MJIFM | MAJAPAHIT JOURNAL OF ISLAMIC FINANCE AND MANAGEMENT

Vol. 6 No. 2, 2026, 5212–5222 e-ISSN 2798-0170

ANALYSIS OF PURCHASE INTENTION FOR OPPO A-SERIES SMARTPHONES IN SURABAYA

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Abstract

This study examines the effect of price perception and product innovation on purchase intention toward the OPPO A-Series smartphone in Surabaya, amid the global RAM shortage crisis (Ram-Ageddon) that has driven up selling prices in the entry-level segment. A quantitative approach with purposive sampling was applied to 120 respondents from Surabaya, analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4.0. The outer model test showed that all indicators were valid and reliable, while the inner model test confirmed that price perception (path coefficient 0.446; T-statistic 7.262; p 0.000) and product innovation (path coefficient 0.462; T-statistic 6.660; p 0.000) each had a positive and significant effect on purchase intention, with an R-square value of 0.622. These findings indicate that the more positive consumers' perception of price and the better the product innovation presented, the higher consumers' purchase intention toward the OPPO A-Series smartphone. Consequently, OPPO's management is advised to maintain price competitiveness and continue developing innovations that match consumer needs so that purchase intention is sustained amid global component cost pressure.

Keywords: Price Perception, Product Innovation, Purchase Intention

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INTRODUCTION

Digital transformation has turned the smartphone from a mere communication tool into a primary necessity that supports almost every aspect of daily life, ranging from financial transactions and work productivity to entertainment. This heavy reliance on the device positions the smartphone industry as one of the most dynamic and competitive sectors in the world. In a highly competitive market such as Indonesia, a brand's ability to offer cutting-edge features while maintaining price accessibility is key to winning consumer purchase intention.

The current dominance of smartphones faces an external challenge in the form of a surge in demand for memory (RAM) components driven by the rapid global build-out of artificial intelligence (AI) data centers. This phenomenon, known as *Ram-Ageddon*, has caused a global RAM supply shortage, with the International Data Corporation (IDC) projecting an average smartphone selling price increase of up to 14%, with the entry-level segment being hit the hardest. OPPO, one of the largest smartphone manufacturers in Indonesia, has likewise raised the price of its *entry-level* product line, the OPPO A-Series, effective from 16 March 2026.

OPPO's *Top Brand Index* (TBI) score shows a fluctuating trend throughout 2022–2026, reaching a peak of 24.70% in 2025 before declining again to 22.20% in 2026, indicating intense competition in maintaining consumer loyalty. Market price comparisons further show that the OPPO A-Series tends to be priced higher than competitors at equivalent RAM/ROM capacities, as presented in Table 1.

Table 1.
Price Comparison of the OPPO A-Series Smartphone with Comparable Smartphones

Brand and Series	RAM/ROM	Price (IDR)	Comparator	RAM/ROM	Price (IDR)
OPPO A6t	4/64GB	1,690,000	Samsung Galaxy A07	4/64GB	1,500,000
OPPO A6x	4/64GB	1,970,000	Infinix Hot 60i	6/128GB	1,700,000
OPPO A6x	8/128GB	3,570,000	Realme C71	8/128GB	1,800,000
OPPO A6s	8/128GB	4,850,000	Tecno Spark 40 Pro+	8/128GB	2,600,000

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Brand and Series	RAM/ROM	Price (IDR)	Comparator	RAM/ROM	Price (IDR)
OPPO A5 Pro	8/256GB	3,300,000	Poco M7 Pro 5G	8/256GB	2,600,000

Source: Official Store (Shopee, Tokopedia) for each respective product, as of April 2026

This price disparity has also shaped consumer perceptions on social media, where some TikTok and Facebook users consider the OPPO A-Series' specifications less competitive than alternatives in the same price range, leading to a perceived suboptimal *value-for-money* ratio. This condition aligns with the view of Rouf and Mandala (2023) that price perception is an important factor influencing purchase intention, as consumers evaluate the value obtained relative to the cost incurred. On the other hand, a company's ability to present relevant product innovation is also an important determinant, as prior findings show that product innovation positively affects consumer purchase intention.

Research on price perception and product innovation toward smartphone purchase intention has been widely conducted. Hutapea and Purwanto (2022) demonstrated that price perception significantly affects purchase intention for Samsung smartphones, while Tanuwijaya, Tandrayuwana, and Aprilia (2022) demonstrated that product innovation significantly affects purchase intention. Nevertheless, a significant *research gap* remains to be addressed: first, these two variables have rarely been tested simultaneously on the OPPO A-Series as the research object; second, prior studies were conducted while the smartphone component supply chain was still operating within normal competitive limits, whereas this study was conducted in 2026, coinciding with the global RAM supply crisis (Ram-Ageddon), which is projected to have a distinct psychological effect on consumers' price perception.

The city of Surabaya was selected as the research location because of its position as a metropolitan city with a high level of digital consumption in East Java, which represents the OPPO A-Series' entry-level target market. Based on the above discussion, this study aims to examine and analyze the effect of price perception and product innovation on purchase intention toward the OPPO A-Series smartphone in Surabaya, with the hope that it can serve as an evaluation basis for OPPO's management in formulating well-targeted pricing and innovation strategies amid global component cost pressure.

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LITERATURE REVIEW

Marketing management is understood as a systematic process encompassing analysis, planning, implementation, and control of strategic programs aimed at creating and delivering customer value (Kotler & Chernev, 2022). Taufik (2023) adds that marketing management is a blend of art and science in determining target markets and strategies to acquire, retain, and grow a customer base by delivering superior value.

Price can be defined as the accumulated value that customers sacrifice to obtain the benefits of owning or using a product (Kotler & Armstrong, 2021). Price perception is the way consumers interpret and evaluate price information to determine whether the price is commensurate with the quality and benefits received (Wulansari & Hayuningtias, 2023). The way consumers view price has a direct impact on their purchasing decisions, and this perception is shaped by a comparison between the current price and a reference price, whether internal (past experience) or external (third-party information). In this study, price perception is measured through four indicators: price affordability, price-quality conformity, price competitiveness, and price-benefit conformity (Kotler & Armstrong, 2008; Imansyah & Pudjoprastyono, 2023).

Product innovation is a company's effort to create, develop, and refine products so that they can provide added value and meet consumers' ever-changing needs, through the development of new attributes, quality improvement, or design modification (Ramadhan & Nasito, 2023). Fachrurrozi and Isfianadewi (2024) affirm that product innovation is a process of product development and refinement through changes to features, quality, and design in order to produce superior products. Innovation also functions as a company's instrument of adaptation in responding to the dynamics of the business environment (Anderson & Hidayah, 2023). This variable is measured through four indicators: relative advantage, compatibility, trialability, and observability of the innovation's results.

Purchase intention is the probability that a consumer will acquire a product, shaped by the trade-off between perceived benefits and sacrifices (Fauziah & Ali, 2024), or the evaluative stage consumers go through before deciding on a purchase plan (Buana & Sumadi, 2023). Rahman and Akbar (2023) explain that purchase intention is formed through an assessment of product quality, price, and perceived benefits prior to the purchase decision. The purchase intention variable is measured through four indicators: desire to buy the product, consideration to

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purchase, interest in trying the product, and desire to learn more about the product (Haristiyanti, Jatmiko, & Fiandari, 2023).

When consumers judge that the price offered is fair, affordable, and commensurate with the value obtained, a tendency to purchase will emerge (Rouf & Mandala, 2023). Conversely, a price increase driven by rising component costs prompts consumers to compare prices with competing brands offering equivalent specifications, which can reduce purchase intention if the price is deemed disproportionate (Malc, Selinšek, Dlačić, & Milfelner, 2021). This is supported by the findings of Hutapea and Purwanto (2022) on Samsung smartphones, Yulianto and Imawati (2025) on the iPhone, and Aripin (2023) on Realme, all of which demonstrate a positive and significant effect of price perception on purchase intention. Based on the above discussion, the first hypothesis is formulated as follows:

H1: Price perception is presumed to have a positive and significant effect on purchase intention toward the OPPO A-Series smartphone in Surabaya.

Product innovation is positioned as a strategic element that integrates a company's capabilities and organizational culture to drive improved business performance, the achievement of which is realized through consumers' purchase decisions (Tanuwijaya, Tandrayuwana, & Aprilia, 2022). The more the innovation presented aligns with consumers' needs and habits, the greater consumers' interest in purchasing the product. This is supported by the findings of Tanuwijaya, Tandrayuwana, and Aprilia (2022) as well as Putra (2022), who demonstrate that product innovation has a positive and significant effect on purchase intention. Based on the above discussion, the second hypothesis is formulated as follows:

H2: Product innovation is presumed to have a positive and significant effect on purchase intention toward the OPPO A-Series smartphone in Surabaya.

RESEARCH METHOD

This study employed a quantitative research design to examine the causal relationship between the variables studied. An online survey administered via Google Form to potential Surabaya-based OPPO A-Series customers was used for primary data collecting. A five-point Likert scale was employed in the study, with a score of 1 denoting "strongly disagree" and a score of 5 denoting "strongly agree."

The study's population consists of all Surabaya residents who might become OPPO A-Series smartphone buyers. The following criteria were used to determine the research subjects using a non-probability sampling strategy with a

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purposive sampling approach:: (1) at least 18 years of age, (2) residing in Surabaya, (3) aware of the Ram-Ageddon phenomenon that has caused smartphone prices to rise, (4) aware of OPPO A-Series updates but not yet having purchased one, and (5) having tried the OPPO A-Series product line at least once in an offline store. Referring to the *10-times rule* guideline of Hair, Henseler, and Ray (2021) for PLS-SEM analysis, with the construct having the largest number of indicators (12), the minimum sample size is 10 × 12 = 120 respondents. This number was determined in accordance with the recommended sampling procedure for structural equation models (Hair, Henseler, & Ray, 2021).

The research variables consist of two independent variables, namely Price Perception (X1) and Product Innovation (X2), and one dependent variable, namely Purchase Intention (Y). Price Perception is measured through the dimensions of price affordability, price-quality conformity, price competitiveness, and price-benefit conformity. Product Innovation is operationalized through relative advantage, compatibility, trialability, and observability. Meanwhile, Purchase Intention includes the desire to buy, consideration to purchase, interest in trying, and desire to learn more about the product.

The data analysis technique applied was Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software version 4.0, owing to its ability to remain accurate on small sample sizes and its independence from strict data-normality requirements (Ghozali & Kusumadewi, 2023). Two levels of model evaluation were used to conduct the analytical steps in a methodical manner. Testing the loading factor, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha is the first step in evaluating the outer model or measurement model to guarantee the validity and reliability of the instrument. Using the R-square value and path coefficient, the second step involves evaluating the inner model or structural model to determine how strongly the variables are related. The bootstrapping method was used to test the hypothesis at a significance level of 5% (T-statistic > 1.96; P-value ≤ 0.05).

RESULTS AND DISCUSSION

In order to verify the validity and reliability of the instrument, model testing in this study started with an outer model evaluation. All statement items had loading factor values between 0.788 and 0.919, above the 0.70 criterion, according to the findings of convergent validity testing. Additionally, all variables' Average Variance Extracted (AVE) values satisfied the 0.50 minimal criteria. All variables

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were deemed reliable based on reliability test findings, which were displayed as Cronbach's Alpha and Composite Reliability values over 0.70 (Hair, Henseler, & Ray, 2021).

Table 2.
Outer Model Evaluation Results

Variables	Cronbach's Alpha	Composite Reliability	AVE
Price Perception (X1)	0.925	0.947	0.817
Product Innovation (X2)	0.872	0.913	0.724
Purchase Intention (Y)	0.874	0.913	0.725

Source: Processed Primary Data, 2026

To ascertain the degree of influence between variables, an inner model evaluation was carried out once the measurement model was completed. Price perception and product innovation together accounted for 62.2% of the variance in purchase intention, with other variables outside the model accounting for the remaining 37.8%, according to the Purchase Intention variable's R-Square value of 0.622 (Hair, Henseler, & Ray, 2021). Using a bootstrapping approach, the path coefficients and P-Values were examined in order to evaluate the hypothesis. All hypotheses obtained P-Values less than 0.05, indicating that all influences were significant, according to the direct effect test results.

Table 3.
Hypothesis Testing Results (Direct Effects)

Relationship between variables	Original Sample	T-Statistics	P-Values
Price Perception -> Purchase Intention	0.446	7.262	0.000
Product Innovation -> Purchase Intention	0.462	6.660	0.000

Source: Processed Primary Data, 2026

Discussion

Sub 1 Results of Model and Hypothesis Testing

Data Using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique and SmartPLS 4.0 software, data analysis for this investigation was carried out methodically. To guarantee the validity and reliability of the

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research tool, the measuring model, also known as the outer model, was initially assessed. All of the statement items that represented the variables of Price Perception, Product Innovation, and Purchase Intention had loading factor values above the 0.70 threshold, according to the results of the convergence test. Additionally, the reliability test using Cronbach's Alpha and Composite Reliability also revealed values above 0.70, and the Average Variance Extracted (AVE) value for every variable exceeded the minimum criterion of 0.50. According to Hair, Henseler, and Ray (2021), this suggests that every measuring device used to gather data from Surabaya respondents has great internal consistency and is valid from a scientific standpoint.

In order to address the study hypotheses, the structural model or inner model must be evaluated. With a path coefficient value of 0.446 and a T-statistic of 7.262, the test findings demonstrate that Price Perception has a favorable and significant impact on Purchase Intention, supporting H1. With a coefficient value of 0.462 and a T-statistic of 6.660, the Product Innovation variable has a somewhat more dominating positive and significant influence, supporting H2. At a P-value of 0.000, which is significantly below the 0.05 significance level, both hypotheses were validated.

Sub 2 The Effect of Price Perception on Purchase Intention

The findings of this study indicate that price perception plays a crucial role in triggering purchase intention for the OPPO A-Series smartphone in Surabaya, even amid the price increase caused by the Ram-Ageddon component crisis. The price-competitiveness indicator recorded the highest outer loading on the Price Perception variable, showing that the ability of the OPPO A-Series' price to compete with other brands in the same segment is the most dominant aspect shaping consumer price perception. This means that consumers still consider the OPPO A-Series' price relatively competitive compared with rivals of comparable specifications, thereby sustaining purchase intention despite rising costs. This aligns with the findings of Rouf and Mandala (2023) and Pusparani and Rastini (2024), who state that price perception has a positive and significant effect on both purchase intention and purchase decisions.

Sub 3 The Effect of Product Innovation on Purchase Intention

However, the slightly greater impact of product innovation suggests that Surabaya consumers prefer innovations that actually meet their needs and everyday routines. The compatibility indicator recorded the highest outer loading on the Product Innovation variable, showing that the fit between the OPPO A-Series' innovation and consumers' needs, habits, and expectations is the most

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dominant aspect shaping consumer perceptions of product innovation. Consumers are more interested in innovations that are easy to understand, easy to use, and capable of meeting everyday usage needs, rather than innovation for its own sake. This is consistent with Ilmiah and Wardhani (2024) and Tanuwijaya, Tandrayuwana, and Aprilia (2022), who state that product innovation has a positive and significant effect on consumer purchase intention.

Sub 4 Implications of Research Findings

The discovery that Product Innovation is the somewhat more important aspect, closely followed by Price Perception, has strategic ramifications for the growth of the OPPO A-Series brand, especially in light of the global RAM supply issue. This implies that OPPO's marketing strategy should be balanced with clear communication of the added value provided by product innovation rather than depending only on price competitiveness. Apart from Scarlett-style value framing, this research's managerial implication in the smartphone category specifically is the significance of coordinating price-adjustment communication with concrete, user-friendly innovations so that entry-level consumers continue to believe the product is worth its price despite rising global component costs.

The novelty of this research lies in testing both determinants simultaneously in the context of a global supply-side shock (Ram-Ageddon) rather than under normal market conditions, as most prior studies were conducted. This contributes theoretically to the consumer behavior literature by showing that price perception remains a resilient predictor of purchase intention even under cost-driven price pressure, so long as it is reinforced by relevant, well-communicated product innovation.

CONCLUSION

Based on the results of the data analysis and discussion presented previously, this study concludes that price perception and product innovation each have a significant contribution to purchase intention toward the OPPO A-Series smartphone in Surabaya, with a combined contribution of 62.2% to the variation in purchase intention. Product Innovation was found to be the slightly more dominant factor, indicating that consumers' purchase intention amid the Ram-Ageddon crisis is driven more by the perceived relevance of new features than by price alone, although price competitiveness remains a strong and significant driver in its own right. The use of competitive pricing has been proven effective in sustaining consumer confidence despite the component cost pressure, while product innovation that fits consumer habits and needs strengthens this effect further. Thus, balancing transparent, competitive pricing with the

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continuous development of relevant product innovation is the main key for OPPO to sustain purchase intention and win the competition in the local entry-level smartphone market.

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