, 1993; Sanyal & Datta, 2011)
2.	Perceived Value	(Chung & Koo, 2015; Q. T. Pham et al., 2018; Sullivan & Kim, 2018)
3.	Perceived Quality	(Dodds et al., 1991; Filieri & Lin, 2017; Sullivan & Kim, 2018)
4.	Repurchase Intention	(Filieri & Lin, 2017; Q. T. Pham et al., 2018)

Source : Author, 2024
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The following Table 1 shows the source of this research instrument, variable country image, perceived value, perceived quality and repurchase intention. The number of respondents to this research was 434 respondents, following Table 2 the respondent profile is as follows:

Table 2. Respondent Profile

Variables		Frequency	Percentage
Gender	Male	149	34.30
	Female	285	65.70
Age Group	15-20	144	33.70
	21-25	206	47.50
	26-30	35	8.00
	31-35	30	7
	36-40	5	1.10
	41 Above	14	3.20
Level of Education	Middle School	11	2.60
	High School	241	55.50
	Diploma (D1-D3)	31	7.10
	Bachelor (S1/D4)	151	34.80

Occupation	Student	267	61.50
	Government	16	4.00
	Employee	87	20
	Entrepreneur	30	7
	Others	34	8
Monthly Income	Rp.1.000.000-2.500.000	308	71
	Rp.2.500.001-5.000.000	70	16
	Rp.5.000.001-10.000.000	39	9
	>Rp.10.000.001	17	4

Source: Primary data, 2024

A total of 434 people participated in this study; their profile is shown in Table 2, The majority of respondents by gender were women at 65.7 percent; based on age, it is in the range of 21-25 years, 47.5%; education level is high school at 55.5%; employment is students at 61.5%; monthly income in the range of IDR 1,000,000-2,500,000 is 71%.

RESULTS AND DISCUSSION

Measurement Model
The measurement model is the first step before carrying out further analysis. This stage has two tests, namely validity and reliability, as in Table 3 ;

Table 3. Loading, Composite Reliability, and AVE

Constructs	Loading	Cronbach's	CR	AVE
Country Image		0.835		
Innovative in products	0.738			
High technology	0.784			
Good built quality	0.671		0.878	0.548
Creative in production	0.672			
Good reputation	0.808			
Trusted country	0.755			
Perceived Quality		0.829		
Good product quality	0.821		0.879	0.594
Good endurance	0.756			
Complete features	0.796			
Easy maintenance	0.657			
Reliable	0.812			
Perceived Value		0.841		
Interesting offer	0.804			
The right price	0.780		0.886	0.611
Easy to get	0.663			
Comparable benefits	0.850			
A decent product	0.799			
Repurchase Intention		0.867		
Interested in repurchasing	0.892			
Recommend	0.878		0.910	0.718
Choose a Chinese brand compared to brands from other countries	0.879			
Interested in following developments	0.730			

Source : processed by author, 2024

Table 3 shows that the value of all factor loading exceeds the cut-off value of 0.7. Then, all CR values are above the cut-off value of 0.7 and the AVE value is above 0.5 which

indicates all reliable items (Hair et al., 2022). The results show that the outer loading value for several indicators is below 0.7. However, we use this indicator because the AVE value is above 0.5. This is accepted in the measurement model evaluation (Hair et al., 2022). Therefore the Fornell-Lacker Criterion in Table 4 is as follows:

Table 4. Fornell-Lacker Criterion

	1	2	3	4
(1) Country Image	**0.740**			
(2) Perceived Quality	0.528	**0.771**		
(3) Perceived Value	0.616	0.656	**0.782**	
(4) Repurchase Intention	0.487	0.658	0.554	**0.847**

Source : processed by author, 2024

Then, the value of discriminant validity can be seen in Table 4 the Fornell-Lacker correlation test, all latent variables have a higher value than the indicator. Based on these criteria, the value of items in this study has met the specified criteria.

Structure Model
One of the structure model tests is Goodness of Fit (GoF) analysis. GoF analysis is carried out to assess the proposed structural model and whether it meets the criteria of validity and reliability (Tenenhaus et al., 2005), can be seen in table 5 as follows;

Table 5. Goodness of Fit

Variables	AVE	R^2	Q^2
Country Image	0.548		
Perceived Quality	0.594	0.279	0.160
Perceived Value	0.611	0.531	0.315
Repurchase Intention	0.718	0.470	0.331
Average Score	0.618	0.427	
AVE X R^2		0.264	
GoF = $\sqrt{(AVE \times R^2)}$		0.513	

Source : processed by author, 2024

In Table 5, it can be seen that the GoF value is 0.513, the value indicates that the proposed model in this study is good or the data is appropriate in explaining the proposed model. Then, the evaluation of structure model also uses the R^2 interpretation which measures the predictive model accuracy. Table 5 shows the R^2 value at perceived quality is 0.279 or 27.9% of repurchase intention can be predicted by perceived quality. The R^2 value on other constructs such as perceived value and repurchase intention are 0.531 and 0.470, which means the independents constructs can predict 53.1% and 47% of perceived value and repurchase intention. Thus, these results prove that the model has good explanatory power in predicting repurchase intention of Chinese smartphone brands. Table 6 displays the hypothesis test findings;

Table 6 Hypothesis Testing

Path	Direct		Results
	β	t-value	
Country Image -> Perceived Quality	0.528	11.391**	Accepted
Country Image -> Perceived Value	0.373	8.595**	Accepted
Country Image -> Repurchase Intention	0.137	2.810**	Accepted
Perceived Quality -> Perceived Value	0.459	11.014**	Accepted
Perceived Quality -> Repurchase Intention	0.487	9.468**	Accepted
Perceived Value -> Repurchase Intention	0.151	2.362*	Accepted

*Notes: *p < 0.05; **p < 0.01*
Source : processed by author, 2024

Table 6 shows the evaluation of hypotheses that have been proposed, the largest value of direct influence found in the effect of country image on perceived quality is 0.528, which means H2 is accepted, while the lowest value of the direct effect is found in the effect of country image on repurchase intention is 0.137, however, this influence is accepted. Then, the effect of country image on perceived value is 0.373, supporting H1. Perceived quality has a significant influence on perceived value with a value of 0.459, supporting H6. Perceived quality has a significant effect on repurchase intention with a value of 0.487, supporting H5. Perceived value has a direct effect on repurchase intention of 0.151, which supports H4. Then, Table 7 tests the indirect hypothesis as follows:

Table 7. Indirect Effect

Path	Indirect		Total	
	β	t-value	β	t-value
Country Image -> Perceived Quality	-	-	0.528	11.546**
Country Image -> Perceived Value	0.243	8.362**	0.616	16.805**
Country Image -> Repurchase Intention	0.350	9.530**	0.487	10.869**
Perceived Quality -> Perceived Value	-	-	0.459	11.254**
Perceived Quality -> Repurchase Intention	0.069	2.276*	0.556	13.638**
Perceived Value -> Repurchase Intention	-	-	0.151	2.363*

*Notes: *p < 0.05; **p < 0.01*
Source : processed by author, 2024

Final, table 7 shows the value of the largest indirect effect of the country image on repurchase intention, which is 0.350, while the value of the smallest indirect effect is on the effect of perceived quality on repurchase intention (0.069). The results of hypothesis testing show that all hypotheses are accepted, which proves that the model formed in this study is able to predict repurchase intention of Chinese smartphone brands.

RESULT AND DISCUSSION

The results of this study prove the important role of country image, perceived quality, and perceived value in influencing repurchase intention on Chinese smartphone brands. Before proving the influence between variables, the model in this study was

proven to be a fit model in predicting repurchase intention on Chinese smartphone brands. These results complement previous studies regarding the important role of country image (Martins et al., 2023; Moslehpour et al., 2017), perceived quality (Q. T. Pham et al., 2018; Phuong & Trang, 2018; Sullivan & Kim, 2018), and perceived value (Hasan, 2022; H. Pham & Nguyen, 2019) related to technology products. The view of Indonesian consumers who consider China as a country capable of producing good quality smartphones. Indonesian consumers' positive perception of Chinese brands will make them feel the benefits and value, thereby influencing repurchase intention. Even though there are previous studies that analyzed the variables in this study, the model formed in this study was proven to be able to explain repurchase intention for Chinese smartphone brands. This study contributes to expanding understanding regarding the important role of country image, perceived quality, and perceived value in predicting repurchase intention for Chinese smartphone brands.

The results of hypothesis testing show the importance of country image in influencing perceived quality, perceived value, and repurchase intention. The influence on repurchase intention is not only a direct influence but also a mediating role of perceived quality and perceived value. The success of China which is able to prove it can produce high technology makes Indonesian consumers consider China today is better than before. Yunus & Rashid (2016) state that economic growth and technology influence consumers' views on the image of China, even their view about product quality. In addition, the relationship between country image and perceived value can be encouraged by the indirect influence of the variable perceived quality (Martins et al., 2023). People believe that the image of the country in their minds will affect the quality of products produced by the country. Consumers will believe that countries that have high technology will produce good-quality smartphones. These results provide an understanding that a positive country image is the basis for consumers' perceptions of quality and value which will influence repurchase intention. This applies to technology products such as Chinese smartphone brands. Positive perceptions of China's image influence customers repurchase intentions.S

This study also proves the important role of perceived quality in perceived value and repurchase intention in Chinese smartphone brands. These results are in line with previous studies which show the influence of perceived quality on perceived value (Rafdinal & Suhartanto, 2020) and repurchase intention (Q. T. Pham et al., 2018; Phuong & Trang, 2018; Sullivan & Kim, 2018). When consumers perceive higher quality in these products, it elevates their perceived value proposition, leading to a stronger inclination towards repurchase. Chinese smartphone brands have increasingly focused on enhancing perceived quality through innovations, robust features, and competitive pricing, thereby influencing purchase intention (Nagoya et al., 2021). These results suggest that for Indonesian customers, quality is a must in smartphones. Their high expectations for quality will determine their intention to buy Chinese smartphone brands. This positive association between perceived quality, perceived value, and repurchase intention underscores the criticality of continuous quality improvement strategies for sustaining competitiveness in the dynamic smartphone market.

CONCLUSION

Finally, this study proves that perceived value has a positive and significant effect on repurchase intention for Chinese smartphone brands. These results are in line with

previous studies which prove that perceived value is associated with intention in terms of technology products such as online travel agencies (H. Pham & Nguyen, 2019), Uber-ridesharing services (Hasan, 2022), and smartphones (Nagoya et al., 2021). However, the effect of perceived value on repurchase intention has the lowest value compared to the effect of other variables, this means that the community is not so focused on the overall value or the values obtained indirectly from the product bought back. Respondents see the quality of the product compared to the value they unconsciously get, this is because the majority of Indonesian people will see the price of the quality provided because for them quality is a reflection of price. Nevertheless, perceived value still has a positive influence on repurchase intention. Consumers will make repeat purchases when they feel the value added when using a product, such as the ease of getting the product, the price appropriate, and the benefits of the product (Rafdinal & Suhartanto, 2020). These results prove that value cannot stand alone without perceived quality and country image in influencing repurchase intention. These three variables are important in predicting repurchase intention for Chinese smartphone brands.

RECOMMENDATIONS

The findings of this study underscore the strategic implications for managers within the smartphone industry. Notably, the study reveals the intricate relationships between various factors and their impact on the repurchase intention of Chinese smartphone brands. Specifically, the study highlights the significant roles of country image, perceived value, and perceived quality in influencing repurchase intentions. In light of these insights, Chinese smartphone companies can tailor their promotional strategies to capitalize on these influential factors. By emphasizing China's reputation for producing high-quality products, especially in smartphone technology, companies can enhance consumers' perceptions of product quality. This, in turn, can lead to a greater propensity for repeat purchases among consumers. To effectively convey these messages, managers can develop promotional campaigns for the country and the latest features of their products, thereby reinforcing the association between Chinese craftsmanship and cutting-edge technology. Furthermore, managers should recognize the importance of nurturing and maintaining a positive country image in their marketing efforts. By portraying China as a hub of innovation and technological excellence, companies can instill a sense of pride and trust among consumers, further bolstering repurchase intentions. Therefore, integrating elements of national identity and technological prowess into promotional strategies can serve as a powerful tool for Chinese smartphone companies to not only attract but also retain loyal customers in a competitive market landscape. This study possesses various limitations which offer opportunities for future development. Initially, the study's respondents were confined to the Bandung Raya region in Indonesia, indicating that results may not be universally applicable across diverse locations. Consequently, the generalizability of findings to all smartphone consumers is restricted. Future studies could enhance the study's breadth by conducting similar investigations in varied geographical settings to yield a more comprehensive model. Second, this study primarily examines the influence of country image, perceived quality, and perceived value on repurchase intention, thereby suggesting avenues for incorporating supplementary variables for a more exhaustive model, such as brand image and brand belief. Third, each smartphone brand has different qualities. Thus, results will differ based on brand. Future studies can

explore comparisons between smartphone brands. Fourth, because smartphones are technology products that are developing rapidly. Results may be time-limited. Future studies may be able to analyze using longitudinal studies.

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