

## GAMING SMARTPHONE'S BRAND PERSONALITY: AN EMPIRICAL STUDY OF BLACK SHARK SMARTPHONE IN INDONESIA

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**Abstract** – This study aims to investigate the impact of brand personality, product quality, price, and online promotion on customer loyalty towards the Black Shark gaming smartphone. Data was collected through questionnaires, employing a quantitative research methodology. Statistical analysis was conducted using SPSS software. The target population consisted of individuals who have used the Black Shark gaming smartphone. Non-probability purposive sampling was employed, and a total of 111 respondents participated in the study, representing an unknown population in Indonesia. Multiple linear regression analysis was employed to examine the relationship between the dependent variable and two or more independent variables. The findings indicate that product quality and online promotion do not have a significant influence on customer loyalty. However, brand personality and price were found to have a significant impact on customer loyalty towards the Black Shark gaming smartphone. Additionally, the study revealed that brand personality, product quality, price, and online promotion collectively influence customer loyalty towards the Black Shark gaming smartphone. Consequently, by enhancing brand personality, improving product quality, maintaining competitive pricing, and intensifying online promotion, companies can effectively enhance customer loyalty towards the Black Shark gaming smartphone.

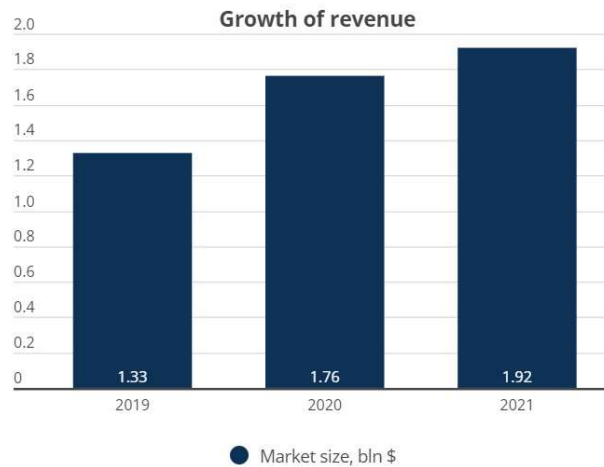
**Keywords:** *Brand Personality, Customer Loyalty, Price, Product Quality, Online Promotion*

### Introduction

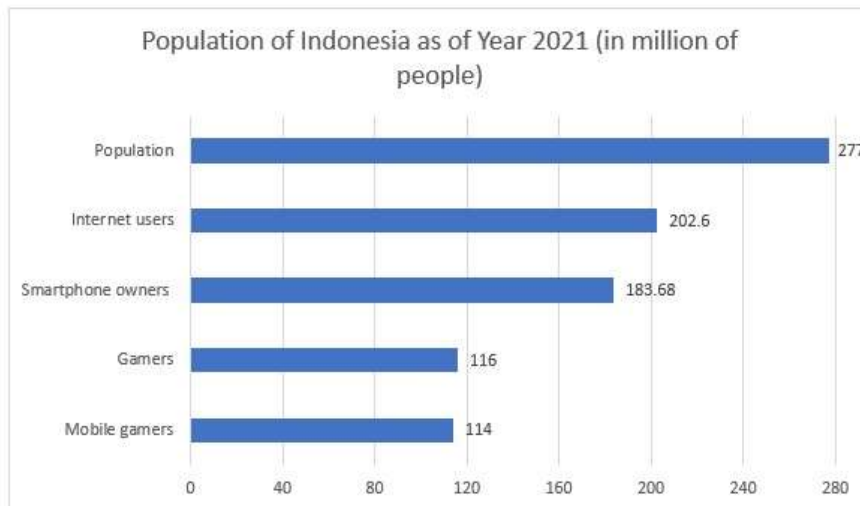
The role of technology is very dominant along with the demand for fast information exchange. One of the technologies that is progressing very rapidly is *smartphone*. Intensely developing technology has triggered smartphone breakthroughs made by various companies to offer innovative features, thus creating various types of smartphones with different reputations. People are more interested in using smartphones than other communication tools because they can be used anywhere when users need it (Vernando, 2018). The advantages of smartphones over other communication tools are sophisticated operating systems, high processing speeds, modern multimedia devices, internet connection facilities and touch screens (Mawarpury et al., 2020).

Among the types of smartphones used, gaming smartphones are special smartphones to fulfill the desires of game lovers, both heavy and light games. They use smartphones to play games compared to other functions. The criteria for gaming smartphones are obtained from the various needs of gamers for the games they play. Each game requires different specifications to be able to operate, as well as gaming smartphones with various specifications following the perception of gamers' comfort in operating various games on their smartphones as the adoption of the term of gaming smartphones.

The SensorTower reports that the number of global mobile game downloads during the Covid-19 pandemic jumped 36.9% from the first to the third quarter of 2020 with the total value reached 42.7 billion downloads (Annur, 2020). The emergence of boredom with abnormal situations during the Covid-19 pandemic caused a significant increase in online game users (Ferdian & Wulandari, 2021). Online games eliminate the boredom of the player both in daily activities and spare time, playing online games is in demand and becomes a lifestyle (Manik et al., 2021).



**Figure 1.1. Market Size of Gaming Market in Indonesia (billion US\$)**  
Source: Games (2022)



**Figure 1.2 Mobile Gamers Population in Indonesia as of January 2021**  
Source: Games (2022)

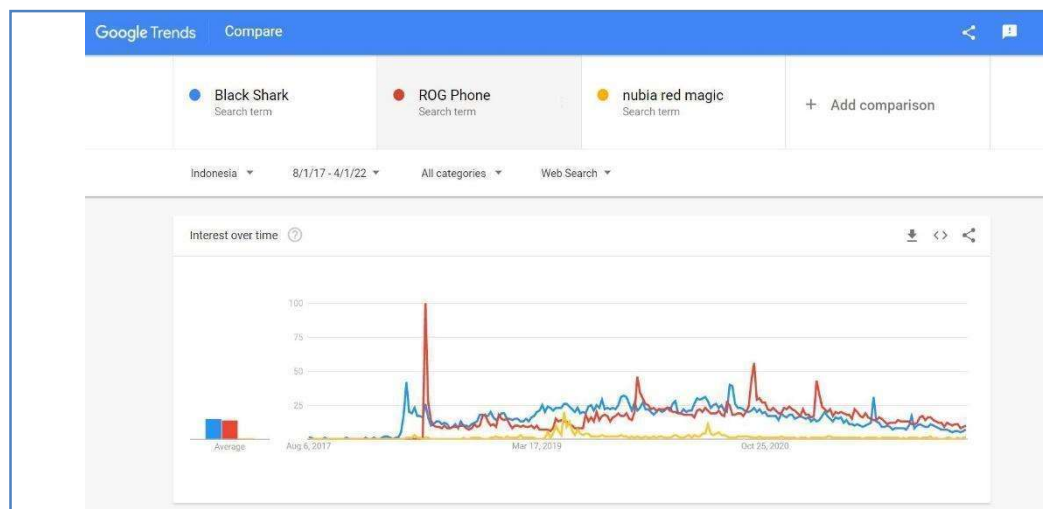
Indonesia, where 43% of all players in the region are based, is largely responsible for the growth of the eSports industry in Southeast Asia as well as the biggest gaming market in Southeast Asia and ranks 16th in the globe. The value of sales at the end of 2021 was \$1.92 billion USD as shown in Figure 1.1 (Games, 2022).

By 2025, 89.2% of Indonesians are expected to own smartphones. In rural areas, smartphone usage has also increased, rising from 47.3% in 2015 to almost 55% in 2019. Figure 1.2 shown that there were 202.6 million internet users in Indonesia as of January 2021 and 114 million are considered themselves as mobile gamers (Games, 2022).

Hence, owning a mobile gaming phone is quite necessity for most gamers as the choice in purchasing a mobile phone product is now available with various choices ranging from brands, features, specifications and so on (Zaki et al., 2018). However, some games require a smartphone with special specifications to run smoothly. Consumers always evaluate the

performance of a product, which can be seen from the product's ability to create product quality with all its specifications (Hadita et al., 2020).

Black Shark is a smartphone that is specially prepared for gamers who need fierce specifications and has a cooling system that can neutralize excess heat when playing games. Nanchang Black Shark Technologies Co., Ltd launched their first gaming smartphone in 2018. Apart from launching a gaming smartphone, Black Shark also provides gaming accessories such as cooling fans, Gamepads and other gaming accessories. Even though Black Shark is a fresh company, they are capable in the Asian market and compete with gaming smartphones belonging to well-known companies such as Asus with their ROG Phone.



**Figure 1.3 Black Shark Interest Over Time in Indonesia in 2022**

*Source: Trends.google.com (2022)*

Figure 1.3 shows the search interest over time for the Black Shark, ROG Phone, and Nubia Red Magic. Black Shark first experienced an increase in March 2018 and was followed by Asus ROG Phone in May 2018. The Black Shark with interest over time data was higher than its competitors and lasted for approximately two years until September 2020 the interest point declined, and ROG Phones are becoming more popular today. This shows a decrease in interest in the Black Shark which only increases at the launch of a new smartphone. Meanwhile, based on Google Trends data, Nubia Red Magic smartphone does not appear to be in demand in Indonesian market.

The decrease in search interest points is one of the considerations in conducting this research and prove the variables that affect customer loyalty of Black Shark. Kotler & Armstrong (2016) state that customer loyalty is a repeat purchase made by a customer due to a commitment to the brand or company. However, in this study, researchers will adapt several variables and use brand personality, product quality, price, and online promotion as independent variables.

Based on the background of the research, there are plenty research that focus on smartphones, but less in gaming smartphone. With the number of mobile gamers in Indonesia has doubled, Tencent company planning to acquire Black Shark, and AnTuTu as a benchmark application that is widely used and trusted to test the ability of a smartphone has defined the Black Shark 4 Pro as the fastest smartphone in the world. Unfortunately, it does not have a

significant impact on Black Shark's search interest on Google Trends in Indonesia, which shows a graph of a constant decline since September 2020. Therefore, the decrease in search interest points become the considerations in conducting this research and to analyze the reason why Black Shark's interest has become less desirable in Indonesia. Therefore, revealing the indications of the case is expected could show the cause of the low level of customer loyalty on Black Shark smartphone and researchers are encouraged to conduct research based on this phenomenon. The researchers focus on Black Shark smartphones to see how strong the influence of brand personality, product quality, price, and online promotion on its customer loyalty.

## LITERATURE REVIEW

### Brand Personality

Hawkins & Mothersbaugh (2010), the researchers who investigated on the Whirlpool brand, gave conclusions about brand personality:

1. Consumers have assigned a human personality to a brand even though the brand did not set it, or the characteristics were not intended by the marketers.
2. Brand personality creates an expectation about the key characteristics, benefits, performance, and related services.
3. Brand personality often establishes a long-term relationship with the brand.

Based on the previous understanding, the researchers conclude that brand personality is a characteristic tendency that represents the consumer's personality described by the attached brand. So, when a brand personality is built, an important factor that must be considered is whether there is a closeness between the brand personality and the target market.

Aaker (1997) has developed a brand personality dimension which is a framework for describing and measuring brand personality in five core dimensions. The following are dimensions of brand personality:

1. Sincerity. In sincerity there is authenticity in the product, honesty in the quality of the product, and there are similarities between brands with simple characteristics. The sincerity dimension reflects how the brand really shows consistency in meeting the needs, desires, and expectations of consumers.
2. Excitement. Excitement dimension shows characteristics that are high-spirited, contemporary, imaginative, cool, passionate, enthusiastic, and innovative. In this dimension, it can be seen how a brand can provide pleasure for its users.
3. Competence, this dimension indicates that a brand has the ability to demonstrate its existence or presence in the market.
4. Sophistication, this dimension refers to how a brand provides value to its users, explains how a brand can create satisfaction and pride.
5. Ruggedness, this dimension shows how a brand is able to survive in the midst of competition with other brands. Characters in this dimension are brands that are associated with the benefits in supporting outdoor activities and product strengths.

### Product Quality

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The definition of product according to Kotler & Armstrong (2016), is anything that can be offered to the market in order to get attention, be purchased, used, or consumed that can satisfy a need. While quality is the degree to which a product or service meets or surpass customer expectations (Das Guru & Paulssen, 2020).

The previous definition can be concluded that the quality of a product is a good or bad level of products consisting of all the factors attached to goods or services. By providing good quality, the expectations of satisfied customers will open up opportunities for loyal customers.

Product quality determines when someone buys the product. According to Garvin (1987), there are eight dimensions of product quality, which are performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality.

### **Price**

Price is something related to the value and quality perceived by consumers (Wang, 2019). According to Tjiptono (2015), price can be defined as the amount of money or other aspects that contain a certain utility needed to get a product. Based on the previous understanding, the researchers conclude that the price is several expenses incurred by consumers to obtain ownership rights to the product, the price also helps consumers in obtaining satisfaction with the quality of the product.

In general, the purpose of pricing is to gain company profits, but in conditions of intense competition, the goal of obtaining maximum profit will be difficult to achieve. Setting goals based on price is something that is flexible, can be changed in line with market prices.

### **Online Promotion**

Online promotion can be defined as an action or promotional effort to reach target customers by utilizing online media (Mustafi & Hosain, 2020). This definition is in line with the Kotler & Keller (2016) statement that online promotion is a company's effort to convey information, communicate, promote, and sell products and services via the internet.

Based on the previous understanding, the researchers can conclude that online promotion is an effort to utilize internet media such as social media and webpage advertisement in reaching target customers with attractive promotions and information.

Online promotion is able to build and sustain relationships with customers by sharing information, interacting, and recommending products (Suharto et al., 2022). Meanwhile, according to Hasan (2018), online promotion has advantages, namely low costs, strong individual position, very intensive interaction, retaining consumers, having partners with fellow consumers, and statistical measurement. On the other hand, the disadvantages of online promotion are mass collaboration or social networks, intangible goods, security of privacy of consumers, and certainty of consumers.

### **Customer Loyalty**

Customer loyalty can be defined as repeat purchases and deep associations by customers with the company (Cheema et al., 2019). Accordingly, Kotler & Armstrong (2016) stated that customer loyalty is a repeat purchase made by a customer due to a commitment to the brand or company.

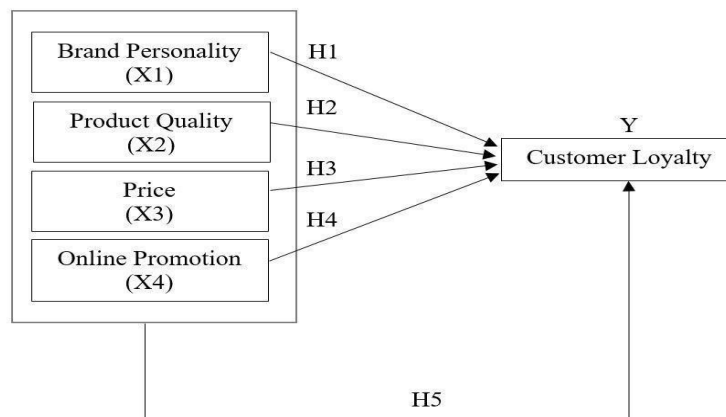
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Based on the previous understanding, the researchers can conclude that customer loyalty is the loyalty of parties who use products or services both for their own needs and for other parties and continue to subscribe to a company in the long term by voluntarily buying products or services repeatedly.

Customer loyalty takes various forms and has levels. Oliver (2014) divides customer loyalty into several level, such as: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty.

### Theoretical Framework

According to Sugiyono (2015), the theoretical framework is a relationship that connects theoretically betwixt the independent variable and the dependent variable that is observed or measured in the implementation of research. In this research, the variable dependent describes customer loyalty, while the brand personality, product quality, price, and online promotion are explained as the independent variables (Figure 2.1).



**Figure 2.1 Theoretical Framework**

*Source: Adapted by Researchers (2022)*

### Method

The researchers used a quantitative approach and the sampling technique in this study used non-probability purposive sampling. For this research, the focus population is the people who have ever used Black Shark gaming smartphone in Indonesia especially those aged 16 – 64 years old. The data collection technique used by the researchers in this study is a questionnaire in google form which is distributed through social media platforms such as WhatsApp, Line, Facebook, and Instagram.

The instruments in this study is built from Aaker (1997) for brand personality, by Garvin (1987) for product quality, by Kotler & Armstrong (2016) for price, by (Ristania & Jerry, 2013) for online promotion, and by Griffin (2012) for customer loyalty.

Data were analyzed using multiple linear regression analysis to examine the relationship between two or more independent variables and the dependent variable. Test necessary validity and reliability instruments in the context of consistency across the parts of a measuring instrument (Taherdoost, 2016).

**Results and Discussions**

Data was collected from March to June 2022 which resulted in 111 valid respondents. The 111 respondents are consisting of 73 males with a percentage of 66%, and 38 females reaching 34%. The most respondents were 36 respondents aged 21-26 years and the least are 14 respondents aged >36 years old. The questionnaire also found out that the majority monthly expense was Rp1,000,001 - Rp3,000,000 by 45 respondents and the least is 8 respondents with ≤ Rp 1,000,000.

**Table 4.1 Multicollinearity Test**

Collinearity Statistics		
Model	Tolerance	VIF
Brand Personality	0.813	1.230
Product Quality	0.784	1.276
Price	0.764	1.309
Online Promotion	0.901	1.110

*Source: Data Processing SPSS 26 (2022)*

Based on table 4.1 above, it can be determined from the outcomes of the multicollinearity statistics analysis that in the regression model there is no multicollinearity. These results show that the value of each tolerance of each variable > 0.01 (10%) and the VIF value of each variable < 10. This result shows that the variable is free from the classical assumption of multicollinearity because the result is smaller than 10.

**Table 4.2 Heteroscedasticity Test**

Independent Variable	Sig (2-tailed)	Status
Brand Personality	0.338	Non-Heteroscedasticity
Product Quality	0.573	Non-Heteroscedasticity
Price	0.448	Non-Heteroscedasticity
Online Promotion	0.907	Non-Heteroscedasticity

*Source: Data Processing SPSS 26 (2022)*

The results of table 4.2 above show that all tested variables are greater than 0.05 (5%) or do not contain heteroscedasticity. This means that there is no correlation between the amount of residual data so that the enlarged data does not cause the residual to become even larger.

**Table 4.3 Multiple Regression Analysis**

Coefficients <sup>a</sup>
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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.648	2.025		2.295	0.024
	BP	0.172	0.067	0.236	2.569	0.012
	PQ	0.095	0.058	0.154	1.644	0.103
	PR	0.223	0.090	0.235	2.484	0.015
	OP	0.144	0.105	0.120	1.372	0.173

Source: Data Processing SPSS 26 (2022)

The data analysis method used in this examination is multiple regression model. Multiple linear regression analysis was used to discover the effect between two or more independent variables and the dependent variable. Based on the table 4.3 above, the regression equation can be developed to decide the influence of brand personality, product quality, price, and online promotion on customer loyalty.

$$Y = 4.648 + 0.172 \text{ Brand Personality} + 0.095 \text{ Product Quality} + 0.223 \text{ Price} + 0.144 \text{ Online Promotion}$$

The detailed description means as follows:

1. The constant value is 4.648, meaning that if the brand personality, product quality, price, and online promotion do not change, Black Shark's customer loyalty is 4.648.
2. The brand personality value is 0.172, it indicates that when the brand personality (X1) increases by 1% assuming the product quality (X2), price (X3), online promotion (X4), and constant (a) are 0, then customer loyalty of Black Shark gaming smartphone increases to 0.172. This determines that the brand personality has a positive contribution to Black Shark customer loyalty, so the better the brand personality provided by Black Shark, the more customer of Black Shark's loyalty will increase.
3. The product quality value is 0.095, it indicates that when the product quality (X2) increases by 1% assuming the brand personality (X1), price (X3), online promotion (X4), and constant (a) are 0, then customer loyalty of Black Shark gaming smartphone increases to 0.095. This determines that the product quality has a positive contribution to Black Shark customer loyalty, so the better the product quality provided by Black Shark, the more customer of Black Shark's loyalty will be increase.
4. The price value is 0.223, it indicates that when the price (X3) increases by 1% assuming the brand personality (X1), product quality (X2), online promotion (X4), and constant (a) are 0, then customer loyalty of Black Shark gaming smartphone increases to 0.223. This determines that the price has a positive contribution to Black Shark customer loyalty, so the more affordable the price provided by Black Shark, the more customer of Black Shark's loyalty will be increase.
5. The online promotion value is 0.144, it indicates that when the online promotion (X4) increases by 1% assuming the brand personality (X1), product quality (X2), price (X3), and constant (a) are 0, then customer loyalty of Black Shark gaming smartphone increases to



0.144. This determines that online promotion has a positive contribution to Black Shark customer loyalty, so the more online promotion provided by Black Shark, the more customer of Black Shark's loyalty will be increase.

T-test basically aims to discover how far the individual influence of independent variable on the dependent variable in a study. In conducting the partial T-test, decision making can be done by referring to the Sig value (significance 5% or 0.05). The outcomes of the analysis obtained are as follows:

1. Brand Personality (X1) toward customer loyalty (Y).

$H_{01}: \beta_1 = 0$ , then there is no effect of brand personality (X1) on customer loyalty (Y) of Black Shark gaming smartphone.

$H_{a1}: \beta_1 \neq 0$ , then there is an effect of brand personality (X1) on customer loyalty (Y) of Black Shark gaming smartphone.

Brand Personality (X1) has a t-calculate value of 2.569. It is bigger than the t-table (1.982) and the Sig t (0.012) is smaller than 5% (0.05). So that the research hypothesis testing for  $H_{01}$  is rejected and  $H_{a1}$  is accepted. This explain that the brand personality (X1) has a direct influence on customer loyalty (Y).

2. Product Quality (X2) toward customer loyalty (Y).

$H_{02}: \beta_2 = 0$ , then there is no effect of product quality (X2) on customer loyalty (Y) of Black Shark gaming smartphone.

$H_{a2}: \beta_2 \neq 0$ , then there is an effect of product quality (X2) on customer loyalty (Y) of Black Shark gaming smartphone.

Product Quality (X2) has a t-calculate value of 1.644 It is smaller than the t-table (1.982) and the Sig t (0.103) is bigger than 5% (0.05). So that the research hypothesis testing for  $H_{02}$  is accepted and  $H_{a2}$  is rejected. This explain that the product quality (X2) has no direct influence on customer loyalty (Y).

3. Price (X3) toward customer loyalty (Y).

$H_{03}: \beta_3 = 0$ , then there is no effect of price (X3) on customer loyalty (Y) of Black Shark gaming smartphone.

$H_{a3}: \beta_3 \neq 0$ , then there is an effect of price (X3) on customer loyalty (Y) of Black Shark gaming smartphone.

Price (X3) has a t-calculate value of 2.484. It is bigger than the t-table (1.982) and the Sig t (0.015) is smaller than 5% (0.05). So that the research hypothesis testing for  $H_{03}$  is rejected and  $H_{a3}$  is accepted. This explain that the price (X3) has a direct influence on customer loyalty (Y).

4. Online Promotion (X4) toward customer loyalty (Y).

$H_{04}: \beta_4 = 0$ , then there is no effect of online promotion (X4) on customer loyalty (Y) of Black Shark gaming smartphone.

$H_{a4}: \beta_4 \neq 0$ , then there is an effect of online promotion (X4) on customer loyalty (Y) of Black Shark gaming smartphone.

Online Promotion (X4) has a t-calculate value of 1.372 It is smaller than the t-table (1.982) and the Sig t (0.173) is bigger than 5% (0.05). So that the research hypothesis testing for

$H_{04}$  is accepted and  $H_{a4}$  is rejected. This explain that the online promotion (X4) has no direct influence on customer loyalty (Y).

The F test is applied to discover the effect of the independent variables on the dependent variable in a study simultaneously or together. In the F test, this study will use a significance value of 5% or 0.05. Table 4.4 shows the strength of the relationship that occurs between all independent variables on the dependent variable.

**Table 4.4 F-Test**

ANNOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	216.745	4	54.186	10.062	0.000 <sup>b</sup>
	Residual	570.840	106	5.385		
	Total	787.586	110			

*Source: Data Processing SPSS 26 (2022)*

The result of analysis determine the F value is 10.062 with the significance value of 0.000. The F-calculated value (10.062) which is bigger than F-table (2.463) and Sig F (0.000) that smaller than (0.05) shows that  $H_a$  is accepted and  $H_0$  is rejected, this explain that brand personality, product quality, price, and online promotion have a simultaneous effect on customer loyalty of Black Shark gaming smartphone.

### **Interpretation Result of Brand Personality toward Customer Loyalty**

The results show that the brand personality variable has a positive and significant effect on customer loyalty for gaming smartphones Black Shark in Indonesia. This condition can be seen from the brand personality variable coefficient which is 2.569 and a significance of 0.012 (less than 0.05). In this study, it is shown that Black Shark customer loyalty is determined by the brand personality of the smartphone. If brand personality is an important factor in increasing customer loyalty, then it concerns the dimensions of sincerity, excitement, competence, sophistication, and rudeness. This provides empirical evidence that brand personality will affect customer loyalty to Black Shark gaming smartphones in Indonesia.

The outcomes of this study are in obedience to the research conducted by Anita (2019). It is explained that brand personality shows a positive relationship with the customer loyalty. This condition may occur because under normal conditions, customers will choose products that are in line with their characteristics in terms of glamorous, cool, masculine, confident, and other factors that cause customers to continue to choose these products even though competitors offer superior ones.

### **Interpretation Result of Product Quality toward Customer Loyalty**

The results show that the product quality variable has no positive and significant effect on customer loyalty for gaming smartphones Black Shark in Indonesia. This condition can be seen from the product quality variable coefficient which is 1.644 and a significance of 0.103 (more than 0.05). In this study, it is shown that Black Shark customer loyalty is not determined by the product quality of the smartphone. If the product quality is not an important factor in

increasing customer loyalty, then it also involves negative values for the dimensions of performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. This provides empirical evidence that product quality is not affect customer loyalty to Black Shark gaming smartphones in Indonesia.

The outcomes of this study are different and not in obedience to the research conducted by Rua et al. (2020) which shows a positive effect of product quality on customer loyalty. However, the results of this study indicate that Black Shark customer loyalty will not be affected by the quality of the smartphone. This condition may occur because under normal conditions, customers who choose products with lower prices and prefer products that match their characteristics must be ready to accept all risks, such as smartphone quality that is not good in terms of materials, durability, limited-service center and other factors that cause customers still choose the product.

### **Interpretation Result of Price towards Customer Loyalty**

The results show that the price variable has a positive and significant effect on customer loyalty for gaming smartphones Black Shark in Indonesia. This condition can be seen from the price variable coefficient which is 2.484 and a significance of 0.015 (less than 0.05). In this study, it is shown that Black Shark customer loyalty is determined by the price of the smartphone. If the price is an important factor in increasing customer loyalty, then it concerns the dimensions of affordability of price, price matches with the quality, and price competitiveness. This provides empirical evidence that price will affect customer loyalty to Black Shark gaming smartphones in Indonesia.

The outcomes of this study are in obedience to the research conducted by Cherlin et al. (2021). It is explained that price shows a positive relationship with the customer loyalty. This condition may occur because under normal conditions, customers will choose products at prices that are in line with their abilities and expenses, both in terms of cheapness, quality that matches prices, price competitiveness and other factors that cause customers to continue to choose these products even though competitors offer superior ones.

### **Interpretation Result of Online Promotion towards Customer Loyalty**

The results show that the online promotion variable has no positive and significant effect on customer loyalty for gaming smartphones Black Shark in Indonesia. This condition can be seen from the online promotion variable coefficient which is 1.372 and a significance of 0.173 (more than 0.05). In this study, it is shown that Black Shark customer loyalty is not determined by the online promotion of the smartphone. If the online promotion is not an important factor in increasing customer loyalty, then it also involves negative values for the dimensions of promotion range, upload quantity, and message quality. This provides empirical evidence that online promotion is not affect customer loyalty of Black Shark gaming smartphones in Indonesia.

The outcomes of this study are different and not in obedience to the research conducted by Yadav & Rahman (2018) which promotion through online social media shows a positive relationship with the customer loyalty. However, the results of this study indicate that Black Shark customer loyalty will not be affected by the online promotion of the smartphone. This

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conditions may occur because under normal conditions, customers who choose products with lower prices and prefer products that match their characteristics must have satisfied their desires and even though the product has a promotion then it is only a bonus or gift for them so that if the online promotion of the product is not intensive, such as narrow promotion range, small upload quantity, unattractive message quality and other factors, it is not have a significant effect on their loyalty to the product.

### **Conclusions and Recommendations**

The results revealed that all independent variables in this study such as brand personality, product quality, price, and online promotion had a positive effect on customer loyalty. In addition, brand personality and price have a direct significant effect on customer loyalty. Based on the analysis and the discussion of the research, the researchers determine that brand personality has a positive and direct influence on customer loyalty of Black Shark gaming smartphone, which means that when the brand personality increases the sincerity, excitement, competence, sophistication, and ruggedness, then the customer loyalty of Black Shark gaming smartphone will increase as well.

Product quality has no direct influence on customer loyalty of Black Shark gaming smartphone, which means that there is no influence on the customer loyalty of Black Shark gaming smartphone whether the product quality decreases or increases.

Price has a positive and direct influence on customer loyalty of Black Shark gaming smartphone, which means that when the price stabilized, the customer loyalty of Black Shark gaming smartphone will increase as well.

Online promotion has no direct influence on customer loyalty of Black Shark gaming smartphone, which means that there is no influence on the customer loyalty of Black Shark gaming smartphone whether the online promotion decrease or increase. Brand personality, product quality, price, and online promotion have a simultaneous effect on customer loyalty of Black Shark gaming smartphone, which means that when the company develop the brand personality, improve the product quality, maintain the price, and increasing the intensity of online promotion, then it will increase the customer loyalty of Black Shark gaming smartphone as well.

Future research is proposed to have intentions and capabilities to use other variables outside of brand personality, product quality, price, and online promotion to show other things that also affect the level of customer loyalty. Due to the limitations of the researchers, further research is also expected to use more sources to search for the company's financial statements in order to compare the company developments, total profits, sales data so that researchers can know in more detail which products or brands are more stable and more in demand. The object of this research is expected to be expanded and not limited to only smartphone sector companies and involve other sectors such as culinary, tourism and others so as to produce new and better research.

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