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WORD OF MOUTH COMMUNICATION AS A MEDIATOR FOR INTEREST IN BUYING A SMARTPHONE: DATA FROM PRIVATE STUDENTS IN SURABAYA

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ABSTRACT

Consumers always want to get good quality products based on technological and cognitive aspects. This study investigates the effect of product quality, price perception, brand image, and word of mouth communication on consumer buying interest. Also, investigate whether word of mouth communication is a good mediator. This study conducted a survey of private university students who use smartphones in the city of Surabaya, Indonesia. Using a purposive sample of 390 respondents aged 15 years and over. Descriptive statistics show that age background is a strong factor affecting buying interest in smartphone products. The data were then analyzed using Structural Equation Modeling. The findings show that product quality and price perception contribute positively to word of mouth communication, while brand image does not. Research also proves that word of mouth does not mediate the relationship between brand image and buying interest. Word of mouth communication mediates the relationship between product quality and price perception on buying interest. This research shows that smartphone product quality, which has attractive features, is durable, and word of mouth communication strengthens consumer buying interest. This study contributes to understanding the consumer behavior of smartphone products by using a buying interest framework that can also be applied to the selection of various other industrial products.

KEYWORDS: Product quality, price perception, brand image, word of mouth, purchase intention.

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INTRODUCTION

Information systems and technological advancements are expanding and have even merged into everyday life. One of them is the use of cellphones for entertainment, communication, and other purposes. Companies are interested in competing to meet the demand for cellphones, which is growing. Of course, a lot of businesses don't want to pass up a good chance to turn a profit. Due to the significant demand for smartphones, Indonesia is one of the largest markets for their sale.

In Indonesia, there are numerous smartphone brands vying for customers, which have led to fierce competition in the telecoms industry. Consumers will undoubtedly use judgment while selecting a product, thus they will always aim to purchase a high-quality item based on its technological and cognitive features. Kartikasari&Albari (2019) and Mhlongo & Mason (2020) both demonstrate how product quality affects brand image. Hanaysha et al. (2014). While Irfan et al. (2022) proved that there is an effect on product quality on price perceptions.

Price perception is one of the factors influencing customer purchase intentions and decisions. Because both buying intention and happiness with purchases are significantly influenced by price perception. Consumers tend to perceive that the quality may be low, but tends to have high consumer value, and consumers tend to have larger purchase intents if the price supplied is more cheap than the generally accepted pricing norm (Chiang & Jang, 2007). Customers consider the perceived price of a product in addition to the nominal worth in absolute terms when determining the pricing of a good. Prices set in accordance with product quality can serve as the ideal benchmark for consumers when making purchases because each person's perception of pricing is relative (Satriawan& Setiawan, 2020).

One of the competitive advantages is a strong brand image, which fosters a unique emotional connection between customers and products. Long-term effects will be felt if the product has a positive and powerful image (Panjaitan, 2019; Lin, 2013). Good brand recognition and the ability to spark interest in buying leads to actual buying. According to Dam (2020), word-of-mouth is positively correlated with brand image.

When users spread their opinions on a service, a brand, or the quality of the products they use, this is known as word-of-mouth marketing. As a result, the word-of-mouth marketing method is incredibly successful because the product has unintentionally been promoted from one person to another. By making sure that the product quality and brand are good, distinctive, inventive, and worthy of conversation, businesses can encourage and support word-of-mouth marketing, which eventually creates revenues (Rahayu, 2021; Usman & Dyanti, 2020).

Interest in purchasing is achieved by mental processes that alter perceptions. Consumers' thoughts are motivated by buying interest, and when it comes time to meet their wants, they will ultimately act on what is in their minds. A person's buying interest is influenced by feelings and emotions; if he is pleased with the purchase, it will increase his interest. Wells et al. (2011) provide evidence that consumer purchase intentions are influenced by product quality.

Even while word-of-mouth has been the subject of a lot of research, particularly when it comes to factors that influence buying interest, word-of-mouth hasn't often been used as a mediating variable. This study was done to close that gap and develop a model using word-of-mouth advertising as a mediating factor.

LITERATURE REVIEW AND HYPOTHESIS

According to Kotler and Keller (2016), purchase intention is a consumer behavior where customers have a desire to buy or select a product based on past experiences with selection, use, and consumption—or even just desire—for a certain product. Consumer buying interest refers to a person's internal desire to consider buying a good or service before actually making the purchase. Thus, buying interest is a desire that develops in a consumer as a result of witnessing consumers' reactions to a product. Customers who plan to purchase a product initially express interest in it, which is followed by action in the form of purchasing behavior. Indicators of buying interest are: Transactional interest, namely a person's tendency to buy a product; Referential interest, namely the tendency of someone to refer products to others; Preferential interest, namely showing the behavior of someone who has the main preferential for the product; and exploratory interest, which shows the behavior of someone who is always looking for information about the product they are interested in and looking for other products that will support the positive characteristics of the product (Abzari et al., 2014; Lucas & Britt, 2014).

Product Quality, Perceived Price, Brand Image and Word of Mouth communication

Product quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. Product quality is the ability to carry out its functions, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes (Schiffman & Kanuk, 2013). Kotler & Keller (2016) stated that product quality is the ability of an item to provide results or performance that is appropriate or even beyond what the customer wants. Product quality indicators are: performance, features, reliability, and conformance (Bayu et al., 2019). Sudaryanto et al. (2022), examined 180 women, found brand effectiveness, product quality, and celebrity endorsers had a significant effect on purchase intention. Panjaitan (2019) examined 270 customers, proving that product quality affects customer value and company image. In addition, Ketut (2018); Hakim & Susanti (2017), stated that product quality and brand image affect purchase intention. Manik et al. (2023) states that management's active role in planning quality improvement will improve product quality which is good for the organization. The presence of a product, word of mouth as well as customer preferences are inseparable from the brand image attached to the product elements, and consumers will talk more about high quality products. Yasin & Achmad (2021), shows word of mouth has a positive and insignificant effect on purchase interest. From studies on product quality, it can significantly increase word of mouth and consumer buying interest. Before making a purchase, price perception has a significant impact on consumer interest and may even be one of the key factors in their decision. Consumer perceptions of the highest, lowest, and fair pricing are referred to as perceived price. Price perception is also influenced by how well people comprehend and interpret price information.

Perceived price becomes a consumer's judgment about the comparison of the amount of sacrifice with what will be obtained from products and services. Lee, & Lawson (2011), stated that price

perception is a consumer's judgment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable. Thus it can be interpreted that price perception is a form of consumer behavior in viewing and considering the price of a product before buying.

One way to highlight the differences and uniqueness of a company's products compared to competitors is to attract consumers to make purchases. Anwar & Andrian (2021) examined 200 users of the Traveloka website; the results of this study indicate that price perceptions have a positive and significant effect on purchasing decisions. Al Togar & Al Hakim (2022) showed that the variables of product diversity and store image have a significant effect on purchase intention. While the perception of price and service quality is not significant to purchase intention. The price perception indicators are: Affordability of product prices, namely the prices offered are flexible and affordable according to consumer purchasing power; Conformity of price with quality, namely the price offered is appropriate with the quality of the product; Price competitiveness namely; the price offered is competitive compared to other products and the price is compatible with the benefits, namely: the price offered is in accordance with the benefits felt by consumers (Anwar & Andrian, 2021). Liu & Lee (2016), stated that an increase in service price perceptions would increase consumer word of mouth. Price perceptions, according to Han et al. (2020), mitigate the link between corporate social responsibility and word-of-mouth advertising. According to studies on price perception, it can greatly raise consumer interest in purchasing and word-of-mouth.

Brand image is consumer trust which is reflected in the consumer's personal experience. A good brand image will arise in the consumer's subconscious if the consumer's experience with the product is also good. If the brand image is good, consumer trust will also be good, and consumer buying interest is high, which will encourage consumers to make purchases. Brands can also be a differentiator between products sold by a seller and other sellers even though the products sold have the same characteristics (Assauri, 2018). Brand image indicators are the favorability of brand associations, the strength of brand associations and the uniqueness of brand associations (Suryati, 2015). Amelia & Ayani (2020) examined 316 LP3M students, found that there was an effect of brand image on customer value and customer retention. In addition, Fatmalawati & Andriana (2021) examined 116 users of Paragon cosmetics and concluded that brand image had no effect on repurchase intention, and product quality had an effect on repurchase intention. Cuong (2022) studied 249 customers at a fast food restaurant in Ho Chi Minh City. They found that product quality has an effect on brand image, purchase decision, and repurchase intention. According to Chen (2016), brand image and customer happiness can affect whether positive experiences are shared and passed along to others. According to brand image research, it can greatly raise consumer interest in purchasing and word-of-mouth.

Word of mouth communication occurs when customers start talking about their ideas and opinions about the service, brand, or product quality they use to others. This communication is considered very effective and does not need to spend money in carrying out the marketing process and is able to also provide benefits to company customers who are often directly involved in telling other potential customers about their insider experiences using products or services. Word of mouth is a communication process in the form of providing recommendations both individually and in groups

for a product or service that aims to provide information. Word of mouth communication indicators, namely: Talking about positive experience items, product quality; Recommend with friends, family items; Encourage with items to persuade friends, invite family (Joesyana, 2018). Word of mouth communication is a communication channel that is often used by companies that produce both goods and services because word of mouth is considered very effective in expediting the marketing process and is able to provide benefits to the company. Alrwashdeh et al. (2019) examined 402 smartphone user respondents in Northern Cyprus. The results confirm the significant effect of eWOM on purchase intention through brand image and the moderating role of product type between eWOM, purchase intention and brand image. Sa'ait&Nazrin (2016) examined 361 respondents, revealing that e-WOM has an impact on customer purchase intentions. Tjahjaningsih et al. (2020) also shows word of mouth has an impact on customer purchase intentions. According to research, word-of-mouth marketing can considerably enhance consumer interest in making purchases.

The purpose of this study is to ascertain how consumer purchasing interest is affected by product quality, price perception, brand image, and word-of-mouth advertising. Additionally to determine the effectiveness of word-of-mouth marketing as a mediator. The following theories were established based on the literature that is currently available:

- H1: Word-of-mouth advertising is significantly impacted by product quality.
- H2: Perceived pricing significantly influences word-of-mouth advertising
- H3: Word-of-mouth advertising significantly influences brand image.
- H4: Consumer interest in making purchases is significantly influenced by word-of-mouth advertising.
- H5: The positive correlation between the dependent variable and consumer purchase interest is moderated by word-of-mouth advertising

The research framework that describes the relationship between research variables can be built based on the problems and literature review shown in Figure 1.

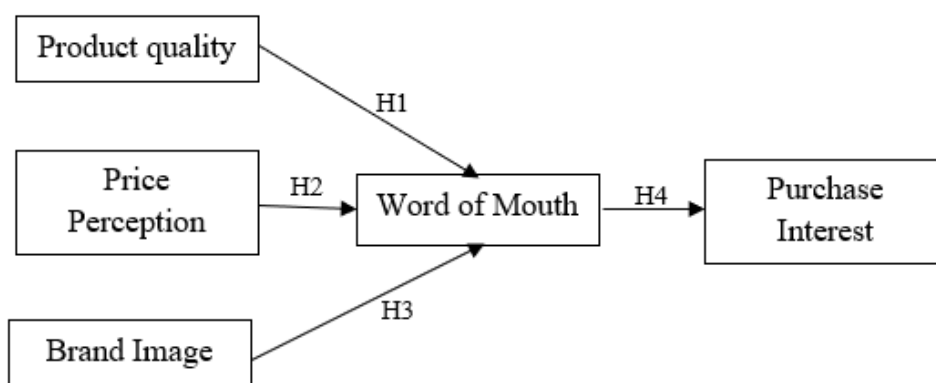


Figure 1: Research Framework

RESEARCH METHODOLOGY

This research is a causal research. The research population was all smartphone users in the city of Surabaya (Malhotra & Birks, 2007). With an uncertain population, the Lemeshow formula is used to obtain a minimum number of samples with a margin of error of 5 percent, and a sample size of 390 respondents (Lemeshow et al., 1990). The research used a purposive sampling method with the sample criteria used were students who already have smartphones, and the user's age is at least 15 years. The analysis technique uses SEM (Structural Equation Modeling) with the help of Warp PLS (Warp Partial Least Square) software.

The data source in this study is primary data, which is obtained from questionnaire responses. Data was collected by providing several statements in the questionnaire and about their demographic factors, perceptions of responses using a 5-level Likert scale, and then descriptive statistical analysis and hypothesis testing were carried out (Kyriazos & Stalias, 2018).

Three independent variables used in this study consist of product quality, price perception, brand image. One mediating variable is word of mouth communication. In addition, this study uses one dependent variable, namely buying interest. Product quality variables use 4 indicators, namely: performance, features, reliability, and conformance (Bayu et al., 2019). The price perception variable uses 4 indicators, namely: product price affordability, price compatibility with quality, price competitiveness, and price compatibility with benefits (Anwar & Andrean, 2021). The brand image variable uses 3 indicators, namely: favorability of brand association, strength of brand association and uniqueness of brand association (Suryati, 2015). Variable word of mouth communication uses 3 indicators, namely: talking about positive experiences about product quality; recommend; and encourage, persuade and invite (Joesyana, 2018). Variable buying interest uses 4 indicators, namely: transactional interest, referential interest, preferential interest, and explorative interest (Abzari et al., 2014; Lucas & Britt, 2014). Where each indicator uses two statement items.

Finally, the Likert scale was used to assess respondents' answers with score intervals from 1 (strongly disagree) to 5 (strongly agree). Previously, validity and reliability tests were carried out on 20 respondents as a trial before the questionnaire was distributed. The results show that product quality (X1), price perception (X2), brand image (X3), word of mouth communication (Z) and buying interest (Y) have r-count r-table with a significance value of 5% (0, 05). Thus, it is concluded that the statement can be used as a data collection tool because it has been proven valid. The questionnaire is also reliable if the Cronbach's alpha is greater than 0.60.

After testing the instrument, a measurement model was carried out, namely testing the outer model and inner model. The goodness of fit overall model test was carried out to see the structural model and measurement model in an integrated manner. Finally, a hypothesis test was carried out.

RESULT

The questionnaire passed the instrument test, tests carried out such as measuring validity and reliability. The validity of the instrument was tested using product moment correlation; with a p value $< \alpha 0.05$, all questionnaire instruments are valid. The process is also an instrument reliability test with results; all variables are reliable with Cronbach's Alpha (α) > 0.05 . The results of this test

mean that the questionnaire instrument can be used at other times and places in the same situation and produces valid data (Hair et al., 2014).

Table 1 describes the demographics of the respondents including gender, age, marital status, and how long they have owned a smartphone.

Table 1: Respondent demographics (N = 390)

Characteristics		Frequency	Percentage (%)
Gender	Male	163	0.42
	Female	227	0.58
Age	15-20years	225	57,7
	21-25 years	133	34,1
	Greater than 25 years	032	08,2
Status	Mate	-	00.0
	Single	390	100.0
Have had a smartphone for a long time	Less than1 years	201	51,5
	1-2years	104	26,7
	Greater than2years	085	21,8

Descriptive data analysis of 390 respondents showed that: the sex of the male respondents was 0.42% and female 0.58%. Characteristics of respondents based on age, dominated by the age range of 15-20 years, namely 57.7%, and at the age of 21-25 years, as many as 34.1% of respondents. The length of time the respondents had owned a smartphone, as many as 51.5% were in the range of less than 1 year, 26.7%, in the range of 1-2 years, and as much as 21.8% in the range of more than 2 years.

Measurement model

Based on Table 2, the loading factor value for each indicator is greater than 0.5, and the AVE (average variances extracted) value is greater than 0.5. Thus, all indicators and measurements of the convergent validity of the research variables meet the requirements.

Table 2: Loading Factor values, and AVE

Research variables	Indicator	Outer Loading Factor Value	AVE
Product quality(X1)	X1-X1.1	0.920	0.747
	X1-X1.2	0.915	
	X1-X1.3	0.888	
	X1-X1.4	0.823	
Price perception (X2)	X2-X2.1	0.849	0.606
	X2-X2.2	0.796	
	X2-X2.3	0.820	
	X2-X2.4	0.871	
Brand image (X3)	X3-X3.1	0.704	0.683
	X3-X3.2	0.938	
	X3-X3.3	0.947	
Word of mouth(Z)	Z-Z.1	0.995	0.686
	Z-Z.2	0.974	
	Z-Z.3	0.702	
Purchase intention (Y)	Y-Y1	0.974	0.712

	Y-Y2	0.933	
	Y-Y3	0.974	
	Y-Y4	0.732	

Discriminant validity is indicated by the value of AVE, s (square roots of the average variance extracted), where the value of AVE, s is in a diagonal position on the correlations among the latent variable output of WarpPLS, and the expected value is greater than the correlation value in the same block. Based on Table 3, the value in the diagonal block is greater than the value in the same block. Thus, all variables meet the criteria of discriminant validity.

Table 3: Correlations among latent variables

Variable	X1	X2	X3	Z	Y
X1	0.759	0.480	0.052	-0.009	0.092
X2	0.480	0.711	0.333	0.118	0.088
X3	0.052	0.333	0.695	0.139	0.223
Z	-0.009	0.118	0.139	0.697	0.114
Y	0.092	0.088	0.223	0.114	0.642

Research Variable Reliability Test. Alpha and Cronbach composite reliability were used to evaluate the reliability test of the research variables. Based on Table 4, the Cronbach alpha value of each variable is better than 0.6. In addition, the composite reliability value exceeds 0.7. Thus, all buildings have met the requirements.

Table 4: Reliability Test Results

Cut Off Value		X1	X2	X3	Z	Y	Notes
Cronbach's Alpha	> 0.6	0.753	0.670	0.627	0.626	0.703	All items meet the requirements
Composite Reliability	> 0.7	0.844	0.802	0.716	0.713	0.727	

Note: X1=Product quality; X2 = Price perception; X3= Brand image;Z= Word of mouth; Y= Purchase intention.

Goodness of fit test on the model as a whole. Three fit indicators on WrapPLS are: average path coefficient (APC), the average R-Squared (ARS) and average variance inflation factor (AVIF). The results of the fit indices model test obtained APC with a P value <0.001; ARS with P value <0.05. Significant APC and ARS values (smaller than 0.05) mean that the model is fit (according to or supported by data). Then the AVIF value is less than 5, indicating that there is no multicollinearity in the data. Table 5 shows the results of the analysis. Where AVIF and APC show the multicollinearity of the independent variables and their relationships. The data from this evaluation informs that the model is acceptable.

Table 5: Goodness of fit model

Title	Result	Criteria	Description
APC	0.142	> 0.100	Supported
ARS	0.143	> 0.100	Supported
AVIV	1.084	< 5.000	Supported

This study uses SEM analysis. This analysis is used to determine the effect of the predictor on the predicted variable. The predictors in this study are product quality, price perception, brand image, word of mouth while the predicted variable is purchase intention. The data is then coded and continued using WarpPLS. Hypothesis testing is carried out based on the estimated significance value of the research model parameters shown in Table 6.

Table 6: Hypothesis Testing

H	Relationship	Standardized Coefficient	P	Decision
H1	X1 → Z	0.162	0.021	accepted
H2	X2 → Z	0.143	0.036	accepted
H3	X3 → Z	0.096	0.116	rejected
H4	Z → Y	0.169	0.017	accepted
H5	a. X2 → Z → Y	-0.027	0.317	rejected
	b. X1 → Z → Y	0.024	0.338	
	c. X3 → Z → Y	0.016	0.389	

The coefficient value of the product quality variable is positive by 0.162 and significant by 0.021, where the value is below 0.05. Thus, it can be seen that the product quality variable has a positive and significant effect on word of mouth. This shows that H1 is accepted. The price perception variable coefficient value is positive by 0.036 and significant by 0.036, where the value is below 0.05. Thus, it can be seen that the price perception variable has a positive and significant effect on word of mouth. This shows that H2 is accepted. The coefficient value of the brand image variable is positive at 0.096 and significant at 0.116, where the value is above 0.05. Thus, it can be seen that the brand image variable has no significant effect on word of mouth. This shows that H3 is rejected. The word of mouth variable coefficient value is positive at 0.169 and significant at 0.017, where the value is below 0.05. Thus, it can be seen that the word of mouth variable has a positive and significant effect on purchase intention. This shows that H4 is accepted.

There is an indirect and insignificant effect of product quality variables mediated by word of mouth variables on purchase intention of 0.027; There is an indirect and insignificant effect of the price perception variable mediated by word of mouth variables on purchase intention of 0.024; There is an indirect and insignificant influence of brand image variables mediated by word of mouth variables on purchase intention of 0.016. This shows that H5 is rejected.

DISCUSSION

The first hypothesis states that product quality affects word of mouth. This evidence shows that the product quality of smartphones sold in the city of Surabaya is of good quality, as expected, and liked by users. Respondents mentioned that smartphones can help remote communication, internet use, social media, and others. Safe and comfortable when used, has features that attract attention, and can be used for a long time. With good quality, and very helpful in communicating, the existence of a smartphone is a topic of conversation among smartphone users. Thus smartphone product quality needs to be maintained and improved so that the value of word of mouth increases.

It is also necessary to inform that smartphone products are free from radiation and safe to use. This research supports the findings of Yasin & Achmad (2021), and Manik et al. (2023)

The second hypothesis confirms that price perceptions affect word of mouth. This shows that consumer price perceptions of smartphones in Surabaya are comparable to the quality of smartphone products they already have. Namely the quality of the smartphone according to the price, meaning that the higher the quality of the product, the higher the price of the smartphone. This triggers consumers to be stronger in voicing their smartphone choices to other people around them. This also triggers the purchase intention of his friends. Several respondents mentioned that the prices offered by smartphones were in accordance with the quality of the products provided, the prices offered were competitors in the market, the prices offered were in accordance with the benefits of the products provided, according to the desired needs. The results of this study are in line with the findings of Liu & Lee (2016) and Han et al. (2020).

The results showed that the third hypothesis was rejected. This confirms that brand image does not reinforce word of mouth. This evidence shows that smartphone brand image has no effect on word of mouth, meaning that smartphone users do not really choose the smartphone brand they will use. Consumers prefer a smartphone that suits their needs regardless of the smartphone brand, the important thing is that it can be used to surf the internet, has a large memory, has a camera, can be used to play games, is durable and of course becomes a communication tool. Respondents also mentioned that they would choose a smartphone that provides features according to the needs of use in daily activities, uses sophisticated technology and is easy to use. Thus, the respondents did not talk much about the smartphones they currently have.

Besides that, if we pay attention to the characteristics of the length of time the respondents have had a smartphone, the highest is those who have had a smartphone for less than 1 year at 51.5%. This shows that respondents still do not know the reliability of the product in the long term. If we pay attention to the characteristics of the respondents in terms of age, the respondents still look young, because they are still 15-20 years old at 57.7%. This informs that indeed the respondents are still young, and tend not to have an income, so in choosing a smartphone they choose a smartphone that is affordable in terms of price, and adapted to the need for communication. The results of this study are different from the findings of Chen (2016), and Fatmalawati & Andriana (2021).

The fourth hypothesis confirms that word of mouth, affect the value of purchase intention. This shows that respondents feel that the smartphone they have is good, so it is appropriate to inform their friends and other people around them. Thus, word of mouth by respondents will trigger interest in buying other students around them. Respondents mentioned that they would tell about the good qualities of their smartphones, would tell others about the advantages of smartphones they owned, and would recommend the smartphone products they had to other people.

The research findings show that there is an indirect effect that is not significant on product quality on purchase intention through word of mouth. Although not significant, this shows that product quality has a positive relationship to word of mouth and purchase intention. This means that by improving product quality, word of mouth will increase, which in turn encourages purchase

intention to increase. Thus, word of mouth is a mediating variable in the relationship between product quality and purchase intention. It was also found that there was an indirect, insignificant effect of price perception on purchase intention through word of mouth. This shows that price perception has a positive relationship to word of mouth and purchase intention. This means that with a positive price perception, it will increase word of mouth, and subsequently encourage an increase in the value of purchase intention. Thus, word of mouth is a mediating variable in the relationship between product quality and purchase intention.

Research Implications

This research shows several implications for researchers and added value for science. First, there is under the influence of product quality and price perceptions on word of mouth communication, where the dominant influence is product quality. Second, the mediating effect of word of mouth communication can greatly influence the purchase intention of smartphone users. Product quality is a key factor in fostering word of mouth communication that contributes to increasing consumer buying interest. Therefore, to increase consumer buying interest in smartphones is to improve the quality of smartphone products, adjust prices with quality, improve product image, where this will have an impact on word of mouth communication. This research model is a new model that is effective in increasing word of mouth communication and consumer buying interest.

CONCLUSIONS

This research builds a model of product quality, price perception, brand image and word of mouth communication which are associated with the intention to buy a smartphone in the city of Surabaya, and word of mouth becomes a mediating variable. It was concluded that the model is very important for the study of purchase intention and word of mouth communication, especially in terms of product quality, price perception and brand image. This discovery will contribute to creating a conceptual model that combines product quality, price perception, brand image, and purchase intention in the global smartphone industry. This study lays the theoretical basis of consumer behavior for smartphone market and consumer buying interest.

This study found that based on the characteristics of the respondents, the majority of smartphone consumers were women, aged 15 to 20 years, not yet married, and owned a smartphone for less than 1 year. Respondents who have critical thinking about the use of information technology.

Product quality and price perception have a significant positive effect on word of mouth communication, while brand image has an insignificant positive effect. Word of mouth communication mediates a positive but not significant relationship between product quality, price perception, brand image and consumer buying interest. Of the three variables hypothesized that product quality has a dominant effect on word of mouth communication.

As a limitation, this research was conducted only on smartphone-using students in the city of Surabaya, because of that it is suggested for the following researchers to expand the scope of their research area, for example to other cities in the province of East Java, also consider other variables that have not become topics in research, which certainly have an impact on consumer buying interest.

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