Factors Influencing Consumer Satisfaction: An Analysis of Consumer Electronics

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ARTICLE INFORMATION

ABSTRACT

Consumer satisfaction is a crucial determinant of brand success, particularly in the competitive consumer electronics industry. This study examines the key factors influencing consumer satisfaction with Huawei gadgets, focusing on brand loyalty, technological innovation, product quality, and service quality. Using a quantitative approach, data were collected through an online survey distributed via Google Forms to 150 respondents who had purchased and used Huawei devices. Convenience sampling was employed to reach a diverse group of consumers. A five-point Likert scale was used to measure satisfaction levels. The regression analysis revealed that brand loyalty ($\beta = 0.428$, $p < 0.05$) and product quality ($\beta = 0.218$, $p < 0.05$) have a positive and significant impact on consumer satisfaction, supporting H1 and H3. However, technological innovation ($\beta = 0.90$, $p > 0.05$) and service quality ($\beta =$ negative, $p > 0.05$) did not exhibit significant relationships with consumer satisfaction, leading to the rejection of H2 and H4. The adjusted R^2 value of 0.285 suggests a moderate model fit. These findings emphasize the importance of strengthening brand loyalty and maintaining high product quality to enhance consumer satisfaction. Future research should explore additional factors such as pricing and marketing strategies to provide a more comprehensive understanding.

Keywords: Brand Loyalty; Consumer Satisfaction; Huawei; Product Quality; Service Quality; Technological Innovation

INTRODUCTION

Consumer satisfaction is a crucial factor for a business's success. The concept of consumer satisfaction essentially refers to the judgment a consumer makes regarding their sense of fulfillment in relation to their choices about purchasing and using specific products and services (Guido, 2015). It encompasses the perception of how well a company meets consumer needs or exceeds their expectations. Furthermore, consumer satisfaction is often measured through surveys, feedback, and various performance metrics to evaluate a company's success in meeting customer needs and expectations (Miels, 2023).

Since its founding in 1987, Huawei has been a prominent global supplier of information and communications technology (ICT) infrastructure and smart devices. The company employs approximately 207,000 individuals across more than 170 countries and regions, providing its products and services to over 3 billion people worldwide (Huawei, 2024). Committed to continuous innovation and development, Huawei aims to deliver the most personalized intelligent experience across various domains, including home, office, travel, audio-visual entertainment, sports, and health. The company also strives to create an intelligent, interconnected world where seamless digital solutions enhance everyday life (Shen et al., 2020).

Consumer satisfaction is particularly vital for Huawei, as it directly influences key aspects of its business strategy and operations. Satisfied consumers are more likely to exhibit brand loyalty, resulting in repeat purchases and a stable revenue stream. Additionally, high levels of customer satisfaction contribute to positive word-of-mouth, which plays a critical role in attracting new customers without significant marketing expenditures (Anderson & Sullivan, 1993). A strong consumer satisfaction rate enables Huawei to differentiate itself as a reliable and preferred brand in a highly competitive market alongside industry giants such as Apple and Samsung.

Moreover, consumer satisfaction significantly impacts Huawei's brand image, as satisfied consumers frequently leave positive online reviews and recommendations, thereby strengthening the company's reputation and appeal. Customer satisfaction also fuels Huawei's innovation efforts, as feedback from content users provides valuable insights that drive product enhancements and service improvements. Businesses with a satisfied customer base typically demonstrate greater resilience to market fluctuations and are better positioned for long-term growth. To continually enhance consumer satisfaction, Huawei remains focused on maintaining its competitive advantage and expanding its presence in global markets (Fornell et al., 1996).

Huawei continuously examines the factors that have the greatest impact on consumer satisfaction. In this research report, Huawei will also analyze the differences in consumer satisfaction perceptions among various consumer groups, including age, gender, region, monthly income, and occupation, to gain a more comprehensive understanding of market dynamics. The research findings will provide empirical evidence to support Huawei's efforts in product enhancement, customer service improvements, technological innovation, and brand loyalty development. These insights will help the company better address consumer needs, strengthen customer loyalty, and enhance market competitiveness. Through this process, the goal is to support the Huawei brand in achieving greater success in an increasingly competitive market.

Additionally, the project will design a comprehensive questionnaire covering multiple dimensions, including Huawei's product quality, service quality, brand loyalty, technological innovation, and overall consumer satisfaction. Huawei will distribute these

questionnaires to diverse consumer groups, collecting and systematically organizing their responses. This study will primarily employ a combination of quantitative methods to obtain direct consumer feedback through surveys and structured data collection. The gathered data will then be analyzed to assess Huawei's customer satisfaction levels and identify key influencing factors.

However, the study has also encountered challenges related to factors affecting consumer satisfaction with Huawei products. One major issue arose in 2019 when Huawei was placed on a trade blacklist, significantly restricting its ability to conduct business in the United States. Furthermore, some widely used applications, such as Google Play Store, Gmail, YouTube, and Google Chrome, became inaccessible on Huawei smartphones, leading to consumer dissatisfaction (Moon, 2019). The U.S. restrictions on Huawei also had a notable impact on sales, as evidenced by a 41% year-on-year decline in Huawei's sales during the second quarter of 2020. Additionally, Huawei's global market share dropped to 8%, trailing behind competitors such as Apple, Samsung, and Vivo (Kharpal, 2021).

The primary objective of this study is to examine the key factors influencing consumer satisfaction with Huawei, offering valuable insights into how the company can adapt to market challenges and enhance its customer experience.

LITERATURE REVIEW

Huawei

Several studies have been conducted on Huawei, examining various aspects of its business strategy, technological advancements, and market growth. Researchers have explored Huawei's innovations and technological progress, highlighting the company's continuous expansion and development (Yeo et al., 2020). This research primarily focuses on the factors influencing Huawei's success in the market. The author emphasizes that a PEST analysis of Huawei reveals its technological edge over competitors, which has contributed significantly to its global success. Additionally, the study discusses how Huawei continues to innovate in fields such as 5G, artificial intelligence (AI), and cloud computing, all of which play a crucial role in the company's sustained growth.

Huawei's product development is heavily influenced by new product innovation. The study highlights that new product development is one of the key factors contributing to a company's competitiveness (Wang et al., 2024). Given Huawei's competition with major industry players such as Samsung, Apple, Oppo, Vivo, and Xiaomi, continuous product innovation is essential for maintaining its leadership in the technology sector. The research also emphasizes that Huawei actively involves consumers in its innovation process, incorporating user feedback to refine and develop products that better align with consumer needs and preferences.

Moreover, researchers have examined Huawei's marketing strategies and future prospects. The author focuses on a SWOT analysis, evaluating Huawei's strengths, weaknesses, opportunities, and threats (Qi, 2024). This research further explores market segmentation, positioning, and targeting strategies, aiming to enhance Huawei's marketing effectiveness and overall success. The findings indicate that Huawei must consistently invest in research and development (R&D) to meet evolving consumer demands. By prioritizing R&D, Huawei can ensure sustained consumer satisfaction and loyalty, ultimately driving continued consumption of its products and services.

Customer Satisfaction

Customer satisfaction refers to the extent to which customers are satisfied with a company's products and services. It is a key factor in determining whether a company succeeds or fails in the market (Ganatra et al., 2022). When a company effectively meets customer expectations, needs, and desires, customer satisfaction is successfully achieved. Moreover, feedback, whether positive or negative, plays a crucial role in enhancing customer satisfaction. Companies should welcome feedback as an opportunity to improve, as it provides valuable insights into areas that require enhancement. Negative feedback, in particular, helps businesses refine their products and services to better align with customer expectations. Research indicates that customer satisfaction is divided into several components, including consumption experience, individual expectations, and standards of comparison, which influence purchasing decisions and the ability of a product to fulfill consumer needs and wants (Guido, 2015). Additionally, the Knowledge-Hope Model (KHM) proposed by Peluso (2011) examines how consumers estimate product satisfaction during the consumption process, further explaining the psychological and emotional aspects of customer satisfaction.

Furthermore, customer loyalty significantly influences satisfaction. When customers purchase a product or service but feel dissatisfied, they may file complaints with the company (Arumugam et al., 2020). Addressing these complaints effectively is essential for maintaining consumer satisfaction, as it demonstrates a company's commitment to resolving issues and providing satisfactory solutions. For instance, when a company offers valuable compensation, attractive benefits, or superior customer service, it can enhance consumer satisfaction and strengthen customer loyalty. Brand loyalty, in particular, is a crucial factor in customer retention, as it reflects consumers' familiarity with a brand and their continued positive purchasing experiences with its products or services (Withers, 2024).

Researchers have also studied satisfaction as a psychological state influenced by customer desires, needs, and expectations for a product or service. Emotions, personal preferences, and expectations all contribute to the overall level of satisfaction. Moreover, research has found that customer satisfaction is shaped by several psychological and behavioral factors, including perceived value, product quality, commitment to consumers, innovation, and overall service excellence. These quality attributes serve as key indicators for measuring customer satisfaction and determining the long-term success of a company.

Based on expert perspectives and research findings, numerous factors influence customer satisfaction in relation to products and services. Brand loyalty plays a critical role in achieving high customer satisfaction, as it fosters trust and long-term engagement. Additionally, excellent customer service enhances consumer trust in a company, encouraging continued purchases. Furthermore, consistent feedback from customers allows companies to refine their products and services, ultimately improving satisfaction levels. Since experts have differing views on the key determinants of consumer satisfaction, it remains a complex and challenging goal for businesses to achieve. To sustain and enhance customer satisfaction, companies must continuously invest in innovation, improvement, research, and development to meet evolving consumer demands.

Hypotheses Development
Brand Loyalty and Consumer Satisfaction

The dynamics of how customer satisfaction translates into brand loyalty are examined in depth, highlighting the role of brand image and emotional engagement (Tahir et al., 2024). Brand image (BI) plays an important role in enhancing customer satisfaction (CS) by correcting perceived quality and value (Tahir et al., 2024). Powerful BI can meet and exceed customer expectations, provide brands with confidence, and foster trust. This relationship is particularly evident in service-oriented businesses, where tangible benefits such as experience, sociability, functionality, and appearance significantly influence satisfaction. Consumer loyalty to the brand can build an emotional connection with the company. When consumers build up loyalty to the company, they always impulse buy the company's product. Brand loyalty to the consumer can increase satisfaction and become the key factor to the success of the business (Najwan et al., 2024).

The studies have examined how satisfaction and loyalty are connected, focusing on the emotional bonds between customers and brands. Their study finds that feelings like attachment and love for a brand are crucial (Ghorbanzadeh & Rahehagh, 2020). Customers explain that initial satisfaction might draw loyalty, but deeper emotional ties really keep it strong. When customers frequently enjoy positive experiences with a brand, they start to feel a close bond and affection, which the researchers call "brand love." This emotional commitment to a brand makes customers less likely to switch to a competitor, even in the face of unattractive offers or minor complaints; for companies looking to build lasting relationships with their customers, nurturing these emotional connections is, therefore, just as important as ensuring initial satisfaction.

H1: Brand loyalty has a positive relationship with consumer satisfaction.

Innovation on Technology and Consumer Satisfaction
Technological innovation is defined as the development and application of advanced processes, products, or services meant to improve efficiency, usability, and performance by means of sophistication. Organizations must always improve their innovation to create opportunities to meet consumer needs, increase convenience, and achieve better performance (Fagerberg, 2004). Additionally, personalized consumer experiences have been transformed by technologies that employ artificial intelligence and machine learning to predict consumer preferences and provide customized recommendations (Guido, 2015). Technological developments help companies to improve operations efficiency, create new markets, and enhance services; they also favorably affect consumer happiness.

Furthermore, technological innovation is a major factor in consumer satisfaction because it directly affects consumers' views of value, efficiency, and dependability. Apart from improving performance and quality, advanced technologies provide more convenience and personalizing ability. Consumer enjoyment usually results from exceeding expectations; technical innovation is, therefore, quite important in this process (Anderson & Sullivan, 1993). Showcasing chatbots and real-time data, digital transformation in customer service improves response time and accuracy, hence raising satisfaction rates (Miels, 2023). Moreover, researchers found how technological innovation reduces mistakes and increases consistency, both of which are vital for customer satisfaction and, therefore, help to improve service delivery (Fornell et al., 1996). The flawless integration of fresh ideas into goods or services builds loyalty and confidence, hence improving consumer relationships.

H2: Innovation in technology has a positive relationship with consumer satisfaction.

Product Quality and Consumer Satisfaction

Product quality is one of the competitive advantages for marketers (Chaerudin & Syafarudin, 2021). Customer happiness and value have a direct correlation with quality. Additionally, a product's quality is determined by its capacity to satisfy explicit or implicit client needs. (Chaerudin & Syafarudin, 2021). Since product quality is one of the elements that influence consumers' decisions to purchase, several quality labels have been developed to guarantee the standard and distinctiveness of products. Additionally, customers can quickly identify high-quality products and make wiser purchasing decisions. (Šugrova et al., 2017).

Customer satisfaction is the key to a successful (Suchánek et al., 2015). The primary factor influencing customer satisfaction is product quality, which may also be used to gauge how satisfied customers are. When product quality is the determinant of customer satisfaction and satisfaction in turn influences quality, a situation occurs where a certain component influences quality and is influenced by satisfaction.

H3: Product quality has a positive relationship with consumer satisfaction.

### *Service Quality and Consumer Satisfaction*
According to the study, the process of service quality can be measured when consumers come into the shops; consumers begin to use their own experiences and insights to examine the service quality of the company and whether the product can meet their satisfaction and expectations. (Pérez-Morón et al., 2022). Companies are always focused on achieving the target sales of the products or services, which implies that service quality is not important. The thought is not correct: the company must lay emphasis on how to improve the level of service quality to increase consumer satisfaction and use the service quality as a competitive advantage to achieve business success (Maisarah et al., 2020). Service quality is a supplier's ability to meet customer expectations and improve business performance through multiple dimensions. By investigating the situation of Roban Stores, it can be concluded that managing service quality can improve customer satisfaction and loyalty (Okoye & Nwokike, 2023). Consumers repeatedly choose products or services of a specific company instead of competitors' products, influenced by product quality, price competitiveness, and customer factors such as service and overall satisfaction.

Service quality can compare the relationship between the expectations of consumers and achieving the service of the company and the actual outcome provided by the company. Higher consumer satisfaction provides a high level of commitment to the consumer (Pandey et al., 2021). Service quality and customer satisfaction have often been acknowledged as key elements drivers in the development of purchase intentions (Peng & Moghavvemi, 2015). Customers can perceive the service according to the quality of service and the overall satisfaction it experienced. If the product service quality is good, customer satisfaction will increase. By collecting customer satisfaction information, the company can find some service quality problems and attach importance to service quality and customer satisfaction to make the company more competitive. Service quality is one of the key factors that affect customer satisfaction. Moreover, the service profit chain model, in which customers played a very important role in this model. Enterprise service quality will affect customer perception and affect satisfaction (Kamakura et al., 2002).

H4: Service quality has a positive relationship with consumer satisfaction.

Figure 1 below represents the framework of this study.

Figure 1. Research Framework
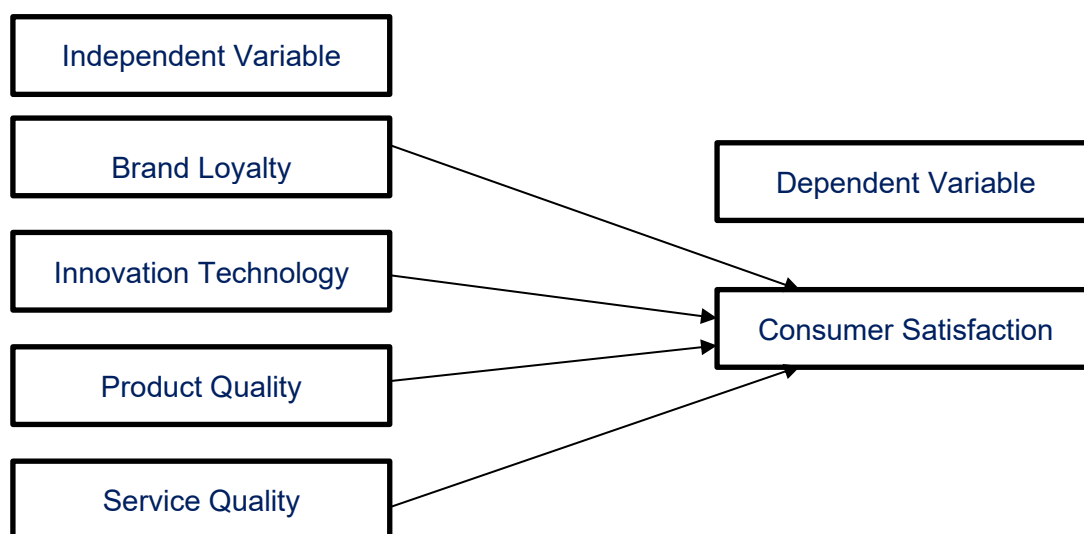
RESEARCH METHOD

This study employs a quantitative methodology to find out the results. The aim of the research method is to identify the elements influencing users' degree of happiness with Huawei products. Consumers who have bought and used Huawei devices were given a questionnaire survey. Google Forms allowed the survey to be done online. This was the way the data-collecting process was conducted. Moreover, using this approach can guarantee the gathering of answers from a pool of relevant and educated respondents. In the questionnaire, respondents' degree of satisfaction with Huawei products was measured on a five-point Likert scale such as 1 = "Strongly Disagree, 2 = "Disagree," 3 = "Neutral," 4 = "Agree," and 5 = "Strongly Agree."

Sample and Procedure
Consumers of Huawei gadgets are covered in the survey questionnaire. The researchers divided the questionnaire online by using Google Forms, who use Huawei Gadgets, and approximately 150 responses were collected from different degrees of demographic respondents. For the sampling, the researcher used convenience sampling. Convenience sampling is a non-probability sampling technique in which the numbers chosen for the sample are the ones that the researcher can reach the quickest (Nikolopoulou, 2022). Through online surveys, researchers were able to gather really a lot of data about customer viewpoints. The survey provided a thorough and unambiguous statement of the goal of the research, and those who answered were guaranteed to have their answers entirely kept private. The use of an online survey made a way to collect data faster and gave respondents the chance to be truthful in their responses. The findings that were gathered from this survey provide valuable insights into the level of satisfaction that customers have with Huawei devices and serve as a basis for making suggestions that will improve Huawei's products and services.

Measures
Table 1. Questionnaire Instrument

Section		Questions	Sources
Consumer Satisfaction on Huawei Gadgets	1	Using Huawei gadgets has been a good experience.	Adapted from Andervazh et al. (2013)
	2	The Huawei gadgets are among the best I could have bought.	

	3	The Huawei gadgets have exceeded my highest expectations.	
	4	The Huawei Gadgets are exactly what I needed.	
	5	I am sure that it was the right thing to do to buy Huawei gadgets.	
Consumer Satisfaction on Huawei Brand Loyalty	1	I would recommend Huawei to others.	Adapted from Andervazh et al. (2013)
	2	I would encourage others to use Huawei.	
	3	I use Huawei gadgets because it is the best choice for me.	
	4	In the future, I would be willing to pay a higher price for Huawei gadgets.	
	5	I would not switch to a competitor, even if I had a problem with the products and services of the Huawei gadgets.	
Innovation on Technology of Huawei Gadgets Make Consumer Satisfaction	1	Huawei company has high quality of the technology.	Adapted from Calvo-Porral et al. (2017) Adapted from Hameed et al. (2018)
	2	Huawei has a great extent of market and customer feedback into the technological innovation process.	
	3	R&D receives technology information related to Huawei gadgets, which is helpful to improve the technology to make consumer satisfaction.	
	4	Innovation in R & D contributes towards the technological success of Huawei.	
Consumer Satisfaction on Huawei's Product Quality	1	Huawei company provides you with a wide selection of products.	Adapted from Guru & Paulssen (2020) Adapted from Yuen & Chan (2010)
	2	Huawei company provides you with a wide selection of materials.	
	3	Huawei gadgets are functional.	
	4	Huawei gadgets have a long durability.	
	5	Huawei gadgets have a good performance.	
Consumer Satisfaction on Huawei's Service Quality	1	The service quality offered by Huawei is highly effective.	Adapted from Dai et al. (2015)
	2	I am pleased with the service quality offered by Huawei.	
	3	The service functionalities are delivered in a professional manner in Huawei's service for their gadgets.	
	4	The service functionalities are delivered efficiently via Huawei's service to their gadgets.	

The questionnaire consists of six sections (see Table 1). Section 1 focuses on respondents' demographics, including details such as gender, age, ethnicity, occupation, and monthly income. This section provides essential background information to help analyze consumer trends across different demographic groups.

Section 2 examines consumer satisfaction with Huawei gadgets. The goal of this section is to assess respondents' satisfaction levels regarding Huawei devices in terms of brand loyalty, technological innovation, product quality, and service quality. By analyzing these factors, researchers can determine which features of Huawei devices are most appealing to consumers and identify areas that may require improvement.

Section 3 explores consumer satisfaction in relation to brand loyalty. The primary objective of this section is to understand how different aspects of customer satisfaction

influence a consumer's commitment to the Huawei brand. Insights gained from this section can help Huawei develop effective strategies to strengthen brand loyalty and enhance customer retention.

Furthermore, Section 4 focuses on technological innovation. This part of the survey investigates respondents' experiences with Huawei devices, particularly their familiarity with Huawei's advanced technological capabilities, such as the 5G network, Huawei Share, and Nearlink technology. Understanding consumer perceptions of these innovations will provide valuable insights into how technological advancements contribute to overall satisfaction and brand perception.

Section 5 assesses product quality and its impact on consumer satisfaction. The purpose of this section is to evaluate how various product attributes—such as a diverse product selection, material quality, durability, and performance—affect customer satisfaction. The findings from this section will enable Huawei to refine its product offerings and improve the quality of its devices to better meet consumer expectations.

Lastly, Section 6 focuses on service quality and its influence on consumer satisfaction. This section aims to explore how different aspects of service quality, including customer support and after-sales services, impact overall consumer satisfaction. By analyzing this data, Huawei can implement strategies to enhance service quality, address customer concerns effectively, and ultimately increase customer satisfaction and brand loyalty.

RESULTS

Table 2. Respondents' Profile Summary (N=150)

Response	Frequency	Percentage (%)
Gender		
Male	61	40.70
Female	89	59.30
Age Group		
18 – 25	44	29.30
26 – 40	36	24.00
41 – 50	35	23.30
51 – 60	25	16.70
Above 60	10	6.70
Ethnicity		
Malay	27	18.00
Chinese	83	55.30
Indian	38	25.30
Others	2	1.30
Occupation		
Student	41	27.30
Private Sector	98	65.30
Government Sector	0	0.00
Unemployed	11	7.30
Monthly Income		
Below RM 1500	51	34.00
RM 1500 – RM 3000	21	14.00
RM 3000 – RM5000	61	40.70
Above RM 5000	17	11.30

Table 2 presents the demographic profile of the respondents. The data indicates that 40.70% (N=61) of the respondents are male, while 59.30% (N=89) are female, reflecting a higher participation rate among female respondents.

Regarding age distribution, 29.30% (N=44) of the respondents fall within the 18 to 25 age group, followed by 24.00% (N=36) in the 26 to 40 age group. Additionally, 23.30% (N=35) of the respondents belong to the 41 to 50 age category, while 16.70% (N=25) are between 51 and 60 years old. Lastly, 6.70% (N=10) of the respondents are aged 60 and above. These age groupings provide insights into the generational differences in Huawei gadget usage and consumer preferences.

The authors categorized ethnicity into four groups: Malay, Chinese, Indian, and others. The findings reveal that 18.00% (N=27) of the respondents are Malay, while the majority, 55.30% (N=83), are Chinese. Indian respondents constitute 25.30% (N=38), whereas those classified under "other ethnicities" make up the smallest proportion, at only 1.30% (N=2). This demographic breakdown helps in understanding the cultural and ethnic diversity of the sample.

Occupation is another important factor examined in the respondent profile. The results indicate that 27.30% (N=41) of the respondents are students, while 65.30% (N=98) are employed in the private sector. A smaller proportion, 7.30% (N=11), are unemployed, and no data was collected from respondents working in the government sector. This occupational distribution provides insights into the economic background of the respondents and their potential purchasing power.

Furthermore, monthly income plays a crucial role in assessing consumer purchasing behavior and their level of engagement with Huawei gadgets. The findings show that 34.00% (N=51) of the respondents earn below RM 1500 per month, while 14.00% (N=21) fall within the RM 1500 to RM 3000 income bracket. The largest proportion, 40.70% (N=61), has a monthly income between RM 3000 and RM 5000, whereas 11.30% (N=17) of the respondents earn above RM 5000. This income distribution helps analyze how financial capacity influences consumer preferences and purchasing decisions regarding Huawei products.

Table 3. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for All Study Variables

	Variables	1	2	3	4	5
1	Brand Loyalty	0.728				
2	Innovation on Technology	0.429**	0.632			
3	Product Quality	0.443**	0.624**	0.557		
4	Service Quality	0.409**	0.524**	0.574**	0.554	
5	Consumer Satisfaction	0.509**	0.340**	0.388**	0.214**	0.693
	Number of Items	5	5	5	5	5
	Mean	4.0250	4.1556	4.1433	4.0867	3.8840
	Standard Deviation	0.59412	0.55114	0.45645	0.49493	0.59360

Note: N = 150; *p < 0.1, **p < 0.05, ***p < 0.01. The diagonal entries represent Cronbach's Coefficient Alpha.

Descriptive statistics provide an overview of a dataset by measuring variability, which includes variance, minimum, maximum, and standard deviation, while central tendency measures include mean, median, and mode (Hayes, 2024). The coefficient of Cronbach's alpha is an essential assessment of internal reliability, measuring the consistency of a collection of items within a scale. It is also regarded as a measure of scale reliability (UCLA, 2021).

Moreover, zero-order correlations refer to the correlation between two variables without considering the influence of other variables. To gain deeper insights into the relationships between variables, it is useful to first examine their basic bivariate relationships before incorporating control variables in analyses involving more than two variables (Stephanie, 2018).

Table 2 presents four key variables: brand loyalty, technological innovation, product quality, and service quality. The data analysis reveals that brand loyalty and consumer satisfaction exhibit a strong significant correlation (r = 0.509**, p < .05). Additionally, technological innovation and consumer satisfaction demonstrate a moderately strong significant correlation (r = 0.340**, p < .05). Similarly, product quality and consumer satisfaction also show a moderately strong significant correlation (r = 0.388**, p < .05). Lastly, service quality and consumer satisfaction display a moderate to low significant correlation (r = 0.214**, p < .05). These findings indicate that all four variables exhibit strong reliability, as confirmed by Cronbach's alpha.

When analyzing the Cronbach's alpha table, researchers found that the Cronbach's alpha based on standardized item values exceeded the Cronbach's alpha if the item deleted value. In such cases, the items will be removed to enhance scale reliability. Following this adjustment, researchers will conduct another round of analysis on Cronbach's Alpha to ensure the internal consistency of the dataset.

Table 3. Regression Analysis

	Variables	Consumer Satisfaction
1	Brand Loyalty	0.428***
2	Innovation on Technology	0.90
3	Product Quality	0.218**
4	Service Quality	-0.134*
Adjusted R^2		0.285
F value		15.873
Durbin-Watson Statistic		1.854

Note: N = 150; *P < 0.1, **p < 0.05, ***p < 0.01.

Regression analysis is a set of methods used to estimate the relationship between multiple independent variables and a dependent variable. It helps assess the degree of correlation between variables and models their future relationships (Beers, 2024). Adjusted R-squared provides a more accurate representation of this association by accounting for the number of independent variables added to a specific model when comparing it against the stock index (Investopedia, 2022).

A value on the F distribution is known as the F-value, which is produced by various statistical tests. The statistical significance of the test can be determined using this value (IBM Cognos Analytics, 2024). Moreover, the Durbin-Watson (DW) statistic is used to check for autocorrelation in the residuals of a statistical model or regression study. The Durbin-Watson statistic ranges from 0 to 4, where a value of 2.0 indicates no autocorrelation. Values between 0 and less than 2 indicate positive autocorrelation, while values between 2 and 4 suggest negative autocorrelation (Kenton, 2019).

Table 3 presents the regression results, revealing that brand loyalty has a positive and significant relationship with consumer satisfaction. Specifically, for every one-unit increase in brand loyalty, consumer satisfaction increases by 0.428 units on average. This finding underscores the strong and reliable impact of brand loyalty on customer satisfaction. Moreover, technological innovation does not exhibit a significant relationship

with consumer satisfaction. While the coefficient (0.90) is relatively high, its lack of statistical significance suggests that technological innovation may not be a reliable predictor of consumer satisfaction. This could indicate that its effect in this model is weaker or inconsistent.

Additionally, product quality demonstrates a positive and significant relationship with consumer satisfaction. A one-unit increase in product quality results in an average increase of 0.218 units in consumer satisfaction, emphasizing the critical role of high-quality products in driving customer satisfaction. Lastly, service quality shows a negative but statistically insignificant relationship with consumer satisfaction. Although the coefficient for service quality is negative, its lack of significance implies that it does not reliably predict changes in consumer satisfaction. This may suggest that service quality has a minimal or context-dependent impact in this particular study.

Furthermore, the adjusted R-squared value is 0.285, indicating that approximately 28.5% of the variance in consumer satisfaction can be explained by the predictors—brand loyalty, technological innovation, product quality, and service quality. This suggests a moderate model fit, implying that other unaccounted factors may also influence consumer satisfaction. The F-value is 15.873, which is statistically significant, indicating that at least one of the predictors contributes meaningfully to explaining consumer satisfaction. The Durbin-Watson statistic is 1.854, which is close to 2.0, suggesting that there is likely no significant autocorrelation in the residuals.

Notably, the service quality of Huawei gadgets does not exhibit a significant relationship with consumer satisfaction, leading to the rejection of hypothesis H4. The summarized output of the hypothesized model is provided in Figure 2.

Figure 2. Hypothesized Model
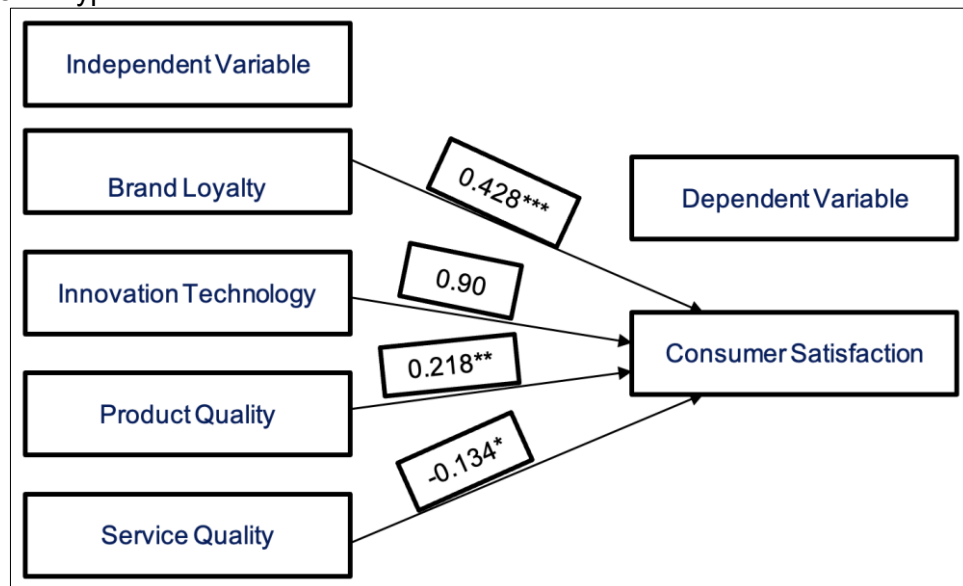
DISCUSSION

The purpose of this study is to examine how various factors influence consumer satisfaction with Huawei. This study investigates four hypotheses: brand loyalty has a positive relationship with consumer satisfaction (H1), technological innovation has a positive relationship with consumer satisfaction (H2), product quality has a positive relationship with consumer satisfaction (H3), and service quality has a positive

relationship with consumer satisfaction (H4). After conducting the analysis and interpreting the results, it was found that H1 and H3 are supported, whereas H2 and H4 are not supported.

The findings of this study indicate that brand loyalty and product quality significantly impact consumer satisfaction with Huawei gadgets. Among these factors, brand loyalty emerges as the most dominant determinant of consumer satisfaction. A well-structured loyalty program can significantly influence customer retention and satisfaction. A study conducted by Bond Brand Loyalty found that approximately 79% of consumers agree that loyalty programs encourage them to continue purchasing products from the brand (Hure, 2024). Moreover, brand loyalty and consumer satisfaction are crucial factors in achieving business success (Andervazh et al., 2013). Higher levels of consumer satisfaction directly contribute to increased company profits and greater customer lifetime value (Hure, 2024). Furthermore, maintaining consumer happiness is essential for building strong brand loyalty. When consumers remain satisfied with a brand's products, their loyalty strengthens, which in turn enhances overall consumer satisfaction (Success.ai, 2023). This study further confirms that consumer satisfaction can be reinforced when customers exhibit strong brand loyalty. Loyal consumers tend to develop a deeper attachment to the brand, fostering a greater sense of trust and satisfaction (Thakur, 2024).

Additionally, product quality is identified as the second most influential factor affecting consumer satisfaction. Consumer satisfaction is closely linked to product quality, as it directly impacts product performance. When product quality meets consumer expectations, customers experience higher levels of happiness and satisfaction and perceive the brand as offering superior-quality products (Sambo et al., 2022). According to Insight Team (2022), consumer satisfaction and product quality are inextricably linked. When a product effectively meets consumer needs, it is regarded as high-quality, leading to increased consumer satisfaction. This study also highlights the importance of product quality as a key success factor for companies. Delivering high-quality products enhances consumer happiness and satisfaction. Research findings indicate that 74% of consumers consider product quality to be the most critical factor in maintaining brand loyalty and ensuring consumer satisfaction (Yaqub, 2024). A high-quality product sends a strong positive signal to consumers, reassuring them that the product meets their needs and expectations while fostering trust in the brand. When consumers trust a brand's commitment to maintaining product quality, they are more likely to make repeat purchases (Tigernix, 2024).

In this study, researchers found that technological innovation and service quality do not significantly impact consumer satisfaction. While innovation in technology can strengthen a company's relationship with consumers, its direct influence on satisfaction appears limited. For instance, a consumer management system allows companies to analyze consumer needs and preferences, enabling product personalization and customization to better align with consumer expectations (Insight Team, 2024). However, while such innovations provide a platform for companies to better understand their consumers, they do not necessarily translate into fully achieving consumer satisfaction.

Furthermore, a high level of service quality can contribute to increased sales. Companies that provide excellent service quality encourage repeat purchases, as satisfied customers are more likely to return. The higher the service quality, the greater the sales revenue a company can generate (Indeed, 2021). Additionally, service quality enhances a company's responsiveness, which plays a crucial role in fostering consumer loyalty and long-term business success. Effective service quality enables companies to promptly address consumer concerns, issues, and feedback, thereby strengthening

consumer trust (Indeed, 2021). However, while service quality significantly impacts consumer loyalty, its direct effect on consumer satisfaction appears less pronounced. The study's conflicting findings regarding consumer satisfaction, technological innovation, and service quality, combined with the relatively small sample size, could be a contributing factor to these results.

Overall, brand loyalty and product quality have a significant impact on consumer satisfaction with Huawei gadgets. Loyalty programs that offer attractive rewards and benefits reinforce consumer engagement and satisfaction. Additionally, Huawei's product quality contributes to higher consumer satisfaction through features such as long-lasting battery life, advanced functionalities, and enhanced durability. In contrast, technological innovation and service quality do not show a significant effect on consumer satisfaction. To address this, Huawei should enhance its technological innovations to better align with consumer expectations. Similarly, continuous improvements in service quality are essential. This could involve consulting professional firms or adopting strategic approaches used by competitors to optimize service delivery and improve customer experience.

CONCLUSION

This article analyzes the impact of four key factors—brand loyalty, technological innovation, product quality, and service quality—on consumer satisfaction with Huawei. The findings indicate that brand loyalty and product quality have significant and positive effects on consumer satisfaction, highlighting that establishing strong brand loyalty and delivering high-quality products are essential strategies for enhancing consumer satisfaction. Moreover, brand loyalty not only encourages repeat purchases but also fosters long-term consumer commitment through emotional attachment. High-quality products effectively meet consumer needs while strengthening brand competitiveness and trust in the market.

Although technological innovation is often considered a crucial driver for Huawei's market leadership, this study reveals that it does not play a significant role in predicting consumer satisfaction. This may suggest that consumers' actual experiences with technological advancements have not yet translated into a substantial improvement in satisfaction.

Based on a questionnaire survey of 150 consumers combined with multivariate regression analysis, this study provides an in-depth understanding of the factors influencing consumer satisfaction. The results confirm that brand loyalty and the perception of high-quality products are central to improving satisfaction levels. However, for technological innovation to have a greater impact, it must be more effectively aligned with consumers' actual needs to unlock its full potential. Additionally, while service quality did not demonstrate a direct significant effect in this study, it may indirectly influence overall consumer experience through other variables, making it an area that still requires further attention and optimization.

Overall, this study underscores that in today's highly competitive global market, Huawei must prioritize accurately understanding consumer needs and enhance consumer satisfaction and loyalty by reinforcing brand positioning and continuously improving product quality. At the same time, the company should reassess the role of technological innovation and service quality from a strategic perspective, identifying the most effective ways to convert technological advancements into tangible consumer value. Strengthening these aspects will not only solidify Huawei's market position but also

provide valuable insights for other companies seeking sustainable growth in an evolving business environment.

Looking ahead, Huawei must continuously enhance its technology, brand image, product offerings, and service quality to further elevate consumer satisfaction. A higher level of consumer satisfaction will serve as a key competitive advantage, distinguishing Huawei from its rivals. Furthermore, Huawei should invest in improving service quality by consulting industry experts and adopting best practices to enhance consumer experiences. In terms of technological innovation, the company can benefit from analyzing competitor strategies and learning from global advancements to drive innovation and maintain long-term success in the international market.

LIMITATION
The data collection for this research focuses on a specific region, possibly Malaysia or a neighboring country, which limits its representativeness in capturing Huawei's consumer satisfaction on a global scale. Consumer preferences and expectations vary significantly across different regions due to diverse cultural backgrounds, market environments, and religious influences. However, the impact of these factors on consumer satisfaction is not fully explored in this study.

Additionally, the data collection was conducted at a single point in time, making it unable to reflect changes in consumer satisfaction over an extended period. Huawei's product launches, technological advancements, and adjustments in market strategies could have influenced consumer satisfaction, but these potential shifts were not captured due to the study's cross-sectional nature. A longitudinal approach would have provided deeper insights into how consumer satisfaction evolves over time in response to these factors.

Another limitation of this study is its relatively small sample size, which does not encompass a broad spectrum of consumer groups worldwide. As a result, the findings may not be generalizable to Huawei users in different global markets with varying economic, social, and technological conditions. Furthermore, while the study primarily focused on four key factors—brand loyalty, technological innovation, product quality, and service quality—it did not account for other critical elements, such as pricing strategies, promotional efforts, and competitive positioning, which also play significant roles in shaping consumer satisfaction.

Moreover, the study relied exclusively on quantitative analysis without incorporating qualitative research methods. While quantitative data provides measurable insights, the absence of qualitative analysis limits a deeper understanding of consumers' real experiences, perceptions, and expectations. A mixed-methods approach, integrating both quantitative surveys and qualitative interviews, could have offered a more comprehensive perspective on the factors influencing consumer satisfaction.

In conclusion, while this study provides valuable insights into the key drivers of Huawei's consumer satisfaction, its limitations highlight the need for future research to adopt a broader geographical scope, a larger sample size, longitudinal data collection, and a more comprehensive analytical approach. Incorporating additional influencing factors and qualitative perspectives would contribute to a more holistic understanding of consumer behavior and satisfaction with Huawei products across diverse markets.

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