



# The Role of E-Service Quality and Brand Image on Purchase Intention of Smartphone Products

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## Abstract

The smartphone industry has witnessed remarkable growth over the past decade, becoming one of the most dynamic and competitive markets globally. With technological advancements and increasing internet penetration, consumers increasingly rely on e-commerce platforms to purchase smartphones. Consequently, the quality of e-services provided by companies has emerged as a critical determinant of consumer purchase behaviour. Simultaneously, brand image remains a key factor influencing consumer preferences and loyalty. This study investigates the impact of e-service quality and brand image on consumers' purchase intentions for smartphone products. In an era where online shopping has become a dominant trend, understanding how these factors influence consumer behaviour is crucial for businesses seeking a competitive edge. Data for this research was collected from 100 respondents using structured questionnaires, and multiple regression analysis was employed to assess the relationships between the variables. The findings reveal that e-service quality and brand image significantly positively affect purchase intention. High-quality e-services, characterized by website functionality, responsiveness, and security, enhance consumer trust and encourage purchasing decisions. Simultaneously, a strong brand image fosters consumer loyalty and preference, further amplifying purchase intention. Moreover, the interplay between e-service quality and brand image shows a synergistic effect, where combining both factors results in even higher purchase intention. This research underscores the importance of seamless online experiences and robust branding strategies for companies operating in the smartphone market. Practical implications include businesses needing to continually improve their e-service platforms by investing in user-friendly designs, efficient customer service, and secure transaction systems. Maintaining a consistent and appealing brand image through targeted marketing and corporate social responsibility initiatives is critical. These efforts attract new customers and retain existing ones, driving long-term success in the competitive landscape of smartphone products. By addressing both e-service quality and brand image, companies can effectively influence consumer behaviour, enhance satisfaction, and foster brand loyalty.

**Keywords:** E-Service Quality, Brand Image, Purchase Intention, Smartphone Products, Consumer Behavior.

## 1. Introduction

The smartphone industry has experienced exceptional growth over the past decade, establishing itself as one of the most vibrant and competitive markets worldwide. Technological advancements, including hardware, software, and connectivity innovations, primarily drive this growth. The increasing affordability of smartphones has also made these devices accessible to a broader demographic, solidifying their role as essential tools in modern society [1]. Today, smartphones are not merely communication devices but also multifunctional tools for work, entertainment, education, and social interaction, reflecting their pivotal role in everyday life. With the

widespread adoption of smartphones, consumer behaviour has shifted significantly toward e-commerce platforms for purchasing these devices. This change is facilitated by the growing penetration of the internet and the convenience offered by online shopping. E-commerce platforms allow consumers to compare prices, read reviews, and access various products from the comfort of their homes [2]. This convenience has made e-commerce the preferred choice for many, prompting smartphone companies to create seamless and user-friendly online shopping experiences to attract and retain customers. In this context, the quality of e-services provided by companies has emerged as a critical factor influencing consumer purchase behaviour. Key aspects of e-services, such as intuitive website design, secure payment systems, reliable delivery processes, and responsive customer support, play a significant role in shaping the online shopping experience. Companies that excel in these areas often enjoy higher customer satisfaction, repeat purchases, and positive word-of-mouth, which are essential for sustaining their competitiveness [3]. Conversely, poor e-services can lead to dissatisfied customers and tarnished reputations, resulting in lost opportunities in an increasingly crowded market. While e-services are vital, brand image remains a cornerstone of consumer preferences and loyalty in the smartphone industry. A strong and positive brand image conveys quality, innovation, and trustworthiness, creating an emotional connection with customers. Leading brands like Apple and Samsung have mastered the art of building and maintaining iconic brand identities, which allow them to command premium prices and maintain a loyal customer base. For emerging players, cultivating a compelling brand image is equally crucial to differentiate themselves in a competitive landscape. Ultimately, the smartphone industry thrives on a delicate balance of technological innovation, superior e-services, and strong branding to meet evolving consumer expectations [4].

E-service quality encompasses various dimensions that collectively shape consumers' online experiences and influence their purchasing decisions. Website design is a key factor, as a visually appealing and user-friendly interface enhances navigation, enabling customers to browse products and find the information they need quickly. Functionality, such as efficient search tools, detailed product descriptions, and effective filters, ensures that consumers can make informed decisions quickly and conveniently. These features are particularly critical in the highly competitive smartphone market, where customers often compare multiple options before purchasing [5]. Responsiveness and security further reinforce the importance of e-service quality. Responsiveness includes the platform's ability to promptly address customer inquiries, resolve issues, and provide real-time updates on orders. This aspect significantly affects customer satisfaction, as timely and helpful responses can prevent frustration and build positive brand perceptions. Security is another crucial dimension, especially in e-commerce transactions where customers share sensitive financial and personal information. Features such as encrypted payment gateways and robust data protection mechanisms instil confidence, assuring customers that their information is safe from unauthorized access [6]. In smartphones, where purchasing decisions often involve substantial financial investment, e-service quality is essential in building consumer trust and confidence. A seamless and reliable online shopping experience reassures customers about the credibility of the platform and the authenticity of the products offered. This is particularly important in the smartphone industry, where buyers seek value for money and peace of mind regarding their purchase. Companies that excel in providing high-quality e-services are better positioned to foster customer loyalty, attract repeat buyers, and gain a competitive advantage in the ever-evolving e-commerce landscape [7].

The brand image reflects consumers' perceptions of a brand's reputation, values, and overall identity, shaping how they relate to and interact with the brand. It encompasses intangible elements such as trustworthiness, innovation, and emotional resonance, influencing how consumers feel about a company and its products. The brand image is critical in guiding consumer choices in the smartphone market, where competition and options are abundant. A well-established brand image helps companies communicate their core values and establish a lasting connection with their target audience [8]. A strong and positive brand image can differentiate a company from its competitors, creating a unique identity that sets it apart in the crowded smartphone market. In an industry where many products offer similar technical specifications and pricing, brand image becomes a decisive factor in influencing purchase decisions. For consumers, the brand image often serves as a shortcut to decision-making, especially when faced with numerous options offering similar features and prices [9]. A trusted brand reduces the perceived risk of purchasing, as consumers are likelier to associate established brands with high-quality products and excellent after-sales service.

Additionally, a positive brand image generates a sense of pride and satisfaction in ownership, further reinforcing customer loyalty. This is particularly evident in the smartphone industry, where consumers frequently upgrade their devices and remain loyal to brands that have consistently met their expectations. Moreover, a strong brand image extends beyond customer retention and influences word-of-mouth recommendations and advocacy. Satisfied customers are more likely to recommend a brand to their friends and family, further enhancing its reputation and expanding its market reach. For emerging players in the smartphone industry, building a compelling brand image is essential to compete effectively and gain consumer trust. A well-crafted brand image, innovative products, and superior services are a cornerstone for success in the highly competitive and ever-evolving smartphone market [10].

Purchase intentions refer to the likelihood or willingness of a consumer to buy a particular product or service, reflecting the culmination of various factors that influence decision-making. In the smartphone industry, purchase intentions are shaped by product attributes, marketing efforts, brand perception, and consumer trust [11]. High-quality features, competitive pricing, and attractive promotional campaigns are among the key drivers that lead consumers toward purchasing decisions. For companies, understanding and fostering purchase intentions is critical for boosting sales and maintaining market competitiveness [12]. One of the significant determinants of purchase intentions is the product's perceived value [13]. Consumers weigh the benefits they expect to receive against the costs involved in purchasing. In the case of smartphones, this includes factors such as cutting-edge technology, design, battery life, camera quality, and after-sales service. When a product is seen as offering superior value, consumers are more inclined to follow through with their purchase intentions [14]. Conversely, products that fail to meet consumer expectations often see lower conversion rates, regardless of initial interest. Brand trust and emotional connection also play vital roles in shaping purchase intentions. A trusted brand assures consumers of product quality and reliability, reducing the perceived risks associated with the purchase. Moreover, emotional factors such as brand loyalty, identity alignment, or a sense of belonging often strengthen consumers' intent to buy [15]. Finally, external factors such as peer influence, online reviews, and social proof significantly impact purchase intentions. Positive reviews and recommendations from trusted sources reinforce consumer confidence in their decision-making [16]. E-commerce platforms provide detailed user ratings and testimonials that can sway hesitant buyers toward purchasing. Companies that effectively leverage these external factors through influencer marketing, customer engagement, and transparent communication can enhance consumer purchase intentions, ultimately driving higher sales and sustained growth in the competitive smartphone market [17].

The interplay between e-service quality and brand image is crucial in shaping consumers' purchase intentions, particularly in the highly competitive smartphone market. Reliable and user-friendly e-services, such as intuitive website navigation, responsive customer support,

and secure payment systems, contribute to a seamless shopping experience. These factors enhance consumer satisfaction and establish trust in the company [18]. When combined with a strong and positive brand image characterized by attributes like innovation, quality, and reputation, these e-service elements act as powerful motivators for consumers to proceed with their purchases. A favourable brand image amplifies the impact of high-quality e-services on purchase intentions. Consumers often rely on brand perception as a shortcut in decision-making, associating established and well-regarded brands with superior product quality and service reliability. When their online shopping experience aligns with these expectations through efficient e-services, they are more likely to develop a stronger intent to purchase [19]. Despite extensive research on consumer behaviour, limited studies have delved into the combined influence of e-service quality and brand image on purchase intentions within the smartphone market. This gap is significant, as the interplay between these two factors is increasingly critical in the digital age, where e-commerce dominates consumer purchasing behaviour [20]. By understanding how these elements drive purchase intentions, companies can develop more targeted strategies to enhance consumer engagement, improve customer retention, and gain a competitive edge. Bridging this research gap will provide valuable insights for businesses seeking to optimize their online presence and strengthen their brand positioning in a dynamic and fast-evolving industry [21].

This study seeks to fill the existing research gap by analyzing the combined influence of e-service quality and brand image on consumers' purchase intentions for smartphone products. The increasing reliance on online platforms for purchasing smartphones makes it essential to understand how these two factors interact to drive consumer behaviour. By examining this relationship, the study aims to clarify the key elements contributing to a consumer's decision-making process when selecting smartphone brands. Understanding the interplay between e-service quality and brand image is crucial for businesses aiming to align their strategies with consumer expectations and preferences. In a fierce market competition, companies must recognize that it's not just the quality of the product that matters but also the quality of the overall customer experience. E-service quality, which includes website functionality, ease of use, and customer service, along with a strong, positive brand image, can significantly enhance consumer trust and satisfaction, directly influencing purchase intentions. This research also offers practical insights for businesses seeking to improve their competitiveness in the digital age. As the smartphone market continues to evolve with technological advancements and increasing consumer demands, companies that understand and leverage the relationship between e-service quality and brand image will be better equipped to retain customers and attract new ones. The findings can inform strategic decisions in marketing, e-commerce platform design, customer service, and branding, providing a competitive advantage in an increasingly crowded marketplace.

## 2. Research Method

This study employed a quantitative research approach to investigate the relationship between e-service quality, brand image, and purchase intention in the context of smartphone purchases. The quantitative approach was chosen because it allows for collecting and analyzing numerical data that can provide objective insights into how these variables interact. The structured questionnaire, a key tool in the data collection process, was carefully designed to ensure that it accurately captured the relevant dimensions of e-service quality, brand image, and purchase intention, enabling the study to provide meaningful conclusions. The questionnaire included various items to assess the different facets of e-service quality, such as website functionality, ease of navigation, response times, security measures, and brand image components, such as trust, reputation, and consumer perceptions of the brand. The questionnaire included items that gauged respondents' likelihood to purchase a smartphone from a particular brand based on their online experience and overall perception of the brand to measure purchase intention. Each item was rated on a five-point Likert scale, ranging from "strongly disagree" to "strongly agree," allowing respondents to express their opinions with varying levels of agreement. Data was collected from 100 respondents considering purchasing a smartphone online, ensuring the sample was relevant to the research topic. The respondents were chosen based on their recent experiences with smartphone e-commerce platforms, providing a realistic representation of the target market. The data collected was analyzed using statistical methods to identify correlations and assess the strength of relationships between e-service quality, brand image, and purchase intention.

Data collection for this study was conducted online to ensure broad accessibility and reach a diverse pool of respondents. The online format allowed the research to tap into a more extensive and varied sample of participants, which is essential for understanding the broader consumer base in the smartphone market. Using an online survey, the study also overcame geographical limitations, enabling it to gather responses from individuals across different regions. This approach is particularly relevant in e-commerce, where online experiences shape consumer decisions. Respondents were selected using a purposive sampling technique, specifically targeting individuals with prior experience purchasing smartphones online. This sampling method was chosen to ensure that the respondents had the relevant context and understanding of the online purchasing process, which was critical for the research's focus on e-service quality and brand image. By selecting individuals with recent experience in the smartphone market, the study aimed to capture responses from those who were most likely to provide valuable insights into the factors influencing purchase intentions in an e-commerce setting. The data collected was analyzed using multiple regression analysis. This statistical method allowed for a comprehensive assessment of the combined and individual effects of e-service quality and brand image on purchase intention. This approach provided a robust framework for examining how independent variables contribute to consumers' decision-making. The use of multiple regression enabled the researcher to isolate the effects of each factor while considering their interactions, thus providing a deeper understanding of how e-service quality and brand image work together to influence purchase intentions in the smartphone market.

## 3. Result and Discussions

The study's results revealed that both e-service quality and brand image significantly influence purchase intention, highlighting the importance of these two factors in driving consumer decisions in the smartphone market. The regression analysis demonstrated a positive relationship between e-service quality and consumers' willingness to purchase smartphones online. Specifically, consumers who perceived the e-service quality to be high were more likely to express an intention to purchase. This finding underscores the vital role of a seamless and efficient online shopping experience in influencing consumer behaviour. Several key aspects of e-service quality emerged as particularly influential in shaping purchase intentions. Another critical component of e-service quality highlighted by the study was the security of payment systems. Consumers value protecting their personal and financial data during online transactions. The study found that secure payment gateways and clear communication regarding privacy policies positively influenced consumer trust, increasing their

willingness to purchase. Providing robust security measures is essential for building long-term customer confidence and loyalty in a market where many consumers are cautious about online transactions. In addition to e-service quality, the study also reaffirmed the significance of brand image in influencing purchase intention. A strong brand image signals product reliability and quality, which reduces perceived risks in the consumer's decision-making process. The combined impact of e-service quality and brand image on purchase intention suggests that companies must enhance the online shopping experience and maintain a trustworthy brand reputation. By improving both elements, smartphone companies can increase consumer purchase intentions and remain competitive in the digital marketplace.

The brand image was found to have a strong positive effect on purchase intention, reinforcing its significant role in shaping consumer choices. The study revealed that consumers were likelier to select smartphone brands with favourable reputations and a strong market presence. A well-established brand with a positive image signals quality, reliability, and trustworthiness, making consumers more comfortable purchasing decisions. This effect was especially pronounced in a market as competitive as smartphones, where multiple brands offer similar features, and brand perception can act as a key differentiator. Consumers also tended to gravitate toward brands whose values aligned with their beliefs and lifestyles [22]. In today's market, many consumers are increasingly driven by social, environmental, and ethical considerations when purchasing. Brands promoting sustainability, corporate social responsibility, or innovation resonate more strongly with consumers prioritizing these values. By choosing a smartphone brand that reflects their values, consumers satisfy their functional needs and reinforce their identity, further strengthening their intention to purchase. The findings suggest that brand image functions as a psychological cue, reducing uncertainty and simplifying the decision-making process for consumers. When faced with many choices, consumers often experience decision fatigue or apprehension about making the wrong choice. A strong brand image is a shortcut, allowing consumers to make quicker, more confident decisions. This psychological reassurance is vital for high-involvement purchases, such as smartphones, where consumers are more likely to invest time and effort in decision-making. A trusted and well-regarded brand minimizes perceived risks and fosters a sense of security, encouraging consumers to move forward with their purchase intention.

Furthermore, the study uncovered that the interaction between e-service quality and brand image amplifies their individual effects on purchase intention. When consumers perceive high e-service quality and a positive brand image, their purchase intention increases significantly. This suggests that these two factors do not add up but work synergistically to influence consumer behaviour. Combining an excellent online shopping experience and a strong, trustworthy brand creates a powerful proposition that encourages consumers to proceed with their purchase. This interaction demonstrates the importance of businesses considering both aspects in tandem rather than focusing on one in isolation. Consumers who encounter a smooth, efficient, and secure online shopping experience are likelier to trust the brand and feel confident in their purchase decisions. At the same time, a favourable brand image reinforces this trust, reassuring consumers that they are making the right choice [23]. This integrated approach significantly enhances the likelihood of conversion, especially in the competitive smartphone market. The findings emphasize companies' need to focus on service quality and branding as integral components of their marketing strategies. In an increasingly digital marketplace where consumers can access multiple options, businesses must create a seamless and positive e-commerce experience while building a strong, recognizable brand. This dual focus can differentiate a company from its competitors, creating a more compelling reason for consumers to choose its products over others. By optimizing e-service quality and brand image, companies can maximize consumer engagement and improve their competitive edge. In practical terms, businesses should invest in improving their digital platforms, ensuring that websites are user-friendly, fast, and secure. Simultaneously, they must cultivate a positive brand image through consistent messaging, high-quality products, and strong customer relationships. Integrating these two elements leads to a holistic strategy that enhances consumer trust and satisfaction and drives higher purchase intentions, ultimately contributing to the brand's long-term success in the market.

The study also identified specific dimensions of e-service quality that have the most substantial impact on purchase intention. Among these, responsiveness emerged as a top priority for consumers. Responsiveness encompasses quick query resolution and timely updates throughout the purchasing process. Consumers highly value brands that provide prompt and effective customer support, whether it's through live chat, email responses, or quick feedback to inquiries. A responsive service enhances the overall shopping experience and signals that the company is attentive to customer needs and concerns, which builds consumer trust and satisfaction. As a result, businesses that excel in responsiveness are more likely to see higher purchase intentions from consumers. Similarly, website security was critical in building trust and reducing the perceived risks associated with online purchases. In an era of frequent data breaches and online fraud, consumers are increasingly concerned about the safety of their personal and financial information during online transactions. The study highlighted that secure payment systems, visible security measures, and transparent privacy policies are essential for consumers to feel confident in completing their purchases. Brands that can reassure customers about the safety of their data are more likely to inspire trust, which positively influences purchase intention [24]. Consumers who perceive a brand as secure are more willing to proceed with transactions, particularly when making significant investments, such as purchasing a smartphone. Beyond responsiveness and website security, other e-service quality dimensions, such as website usability and the overall user experience, also shaped purchase intentions. An intuitive, easy-to-navigate website enhances the user experience by making it simple for consumers to find products, compare options, and complete transactions without frustration. A well-designed website that minimizes the number of steps required to make a purchase can streamline the decision-making process, making it more likely that consumers will follow through on their purchase intentions. Businesses should optimize website design, ensuring it is functional, aesthetically pleasing, and user-friendly. These findings underscore the need for businesses to focus on the key aspects of e-service quality that directly impact consumer trust and satisfaction. Companies can create a more engaging and secure online shopping environment by prioritizing responsiveness, ensuring robust security measures, and enhancing website usability. This comprehensive approach encourages purchase intention and fosters long-term customer loyalty, as consumers are more likely to return to websites with positive experiences. By addressing these critical dimensions, companies can improve their e-commerce performance and strengthen their competitive position in the marketplace.

On the brand image front, specific attributes such as innovation, reliability, and social responsibility were particularly influential in shaping consumers' purchase intentions. Consumers increasingly favour brands that project an image of innovation, as they associate these companies with cutting-edge technology and forward-thinking solutions. In the smartphone industry, where technological advancements occur rapidly, consumers are drawn to brands that are seen as leaders in innovation, offering the latest features, designs, and functionalities. A brand that positions itself as an innovator can build excitement and anticipation among consumers, motivating them to purchase its products over those of competitors. Reliability is another key attribute that significantly impacts the brand image. Consumers tend to gravitate toward brands with a reputation for delivering consistent, high-quality products and services. In the context



of smartphones, where product performance and durability are crucial, a brand perceived as reliable instils confidence in consumers, making them more likely to choose its products.

Reliability also extends to customer service and after-sales support, which are critical for addressing any issues that may arise post-purchase. Brands that deliver on their promises of quality and service can foster long-term loyalty, increasing the likelihood of repeat purchases and positive word-of-mouth recommendations [25]. Social responsibility has also emerged as an essential factor in shaping brand image. As consumers become more socially conscious, they increasingly seek brands that align with their values and contribute to the betterment of society. Brands that engage in corporate social responsibility (CSR) initiatives, such as sustainability efforts, ethical sourcing, and community support, resonate with consumers who want their purchasing decisions to reflect their moral beliefs. This could include brands promoting environmentally friendly production processes, using recyclable materials, or supporting social causes in the smartphone market. By aligning with these values, companies enhance their brand image and attract consumers who prioritize social responsibility in purchasing. These findings highlight the importance of companies consistently communicating their brand identity through marketing efforts and corporate social responsibility initiatives. It is not enough for a brand to offer innovative and reliable products; it must also demonstrate its commitment to social causes and build a strong narrative around its values. Through effective branding and marketing strategies, companies can convey these attributes to consumers, reinforcing their image and fostering a stronger emotional connection with their target audience. By focusing on innovation, reliability, and social responsibility, companies can differentiate themselves in the highly competitive smartphone market, driving consumer loyalty and increased purchase intention.

The discussion also highlighted the role of demographic factors in shaping purchase intentions, indicating that different consumer segments are influenced by various factors depending on their age and technological familiarity; younger consumers, who are more tech-savvy and accustomed to navigating digital platforms, emphasized e-service quality more. When purchasing, these consumers are more likely to prioritize website functionality, ease of navigation, responsiveness, and secure payment systems. As digital natives, they expect seamless and efficient online shopping experiences, and their decision to buy a smartphone online is often driven by how well these services meet their expectations. On the other hand, older consumers, who may not be as immersed in technology, were more influenced by brand image when purchasing. For these consumers, the reputation and reliability of a brand play a more significant role in shaping their purchase intentions. Older consumers may not be as concerned with the technical aspects of e-service quality but instead focus on the trustworthiness and values projected by the brand. They are likelier to choose well-established brands with a strong reputation for delivering quality and reliability. This emphasizes the role of brand perception in simplifying the decision-making process for older buyers, who may rely on brand familiarity and reputation rather than intricate online experiences. These findings underscore the importance of tailoring marketing strategies to different consumer segments to address their preferences effectively. Companies can achieve this by segmenting their marketing efforts based on demographic factors such as age, technology affinity, and consumer behaviour. Brands should optimize e-service quality for younger consumers, ensuring their digital platforms are efficient, user-friendly, and secure. For older consumers, companies should prioritize strengthening the brand image and communicating the brand's reliability, trustworthiness, and social responsibility. By catering to the unique preferences of each demographic group, businesses can enhance consumer engagement and increase the likelihood of successful conversions across diverse market segments.

Additionally, the study found that repeat customers placed higher importance on brand image, while first-time buyers prioritized e-service quality. Repeat customers with previous experiences with the brand tend to rely more on the company's reputation and trustworthiness when making their purchase decisions. For these consumers, the brand's perceived quality is often solidified through their past interactions and the consistent delivery of positive experiences. As a result, they are more likely to choose a brand they are familiar with, valuing reliability, reputation, and the overall image the brand projects. Companies with substantial brand equity can capitalize on this loyalty, using their brand image to retain these customers and encourage repeat purchases.

On the other hand, first-time buyers who have not yet formed a deep connection with the brand prioritize e-service quality when purchasing. For these consumers, the online shopping experience is critical in shaping their buying decisions. They are more likely to be influenced by website usability, secure payment methods, and customer support responsiveness. As they have no prior experience with the brand, they may be more cautious and focused on the immediate shopping experience. Therefore, businesses must ensure that their e-commerce platforms provide a seamless, user-friendly, and trustworthy environment to encourage first-time buyers to complete their purchases. This finding indicates that companies must maintain a strong brand reputation while ensuring exceptional e-service experiences to attract and retain customers. To keep repeat customers, businesses should continuously nurture and enhance their brand image by delivering consistent quality and aligning with customer values. For first-time buyers, companies should invest in creating a superior online shopping experience that fosters trust and confidence. By striking a balance between cultivating a strong brand identity and offering high-quality e-services, companies can effectively attract new customers while building long-term loyalty among existing ones. This integrated approach enhances consumer satisfaction and strengthens the brand's position in a highly competitive market.

The practical implications of these findings emphasize the need for businesses to regularly evaluate and improve their e-service offerings to meet consumer expectations. As e-service quality is a critical determinant of purchase intention, investing in a user-friendly website interface that is easy to navigate can enhance the overall customer experience. Additionally, businesses should focus on providing responsive customer support to quickly address issues or inquiries, which is vital for fostering consumer trust. Secure payment systems are also essential, as they reduce perceived risks and assure consumers when making online purchases. Companies can ensure a smooth and satisfying e-commerce experience by continuously improving these aspects, increasing customer satisfaction and loyalty. Simultaneously, companies must use consistent branding efforts to maintain a strong brand image that resonates with consumers. Digital marketing and social media platforms offer powerful tools for reinforcing a brand's identity and connecting with a broader audience. By regularly communicating the brand's values, innovation, and commitment to social responsibility, companies can build a solid reputation and cultivate a sense of trust and loyalty among consumers. Branding strategies attract new customers and reinforce the emotional connection with existing ones, encouraging repeat purchases and long-term brand loyalty.

In conclusion, integrating e-service quality and brand image is essential for driving purchase intentions in the smartphone market. Companies that effectively address both aspects are better positioned to build long-term consumer relationships and sustain a competitive edge. By ensuring that their e-commerce platforms offer high-quality service and aligning their brand image with consumer values, businesses can create a strong foundation for success. The ability to meet consumer expectations through service quality and branding will allow companies to stand out in a crowded and competitive market, securing their place as trusted and preferred consumer choices.

## 4. Conclusion

This study concludes that e-service quality and brand image influence consumers' purchase intentions for smartphone products. High-quality e-services enhance trust and ease of use, essential in creating a positive online shopping experience. When consumers find it easy to navigate websites, receive prompt customer support, and feel secure during transactions, their confidence in the brand increases. This, in turn, encourages them to proceed with their purchases. A strong brand image also significantly shapes consumer behaviour, fostering loyalty and simplifying decision-making. Consumers are more likely to trust brands that align with their values and project a positive reputation in the market. The interplay between e-service quality and brand image amplifies their individual effects, reinforcing the idea that businesses should adopt an integrated approach to service and branding strategies. When both elements are aligned, consumers are more likely to form a favourable impression of the brand, influencing their purchase intentions. E-service quality alone may not guarantee consumer engagement, especially when the brand image does not align with consumer expectations. Similarly, a strong brand image may not be enough to drive purchases if the e-service experience falls short. Therefore, businesses must address both aspects to maximize their impact on consumers' decision-making. The findings highlight businesses' need to prioritize e-service enhancements and brand-building initiatives to remain competitive in the smartphone market. Companies can foster greater consumer satisfaction and loyalty by consistently improving the online shopping experience through features like user-friendly interfaces, responsive customer support, and secure payment systems. Maintaining a positive brand reputation through effective marketing and social responsibility efforts can strengthen customer trust and promote repeat purchases. Future research could explore additional variables, such as price sensitivity and the influence of social media, to provide a more comprehensive understanding of the factors driving purchase intentions and offer further insights into consumer behaviour in the smartphone industry.

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