

One Market, Two Rationalities: How Android and iOS Users Translate Quality into Satisfaction

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Abstract

Purpose: This study examines the effects of product quality and service quality on customer experience, customer trust, and customer satisfaction among Android and iOS smartphone users in Indonesia through the lens of rational choice theory.

Research Methodology: A quantitative approach was employed using an online survey of 463 smartphone users (236 Android and 227 iOS) selected through purposive sampling. Data collected from 22 validated indicators were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: Product quality and service quality significantly influenced customer experience and customer trust across both platforms. However, customer satisfaction was formed through different evaluation patterns, with Android users emphasizing functionality and affordability, whereas iOS users prioritized ecosystem integration and brand credibility. The mediation effects of customer experience and customer trust also differed between the two user groups.

Conclusions: Customer satisfaction is shaped by product quality, service quality, customer experience, and customer trust, with distinct mechanisms observed across smartphone ecosystems.

Limitations: Findings may be constrained by the cross-sectional design, online self-reported data, and the predominance of younger respondents.

Contributions: This study extends rational choice theory by explaining platform-specific customer evaluation mechanisms and provides practical insights for enhancing customer satisfaction in the smartphone industry.

Keywords: *Customer Experience, Customer Satisfaction, Customer Trust, Mobile Ecosystems, Rational Choice Theory*

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1. Introduction

Smartphones have evolved from mere communication tools into indispensable digital companions that shape how individuals connect, work, and live. They now surpass computers in terms of daily screen time, reflecting a fundamental shift in technological dependency. In 2024, global smartphone shipments reached approximately 1.24 billion units, marking a six percent increase from the previous year. Apple continued to hold its leadership in the global market with an 18.7 percent share, narrowly surpassing Samsung's 18 percent. Meanwhile, Xiaomi's impressive ascent captured global attention as it secured the third position, driven by a strategy that combines affordability, high performance, and continuous innovation, particularly in emerging markets ([Statista, 2025d](#)).

In Indonesia, the smartphone landscape mirrors this global momentum. The number of users exceeded 168 million in 2023, positioning the country among the world's largest markets, trailing only China, India, and the United States ([Statista, 2025b](#)). Projections suggest that by 2029, smartphone penetration will reach 97 percent, fueled by rapid digital adoption and increased accessibility ([Statista, 2025c](#)). Yet, this expansion reveals intriguing contrasts in consumer segmentation. Despite Apple's global dominance, its market share in Indonesia remains modest, overshadowed by Android, which commands nearly ten times the user base. The explanation lies not only in price sensitivity but also in socioeconomic structure. While Apple's premium image appeals to affluent users, the majority of Indonesians, whose average monthly income is around three million rupiah, gravitate toward budget-friendly alternatives that offer functional value at accessible prices ([Statista, 2025a](#)).

Beyond market share, smartphones have become central to the rhythm of modern life. They streamline work, communication, entertainment, shopping, and service access, integrating seamlessly into the fabric of everyday behavior. In this context, customer satisfaction has emerged as a crucial determinant of competitive advantage for smartphone manufacturers. Technological innovation and advancements in production have elevated product quality standards, especially regarding reliability and safety, reinforcing consumers' perception that quality remains the cornerstone of satisfaction and brand loyalty ([Fan, Yao, Zhang, & Dai, 2025](#)).

However, understanding satisfaction requires more than evaluating tangible attributes. It demands an exploration of the psychological mechanisms that connect perception to emotion. Two such mechanisms, customer trust and customer experience, play pivotal mediating roles between quality and satisfaction. Within the iOS ecosystem, Apple's tightly integrated hardware-software environment fosters trust through consistency, data protection, and predictable performance. Conversely, the Android ecosystem offers a more fragmented yet personalized experience, where satisfaction depends heavily on manufacturer-specific service quality, update reliability, and user interface optimization. These contrasts suggest that although both systems hinge on product and service quality, the pathways to satisfaction differ contextually. iOS builds satisfaction through perceived reliability and trust, while Android's satisfaction often emerges from experiential and utilitarian engagement.

To conceptualize these dynamics, this study employs Rational Choice Theory (RCT), a foundational framework suggesting that individuals make decisions based on rational evaluations of perceived benefits versus costs ([Smith, 1776](#)). Prior research has linked product and service quality to satisfaction through mediators such as trust and experience ([Arisandi, Nurwati, & Riyanto, 2024](#); [Long, Jindabot, & Ali, 2021](#); [Suvittawat, 2024](#)), yet few have anchored these relationships in RCT. Most applications of the theory focus on policy-making or technology adoption, overlooking its potential to explain consumer satisfaction processes. [Redmond \(2000\)](#) questioned whether consumer sovereignty can truly be rational in the face of limited information, while [Jakab \(2023\)](#); [Kapeller, Schütz, and Steinerberger \(2013\)](#) revealed how real-world decision-making often diverges from theoretical rationality due to emotional, social, and institutional influences. [Perrotta \(2017\)](#) further illustrated that rational assessments are frequently intertwined with cultural and affective considerations.

This presents a clear theoretical gap, as few studies have integrated RCT to explain how consumers cognitively and affectively evaluate product and service attributes to form satisfaction. Within the RCT framework, consumers assess both tangible and intangible product utilities before forming judgments that translate into trust, experience, and ultimately satisfaction. Satisfaction, therefore, is conceptualized as the cumulative result of rational evaluation and experiential response. Building on this, this study aims to bridge this gap by examining how product quality and service quality influence customer satisfaction through the mediating effects of customer experience and customer trust, viewed through the analytical perspective of Rational Choice Theory.

This research offers several novelties. First, it explicitly applies Rational Choice Theory to explain the interrelations among quality, experience, trust, and satisfaction in the technology industry. Second, it proposes a dual mediation model in which customer experience and customer trust serve as complementary cognitive and relational mechanisms, providing a more comprehensive understanding of customer satisfaction formation. Third, by comparing Android and iOS users, this study facilitates the exploration of differentiated decision-making patterns across platforms. This research contributes

by extending Rational Choice Theory into the domain of customer satisfaction, developing a dual mediation framework, and the practical implications of these findings may inform strategic insights for technology firms and policymakers in Indonesia's evolving smartphone market. The research framework is presented in Figure 1.

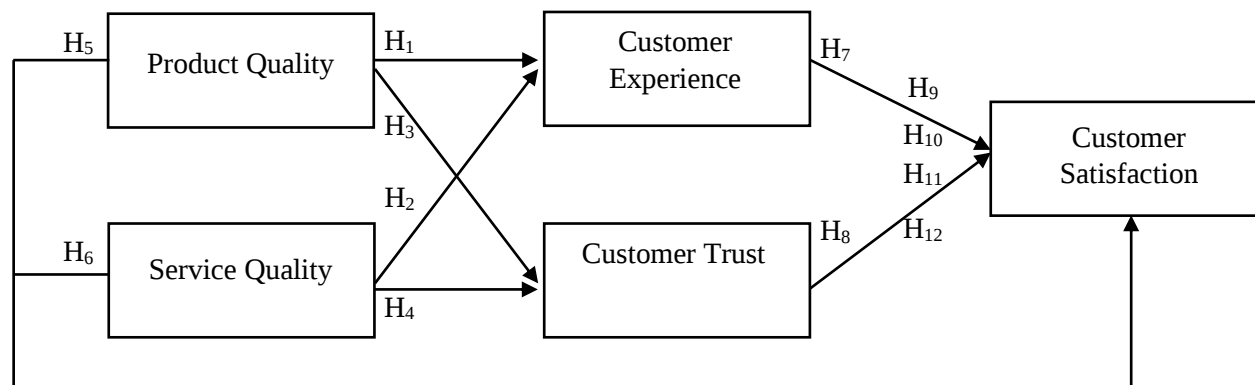


Figure 1. Research framework

2. Literature Review and Hypotheses Development

Product quality reflects a product's ability to consistently deliver superior performance, reliability, durability, and other attributes that satisfy customer needs (Fan et al., 2025). As products constitute a fundamental touchpoint throughout the customer journey, their quality plays a critical role in shaping customers' overall experiences. According to Lemon and Verhoef (2016), customer experience develops through interactions across multiple touchpoints, including direct product usage. Similarly, Becker and Jaakkola (2020) argue that customer experience arises from customers' responses to firm-provided stimuli, among which product attributes are central. Therefore, products that perform reliably and meet or exceed customer expectations are more likely to create positive customer experiences. This relationship has been empirically supported by Suchanek and Kralova (2023), who found that perceived product quality significantly enhances customer experience by better fulfilling customer needs. Likewise, Llach, Vila-Brunet, and Manresa (2023) reported that superior product quality reduces usage friction, resulting in smoother and more satisfying customer experiences.

H₁: Product quality has a significant positive effect on customer experience

In a similar vein, service quality contributes holistically to customer experience through perceptions of value, convenience, and emotional fulfillment. When services are delivered in a consistent, courteous, and competent manner, they help construct a comprehensive and meaningful customer journey. Suvittawat (2024) affirmed that service quality has a significant positive effect on customer experience, emphasizing that strategic delivery of service enhances perceived value. Arora and Banerji (2024) supported this conclusion, highlighting the importance of the TERRA dimensions (Tangibility, Empathy, Reliability, Responsiveness, and Assurance) in shaping customer experience. Further evidence from Pires, Prisco, Delgado, and Santos (2024); (Surjaatmadja & Kusniawati, 2021) confirmed that improvements in service quality lead to significantly more positive experiences.

H₂: Service quality has a significant positive effect on customer experience

Product quality also plays a foundational role in building customer trust, particularly in cases where performance, safety, or reliability are critical. When customers encounter consistently high-performing products, they are more likely to believe that the brand can fulfill its promises, thereby reducing uncertainty and reinforcing trust (Chaidir, Zulfikar, Aprianti, & Millah, 2025). Long et al. (2021) found a significant positive relationship between product quality and customer trust, where high-performance latex gloves minimized perceived risks and increased confidence. Similarly, Kim, Maijan, Jindabot, and Bostan (2022) observed that consistent protection from harmful microorganisms reinforced trust in the

brand and product. Consistent with these findings, [Pasaribu, Sari, Bulan, and Astuty \(2022\)](#) and [Tohari et al. \(2025\)](#) also demonstrated that product quality has a significant positive effect on customer trust.

H₃: Product quality has a significant positive effect on customer trust

In service interactions, trust is fostered when the provider demonstrates reliability, responsiveness, and professionalism. High-quality service helps establish a sense of security and confidence that the provider will consistently meet customer needs. [Iffan, Syafei, and Cuong \(2024\)](#) demonstrated a significant positive relationship between service quality and customer trust, highlighting that consistent and professional service delivery reinforces corporate credibility. [Pasaribu et al. \(2022\)](#) and [Yunaz, Suryasaputra, and Mulyati \(2022\)](#) reported that reliable interpersonal service fosters customers' perceptions of credibility, accountability, and long-term trust. In the logistics context, [XIANGUANG, DAN, LINGLING, and Xiaoyan \(2025\)](#) demonstrated that the five dimensions of service quality (tangibility, reliability, responsiveness, assurance, and empathy) positively predict customer trust, with assurance exerting the strongest influence. Likewise, [Sann, Pimpohnsakun, and Booncharoen \(2024\)](#) found that both logistics operations and after-sales service quality significantly strengthen customer trust by reinforcing customer firm relationships, while [Halim, Claudia, and Hebrard \(2023\)](#) confirmed that higher service quality increases customer's confidence in conducting transactions.

H₄: Service quality has a significant positive effect on customer trust

Product quality is defined as the set of physical and intangible attributes of a product or service, including reliability, operational convenience, maintainability, and other characteristics that contribute to fulfilling customer satisfaction ([Leroya & N, 2025](#)). High-quality products offer added value through seamless use, minimized discomfort, and reinforced brand perception. When a product performs reliably, has appropriate design, and demonstrates durability, it is more likely to meet or exceed customer expectations resulting in greater satisfaction. [Kosasih, Hidayat, Hutahayan, and Sunarti \(2024\)](#) reported a significant positive impact of product quality on customer satisfaction, emphasizing its role in fostering long-term trust. [Arisandi et al. \(2024\)](#) found similar results, noting that product quality not only satisfies functional needs but also enhances brand perception. These findings align with earlier studies by [Llach et al. \(2023\)](#); [Raja, Maharani, and Raja \(2023\)](#), who confirmed the direct positive link between product quality and satisfaction. Notably, [Saputra and Nurlinda \(2024\)](#) showed that improvements in Informa's product quality correlated directly with higher levels of customer satisfaction.

H₅: Product quality has a significant positive effect on customer satisfaction

Service that aligns with customer expectations in terms of speed, accuracy, attentiveness, and attention to detail reinforces positive perceptions, thereby enhancing overall satisfaction. High-quality service also minimizes dissatisfaction and reinforces confidence in the provider. [Raja et al. \(2023\)](#) found that service quality has a significant positive effect on satisfaction, especially when service consistency adds value to the overall experience. [Saputra and Nurlinda \(2024\)](#) echoed this finding in their study on Informa, as did [Sivapitak and Sangpikul \(2024\)](#), who observed that well-delivered service enhances satisfaction. Additional support comes from [Iffan et al. \(2024\)](#); [Pasaribu et al. \(2022\)](#); [Venkatakrishnan, Alagiriswamy, and Parayitam \(2023\)](#), all of whom documented the positive impact of service quality on satisfaction.

H₆: Service quality has a significant positive effect on customer satisfaction

Customer satisfaction refers to a customer's overall attitude toward a service ([Kesumahati & Jurnali, 2020](#)). Customer expectations serve as internal benchmarks for evaluating the alignment between anticipated and actual experiences. When services or products meet or exceed these expectations, customers tend to report higher levels of satisfaction. Conversely, a mismatch between expectations and reality can lead to dissatisfaction. [Manhas, Sharma, and Quintela \(2024\)](#) confirmed that customer expectations significantly influence satisfaction, especially when service ambiance and prior experiences enhance perceived value. [Arora and Banerji \(2024\)](#) further demonstrated that satisfaction arises from emotional responses tied to fulfilled expectations. Similar conclusions were drawn by [Pires et al. \(2024\)](#); [Surjaatmadja and Kusniawati \(2021\)](#); [Zaid and Patwayati \(2021\)](#).

H₇: Customer experience has a significant positive effect on customer satisfaction

Trust serves as a fundamental pillar in consumer–brand relationships, fostering confidence in the brand and mitigating consumers' perceived risks ([Lady, Shevia, Melsen, Purwianti, & Liu, 2025](#)). Customer trust is a cornerstone of long-term consumer relationships, as it provides psychological assurance, confidence in brand integrity, and expectations of fairness. [Riaz, Ahmed, and Jibril \(2024\)](#) demonstrated that customer trust significantly enhances satisfaction by reducing uncertainty and fostering positive emotional states. [Venkatakrishnan et al. \(2023\)](#) found that trust enables consumers to tolerate minor flaws and focus on the overall value of the experience. [Susanto and Pandjaitan \(2024\)](#) emphasized the importance of trust in digital service contexts, where perceived system reliability drives satisfaction. [Fahmi, Utami, and Kesuma \(2021\)](#) also noted that trust fosters emotional attachment and satisfaction by making consumers feel secure and valued.

H₈: Customer trust has a significant positive effect on customer satisfaction

Product quality constitutes a key touchpoint throughout the customer journey and therefore plays a critical role in shaping customer experience. Customer experience extends across the entire consumption journey, from pre-purchase evaluation to post-purchase interactions, making customers' perceptions of product quality fundamental to their overall experience ([Dağasaner & Karaatmaca, 2025](#)). Positive experiences subsequently contribute to customer satisfaction, which reflects customers' evaluation of whether a product or service fulfills their expectations and generates positive feelings ([Liu, Wu, Zhou, Fan, & Tian, 2026](#)). This relationship is supported by [Haji, Hasim, Soleman, and Bachmid \(2025\)](#), who found that favorable product-related attributes, including food quality, menu variety, cleanliness, and other service elements, positively enhance both customer experience and customer satisfaction. Similarly, [Lubbe, Roberts-Lombard, and Langerman \(2025\)](#) demonstrated that positive customer experiences significantly improve customer satisfaction by creating more trustworthy and personalized interactions. Although previous studies have documented the positive influence of product quality on customer experience and the effect of customer experience on customer satisfaction, limited empirical evidence has examined customer experience serves as the underlying mechanism linking product quality to customer satisfaction. Therefore, customer experience is proposed as a mediating variable in this relationship.

H₉: Customer experience significantly mediates the relationship between product quality and customer satisfaction

Relationship marketing suggests that superior service quality strengthens customer relationships by creating positive interactions that foster trust, emotional connection, and engagement throughout the customer journey ([Amro, Rehman, & Ali, 2025](#)). As customer experience is formed through customers' cumulative interactions with a firm's services, high-quality service is expected to generate more favorable experiences. These experiences subsequently shape customer satisfaction, which reflects customers' overall evaluation of whether their interactions with a product or service generate positive feelings and fulfill their expectations ([Haji et al., 2025](#)). This mechanism is supported by [Dağasaner and Karaatmaca \(2025\)](#), who argued that customers rely on previous service experiences to evaluate subsequent interactions with a brand. Similarly, [Huang, Li, Ho, and Huang \(2024\)](#) found that high-quality tourism experiences significantly enhance both intrinsic and extrinsic customer satisfaction, while [Lubbe et al. \(2025\)](#) demonstrated that positive experiences throughout the service delivery process significantly improve customer satisfaction. Although previous studies have established the direct effects of service quality on customer experience and customer experience on customer satisfaction, whether customer experience mediates the relationship between service quality and customer satisfaction has received limited empirical attention. Therefore, customer experience is proposed as a mediating variable in this relationship.

H₁₀: Customer experience significantly mediates the relationship between service quality and customer satisfaction

Product quality serves as an important foundation for developing customer trust because it signals a firm's ability to consistently deliver reliable, durable, and high-performing products. When products

perform as expected, customers perceive lower uncertainty and become more confident that the brand will fulfill its promises ([Chaidir et al., 2025](#)). Likewise, [Kosasih et al. \(2024\)](#) emphasized that product quality, reflected in attributes such as reliability, durability, and the ability to meet customer expectations, is essential for fostering customer trust and ultimately achieving sustainable customer satisfaction. This confidence reflects customer trust, which refers to customers' belief in the reliability and integrity of a product or brand despite the inherent uncertainty associated with purchase decisions ([Kim et al., 2022](#); [Liu et al., 2026](#)). As trust reduces perceived risk and strengthens customers' confidence in their purchase decisions, it subsequently contributes to higher customer satisfaction. This relationship is supported by [Lubbe et al. \(2025\)](#), who demonstrated that trustworthy customer interactions significantly improve customer satisfaction. Although previous studies have established the positive influence of product quality on customer trust and the contribution of customer trust to customer satisfaction, limited empirical evidence has examined customer trust as the mechanism through which product quality translates into customer satisfaction. Therefore, customer trust is proposed as a mediating variable in this relationship.

H₁₁: Customer trust significantly mediates the relationship between product quality and customer satisfaction

Service quality plays a crucial role in developing customer trust by demonstrating a firm's reliability, responsiveness, and professionalism throughout service interactions. Consistently delivering high-quality service reduces customers' uncertainty and strengthens their confidence that the provider will fulfill its commitments ([Iffan et al., 2024](#)). Likewise, [Oppong, Adjei, Djan, and Owusu \(2025\)](#) emphasized that superior service quality is a key determinant of customer trust, as customers perceive reliable service delivery as evidence of a firm's credibility and dependability. Customer trust, which reflects customers' confidence in a firm's integrity and fairness, provides psychological assurance that facilitates favorable evaluations of service outcomes and strengthens long-term customer relationships ([Riaz et al., 2024](#)). This role of trust is consistent with [Boonlertvanich \(2019\)](#), who highlighted trust as an essential relational mechanism linking customers' evaluations to subsequent behavioral outcomes. Moreover, [Ashiq and Hussain \(2024\)](#) argued that sustaining customer satisfaction in digital service environments requires continuously maintaining superior service quality, underscoring the importance of trust-building service interactions in achieving favorable customer evaluations. Although previous studies have established the positive influence of service quality on customer trust and the contribution of customer trust to customer satisfaction, limited empirical evidence has examined customer trust as the underlying mechanism through which service quality translates into customer satisfaction. Therefore, customer trust is proposed as a mediating variable in this relationship.

H₁₂: Customer trust significantly mediates the relationship between service quality and customer satisfaction

3. Methodology

This study employs a quantitative approach with a survey design to gather primary data from respondents across various regions in Indonesia. The quantitative method was chosen as the study aims to examine relationships between variables through numerical measurement and statistical analysis. The primary instrument used is a structured questionnaire developed based on theoretical indicators from prior relevant studies. Each construct is measured through a series of question items, totaling 22 indicators that represent all variables in the research model.

Data collection was conducted online using the Google Form platform, which was selected for its broad and efficient reach. The population of this study comprises all users of Android and iOS operating systems. Meanwhile, the sample consists of Indonesian individuals who actively use either Android or iOS on their smartphones. Given the unknown total number of Android and iOS users in Indonesia, the sample size was determined based on the guideline proposed by [Hair, Black, Babin, and Anderson \(2019\)](#), which recommends a minimum of ten times the number of indicators in the model. Accordingly, a minimum of 220 respondents was required for each group. In practice, data were successfully collected from 236 Android users and 227 iOS users.

The sampling technique employed in this study is purposive sampling. This method was considered appropriate as the research specifies inclusion criteria for respondents, namely Indonesian citizens who are active users of either Android or iOS. Purposive sampling allows the researchers to select participants who are relevant to the research objectives, particularly within the context of testing a theoretical model that requires respondents with specific characteristics. The variable measurements are presented in Table 1.

Table 1. Variable statements

Variables	Statements
Product Quality	I am satisfied with this mobile phone operation system; This mobile phone operation system can last long; Design of this mobile phone operation system in accordance with the wishes of the customer; This mobile phone operation system is able to deliver products according to the specifications needed. Source: Sastra and Baihaqi (2021)
Service Quality	So far, this mobile phone operation system never disappoints; Employees of this mobile phone operation system cares about customer desires; This mobile phone operation system provides good service; This mobile phone operation system is able to provide timely services; The ability of this mobile phone operation system can be trusted. Source: Sastra and Baihaqi (2021)
Customer Experience	This mobile phone operation system handles customer problems well; This mobile phone operation system offers prompt customer service; This mobile phone operation system products are easy to use; This mobile phone operation system always meets my service needs and requirements; This mobile phone operation system provides me error free services; My overall experience with this mobile phone operation system is pleasing. Source: Manyanga, Makanyeza, and Muranda (2022)
Customer Trust	I trust this mobile phone operation system; I rely on this mobile phone operation system to fulfill its promise; I feel safe when I rely on this mobile phone operation system. Source: Khan and Fatma (2023)
Customer Satisfaction	This mobile phone operation system can provide customer satisfaction; This mobile phone operation system is able to meet the expectations of customers; There is no doubt about what is provided by this mobile phone operation system; This mobile phone operation system never disappoints customers. Source: Sastra and Baihaqi (2021)

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), with the aid of SmartPLS version 3. The analysis was performed separately for Android and iOS user groups to enable in-depth comparison of relationship patterns among variables in each segment. The analysis process includes indicator validity testing through outer loading and Average Variance Extracted (AVE), construct reliability testing using Composite Reliability and Cronbach's Alpha, and structural model evaluation based on path coefficients and R-squared values. This approach was selected due to the complexity of the research model and the advantages of PLS-SEM in handling non-normal data and relatively moderate sample sizes.

4. Results and Discussions

4.1 Demographic Factors

The demographic profile of the 463 respondents (236 Android users and 227 iOS users) provides an important context for interpreting the findings of this study. In terms of gender, the distribution is relatively balanced among Android users (48% male and 52% female), while iOS users are more skewed toward female respondents (36% male and 60% female). This slight overrepresentation of female respondents in the iOS group may reflect real-world trends in mobile device usage, female participation often involves stronger due to lifestyle and social media driven factors. From an age

perspective, the sample is heavily dominated by young users. The majority of respondents in both groups are between 17–23 years old (70% Android and 71% iOS), followed by those in the 23–27 years old bracket (16% Android and 19% iOS). Very few respondents are older than 32 years. This indicates that the study primarily captures the perceptions of Generation Z and young Millennials, which is appropriate given that these cohorts represent the most active smartphone adopters and digital consumers. Educational background further reinforces the youthful profile of the respondents. Most participants hold a senior high school qualification (62% Android and 58% iOS), followed by bachelor’s degree holders (33% Android and 32% iOS). Only a small fraction have attained postgraduate education. The domicile data demonstrates a fairly broad geographic spread across Indonesia. Respondents are distributed across Sumatra, Java, Kalimantan, Sulawesi, Papua, and other islands, with the largest share coming from “other islands” (35% Android and 34% iOS). This category includes Bali, Nusa Tenggara, Maluku, and the Riau Islands, suggesting a diverse regional reach. The respondent demographics are presented in Table 2.

Table 2. Respondents’ demographic

Category		Android Users (N= 236)		IOS Users (N= 227)	
Gender	Male	114	48%	86	36%
	Female	122	52%	141	60%
Age	13 - 17 years old	8	3%	4	2%
	>17 - 23 years old	166	70%	168	71%
	>23 - 27 years old	38	16%	46	19%
	>27 - 32 years old	9	4%	7	3%
	>32 years old	15	6%	2	1%
Last Education	Elementary School	0	0%	0	0%
	Junior High School	4	2%	1	0%
	Senior High School	146	62%	137	58%
	Bachelor’s Degree	79	33%	76	32%
	Postgraduate (Magister/Doctoral)	7	3%	13	6%
Domicile	Sumatra	32	14%	43	18%
	Java	43	18%	34	14%
	Kalimantan	32	14%	27	11%
	Sulawesi	34	14%	37	16%
	Papua	12	5%	6	3%
	Other Islands	83	35%	80	34%

Overall, the demographic structure of the sample is appropriate for the study’s focus on smartphone users, particularly given the dominance of younger cohorts who represent the most active digital consumers. The balanced gender distribution for Android users and diverse geographic representation adds credibility to the dataset. However, two considerations should be noted. First, the strong concentration of respondents aged 17–23 years with predominantly high school or bachelor’s educational attainment narrows the perspective primarily to students and young adults. Second, the underrepresentation of older and professionally established users limits the external validity when generalizing results to all Indonesian smartphone consumers. Thus, while the sample is sufficiently robust for analyzing consumer satisfaction among younger digital-native users, future research would benefit from incorporating a more balanced demographic composition to capture the full spectrum of smartphone consumers in Indonesia.

4.2 Convergent Validity

Convergent validity refers to the degree to which multiple indicators of a construct are correlated and consistently represent the same underlying concept, serving as an essential measure to ensure that the latent variables in a structural model are accurately captured. This test is particularly useful for confirming that survey items designed to measure a construct are both reliable and conceptually aligned. According to [Hair et al. \(2019\)](#), convergent validity is established when the outer loadings of each indicator exceed the threshold value of 0.50, indicating that the indicators sufficiently explain the variance of the latent construct rather than error. The convergent validity results are presented in Table 3.

Table 3. Convergent Validity Test

	Android					iOS				
	CE	CS	CT	PQ	SQ	CE	CS	CT	PQ	SQ
CE1	0.746					0.756				
CE2	0.811					0.760				
CE3	0.605					0.583				
CE4	0.742					0.734				
CE5	0.675					0.605				
CE6	0.740					0.782				
CS1		0.778					0.731			
CS2		0.766					0.790			
CS3		0.806					0.712			
CS4		0.862					0.758			
CT1			0.827						0.795	
CT2			0.772						0.747	
CT3			0.806						0.789	
PQ1				0.765					0.786	
PQ2				0.609						0.712
PQ3				0.798						0.710
PQ4				0.749						0.730
SQ1					0.694					0.757
SQ2					0.802					0.774
SQ3					0.728			0.803		
SQ4					0.765			0.822		
SQ5					0.738			0.824		

Based on the results presented in Table 3, all items across both Android and iOS platforms demonstrate loadings greater than 0.50, suggesting that they reliably capture the intended constructs. For the Android dataset, outer loadings range from 0.605 to 0.861, showing that each construct is adequately represented by its measurement items. Notably, the lowest loading is observed at 0.605 (CE3), which still falls within the acceptable threshold, while the highest loading reaches 0.862 (CS4), reflecting strong indicator reliability. Similarly, for the iOS dataset, loadings fall within the range of 0.605 to 0.824. Although the item CE5 (0.605) is relatively lower compared to the others, it still exceeds the minimum requirement, thereby maintaining its validity. The highest loading, SQ5 (0.824), reinforces the strength of this construct's indicators. Overall, these findings confirm that all measurement items exhibit satisfactory convergent validity.

4.3 Discriminant Validity

Discriminant validity refers to the extent to which a construct is truly distinct from other constructs within a model, ensuring that each construct measures a unique concept rather than overlapping with others. This test is essential for confirming that the indicators of a construct have stronger relationships with their own construct compared to other constructs in the model. According to [Hair et al. \(2019\)](#),

discriminant validity can be assessed using the cross-loading method, where each indicator should load higher on its associated construct than on any other construct, with values exceeding the threshold of 0.50 indicating adequate discriminant validity. The discriminant validity results are presented in Table 4.

Table 4. Discriminant Validity Test

	Android					iOS				
	CE	CS	CT	PQ	SQ	CE	CS	CT	PQ	SQ
CE1	0.746	0.562	0.598	0.558	0.601	0.756	0.606	0.572	0.545	0.673
CE2	0.811	0.598	0.516	0.545	0.645	0.760	0.594	0.579	0.506	0.637
CE3	0.605	0.508	0.553	0.534	0.534	0.584	0.523	0.553	0.553	0.580
CE4	0.742	0.518	0.554	0.571	0.593	0.734	0.517	0.500	0.515	0.614
CE5	0.675	0.685	0.562	0.535	0.545	0.604	0.571	0.554	0.514	0.514
CE6	0.740	0.506	0.547	0.597	0.545	0.782	0.594	0.536	0.511	0.622
CS1	0.611	0.781	0.616	0.565	0.540	0.559	0.733	0.592	0.507	0.548
CS2	0.627	0.769	0.581	0.594	0.522	0.640	0.789	0.512	0.559	0.593
CS3	0.573	0.801	0.647	0.515	0.608	0.554	0.712	0.505	0.555	0.547
CS4	0.642	0.861	0.642	0.513	0.597	0.513	0.757	0.545	0.527	0.592
CT1	0.563	0.628	0.827	0.596	0.584	0.636	0.576	0.803	0.549	0.662
CT2	0.558	0.596	0.772	0.598	0.512	0.570	0.509	0.822	0.575	0.547
CT3	0.567	0.637	0.806	0.516	0.522	0.580	0.510	0.824	0.514	0.534
PQ1	0.573	0.535	0.594	0.769	0.553	0.508	0.592	0.550	0.795	0.515
PQ2	0.537	0.547	0.525	0.614	0.523	0.584	0.507	0.551	0.751	0.535
PQ3	0.587	0.529	0.566	0.795	0.528	0.550	0.529	0.512	0.787	0.593
PQ4	0.575	0.586	0.574	0.745	0.502	0.562	0.503	0.550	0.784	0.557
SQ1	0.529	0.555	0.548	0.580	0.687	0.636	0.593	0.514	0.525	0.707
SQ2	0.629	0.588	0.504	0.528	0.801	0.620	0.588	0.562	0.501	0.712
SQ3	0.518	0.512	0.527	0.543	0.735	0.629	0.514	0.527	0.557	0.733
SQ4	0.566	0.531	0.523	0.557	0.763	0.629	0.569	0.582	0.505	0.757
SQ5	0.580	0.537	0.537	0.513	0.741	0.580	0.526	0.553	0.598	0.775

The results in Table 4 show that for the Android dataset, all indicators load highest on their intended constructs compared to other constructs. For instance, CE1 loads 0.746 on Customer Experience (CE), which is higher than its correlations with Customer Satisfaction (0.562), Customer Trust (0.598), Perceived Quality (0.558), and Switching Intention (0.601). Similar patterns are consistently observed across other constructs, confirming that each item distinctly measures its assigned variable. A similar trend is evident in the iOS dataset, where all indicators demonstrate higher loadings on their respective constructs than on others. For example, PQ1 shows a loading of 0.791 on Perceived Quality (PQ), significantly surpassing its loadings on other constructs such as CE (0.531), CS (0.536), CT (0.552), and SQ (0.707). Taken together, these findings indicate that discriminant validity is satisfactorily established for both Android and iOS. Each construct is shown to be empirically distinct, ensuring that the measurement model does not suffer from excessive overlap between variables.

4.4 Reliability Test

Reliability testing evaluates the internal consistency of constructs to ensure that the measurement indicators produce stable and dependable results. Several indicators are commonly used in this assessment. Cronbach's alpha measures the lower bound of reliability and is generally considered acceptable when values exceed 0.70. Rho_A, often regarded as a more accurate estimator of reliability in PLS-SEM, also requires values above 0.70 to indicate consistency. Composite reliability (CR) is another measure that accounts for different indicator loadings, with values above 0.70 demonstrating satisfactory reliability. Finally, the Average Variance Extracted (AVE) not only supports reliability but also convergent validity, with values above 0.50 showing that constructs explain more than half of the variance in their indicators. Together, these metrics ensure that constructs are measured with precision,

stability, and conceptual alignment (Hair et al., 2019). The reliability test results are presented in Table 5.

Table 5. Reliability test

Variables	Android			
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CE	0.815	0.820	0.867	0.522
CS	0.816	0.818	0.879	0.646
CT	0.722	0.724	0.844	0.643
PQ	0.711	0.724	0.822	0.539
SQ	0.801	0.804	0.863	0.557
Variables	iOS			
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CE	0.797	0.809	0.856	0.501
CS	0.738	0.741	0.836	0.560
CT	0.751	0.753	0.857	0.667
PQ	0.785	0.787	0.861	0.608
SQ	0.790	0.790	0.856	0.544

For the Android dataset, all constructs demonstrate strong reliability. Cronbach's Alpha values range from 0.711 (PQ) to 0.861 (SQ), all exceeding the 0.70 threshold. Similarly, rhoA values fall between 0.724 (PQ) and 0.861 (SQ), again meeting the reliability criteria. Composite Reliability scores are consistently above 0.80, with CE at 0.867, CS at 0.879, CT at 0.844, PQ at 0.822, and SQ at 0.863, indicating excellent internal consistency. The AVE values mostly surpass the 0.50 benchmark, such as CS (0.646) and SQ (0.557), although PQ records a slightly lower AVE at 0.539, which remains close to the threshold and is still considered acceptable. For the iOS dataset, reliability is also confirmed across constructs. Cronbach's Alpha values range from 0.738 (CS) to 0.797 (CE), all above 0.70, while rho_A scores fall between 0.733 (CT) and 0.809 (CE), again within acceptable limits. Composite Reliability values are uniformly strong, with all constructs exceeding the 0.80 threshold (e.g., CE at 0.856, CT at 0.857). AVE values likewise exceed 0.50, ranging from 0.501 (CE) to 0.667 (CT), affirming both reliability and convergent validity. Taken together, these results confirm that both Android and iOS constructs demonstrate high internal consistency and stability.

4.5 Hypotheses Confirmation: Direct Effect

Hypotheses confirmation is determined by evaluating the statistical significance of the relationships between constructs in the structural model. A hypothesis is considered supported when the p-value of the path coefficient falls below the threshold of 0.05, indicating that the observed effect is unlikely to have occurred by chance. This criterion ensures that the proposed relationships between independent and dependent variables are empirically validated (Hair et al., 2019). The direct effect results are presented in Table 6.

Table 6. Direct effect

Path	Android				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PQ → CS	0.271	0.256	0.103	2.634	0.009
SQ → CS	0.531	0.548	0.098	5.408	0.000

CE → CS	0.341	0.336	0.088	3.890	0.000
CT → CS	0.452	0.454	0.066	6.826	0.000
PQ → CE	0.433	0.421	0.089	4.851	0.000
PQ → CT	0.451	0.441	0.087	5.167	0.000
SQ → CE	0.477	0.492	0.088	5.415	0.000
SQ → CT	0.336	0.349	0.090	3.749	0.000
Path	iOS				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PQ → CS	0.234	0.238	0.081	2.898	0.004
SQ → CS	0.574	0.57	0.079	7.26	0.000
CE → CS	0.397	0.404	0.105	3.787	0.000
CT → CS	0.124	0.132	0.097	1.279	0.202
PQ → CE	0.197	0.199	0.056	3.531	0.000
PQ → CT	0.267	0.260	0.083	3.233	0.001
SQ → CE	0.707	0.707	0.051	13.798	0.000
SQ → CT	0.536	0.544	0.084	6.372	0.000

The results indicate that Product Quality (PQ) has a significant positive effect on Customer Experience (CE) for both Android and iOS users. For Android users, this significant positive effect ($p = 0.009$) is closely associated with the breadth of product offerings, affordability, and continual feature enhancements provided by brands such as Samsung, Oppo, Vivo, and Xiaomi. The tangible attributes of product quality such as battery endurance, camera performance, and device durability directly shape the day-to-day experience of users. When these elements deliver functional reliability and versatility, users perceive their overall experience more positively. For iOS users, the significant positive effect ($p = 0.000$) can be attributed to Apple's hallmark of premium design, tight hardware–software integration, and long product lifespans. The delivery of consistently high-quality devices enables customers to enjoy seamless usability, strong ecosystem connectivity, and predictable reliability, all of which elevate the overall experience. This outcome is consistent with [Llach et al. \(2023\)](#), who emphasized that in highly competitive and innovation-driven markets, product quality is a decisive factor in determining customer experience.

Although both Android and iOS demonstrate the same significant positive relationship, the mechanisms differ. For Android, customer experience is primarily shaped by functional quality and competitive differentiation that enhance the perception of versatility and value for money. In contrast, iOS users derive their experience from brand-driven assurances of uniform quality, ecosystem synergy, and long-term performance. From the perspective of Rational Choice Theory, consumers on both platforms rationally anchor their experiences on product quality, but their evaluative criteria diverge: Android users emphasize functional breadth and affordability, whereas iOS users emphasize reliability, seamless integration, and brand credibility.

The findings reveal that higher Product Quality (PQ) consistently strengthens Customer Trust (CT) for both Android and iOS users, with the statistical tests showing p -values of 0.000 in each case. For Android users, the significant positive effect ($p = 0.000$) reflects the way hardware reliability, durability, and frequent feature improvements influence trust in a highly fragmented market. Given the presence of numerous brands competing across price tiers, product quality becomes a critical signal that reduces uncertainty and reassures customers about their purchase decisions. For iOS users, the significant positive effect ($p = 0.000$) can be attributed to Apple's reputation for premium quality, tight hardware–software integration, and long product life cycles. Customers trust Apple because they associate

superior product quality with reliability, security, and long-term performance. This finding aligns with [Long et al. \(2021\)](#).

Although both Android and iOS exhibit the same significant positive relationship, the basis of trust differs. For Android, trust is grounded in tangible product performance and continuous feature enhancements that reassure consumers in a diverse market. For iOS, trust is rooted in consistent premium quality and brand credibility, which collectively signal long-term dependability. Viewed through the lens of Rational Choice Theory, consumers on both platforms rationally use product quality as a key criterion to reduce uncertainty and justify their trust, though their rational assessments are influenced by distinct market contexts.

The results show that higher Service Quality (SQ) significantly improves Customer Experience (CE) for both Android and iOS users, with p-values recorded at 0.000 in each case. For Android users, the strong positive effect ($p = 0.000$) highlights how responsive after-sales support, software update availability, and localized customer service contribute to shaping a more satisfying experience. In a market characterized by a wide variety of device brands and specifications, the ability of service providers to deliver consistent support and timely solutions becomes a decisive factor in ensuring a smooth and reliable user journey. For iOS users, the significant positive impact ($p = 0.000$) is strongly tied to Apple's seamless ecosystem, uniform service standards, and highly efficient support channels such as the Genius Bar and Apple Care. The consistency in service delivery across markets enhances the perception of reliability, ensuring that users feel supported throughout their device ownership. This outcome resonates with [Suvittawat \(2024\)](#).

Although both Android and iOS demonstrate the same significant positive relationship, the underlying mechanisms differ. For Android, the enhancement of Customer Experience relies heavily on variability management, ensuring that diverse user needs are accommodated through responsive and adaptive service structures. For iOS, Customer Experience is reinforced by uniformity and standardization, which elevate predictability and minimize friction in interactions. Viewed through the lens of Rational Choice Theory, these differences illustrate how consumers rationally evaluate service structures against their own utility criteria.

The findings reveal that Service Quality (SQ) has a significant positive effect on Customer Trust (CT) for both Android and iOS users, with statistical results showing p-values of 0.000 in each case. Among Android users, the significant positive effect ($p = 0.000$) reflects the way responsive after-sales support, warranty accessibility, and brand-specific service centers foster confidence in a fragmented market. Given the high variability in service standards across competing brands, consistent service delivery becomes a crucial determinant of trust. When consumers perceive that service structures effectively resolve issues and safeguard their purchases, they are more inclined to place long-term trust in the brand. For iOS users, the significant positive effect ($p = 0.000$) can be attributed to Apple's standardized and highly integrated service ecosystem, such as the Genius Bar, official service centers, and seamless warranty programs. Customers associate Apple's uniform service structures with reliability, professionalism, and consistent problem resolution, which reinforces their trust in the brand's ability to protect long-term value. This finding is consistent with [Pasaribu et al. \(2022\)](#).

Although both Android and iOS users exhibit the same significant positive relationship, the underlying mechanisms differ. For Android, trust is built through responsive adaptation that mitigates uncertainty in a diverse and decentralized market. For iOS, trust emerges from standardized service protocols that reduce ambiguity and provide predictable assurances. Viewed through the lens of Rational Choice Theory, consumers rationally evaluate service quality as a mechanism to minimize potential losses and maximize relational security.

The results indicate that Customer Experience (CE) has a significant positive effect on Customer Satisfaction (CS) for both Android and iOS users, with p-values recorded at 0.000 in each case. For Android users, satisfaction is strongly influenced by practical experiences such as device usability, customization flexibility, and accessibility through diverse applications and distribution channels.

When these experiences deliver convenience and functional value in line with users' daily needs, satisfaction rises accordingly. For iOS users, the significant positive effect ($p = 0.000$) can be attributed to Apple's seamless and uniform experience across hardware and software. Customer's value smooth integration between devices, consistent performance, and reliable after-sales support, which collectively enhance their overall experience. The delivery of such superior experiences translates directly into higher satisfaction levels. This finding is consistent with [Arora and Banerji \(2024\)](#).

Although both Android and iOS demonstrate the same significant positive relationship, the sources of satisfaction differ. For Android, satisfaction stems from the richness and adaptability of user experiences that cater to diverse consumer segments, while for iOS, it arises from uniformity, ecosystem stability, and brand-driven service excellence. Viewed through the lens of Rational Choice Theory, consumers on both platforms rationally evaluate their actual experiences, with satisfaction depending on the degree to which those experiences deliver tangible value and reduce uncertainty in decision-making.

The results indicate that Customer Trust (CT) has a significant positive effect on Customer Satisfaction (CS) for Android users ($p = 0.000$), but the relationship is not statistically significant for iOS users ($p = 0.202$). For Android users, this finding highlights the pivotal role of trust in a fragmented ecosystem where numerous brands compete with differing levels of reliability and after-sales service. In such a market, uncertainty regarding software updates, device durability, and service quality is common. When brands succeed in cultivating trust through consistent product performance, transparent communication, or dependable warranty support, customer satisfaction rises considerably ([Riaz et al., 2024](#)). By contrast, the absence of a significant relationship in the iOS group suggests that Apple users may derive satisfaction less from trust-related factors and more from direct product quality and experiential attributes. Apple's established reputation for premium quality and seamless ecosystem integration may reduce reliance on trust as a determinant of satisfaction, as users already perceive the brand's credibility and reliability as given. This divergence indicates that while trust is a key driver of satisfaction in competitive and diverse markets such as Android, it does not exert the same explanatory power within the more stable and uniform iOS ecosystem.

Viewed through the lens of Rational Choice Theory, these findings highlight how platform context shapes the rational evaluation process. For Android users, trust functions as a crucial mechanism to reduce uncertainty in a highly fragmented market, thereby serving as a rational basis for satisfaction. In contrast, iOS users, who already operate within a stable and premium ecosystem, place greater weight on direct product quality and experiential factors, rendering trust less decisive in shaping satisfaction. This asymmetry underscores that consumer rationality is not uniform but context-dependent, with satisfaction outcomes influenced by how individuals weigh trust against other attributes in their decision-making calculus.

4.6 Hypotheses Confirmation: Indirect Effect

Indirect hypotheses confirmation is assessed by examining the mediating paths that connect independent and dependent variables through one or more intervening constructs. A mediating effect is considered significant when the p-value of the indirect path coefficient is below the 0.05 threshold, signifying that the mediation provides a meaningful channel through which the relationship operates. This evaluation is crucial for understanding not only whether a relationship exists, but also how and through which mechanisms it is transmitted ([Hair et al., 2019](#)). The indirect effect results are presented in Table 7.

Table 7. Indirect effect

Path	Android				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PQ → CE → CS	0.148	0.144	0.055	2.674	0.008

SQ → CE → CS	0.163	0.163	0.044	3.676	0.000
PQ → CT → CS	0.204	0.201	0.055	3.734	0.000
SQ → CT → CS	0.152	0.158	0.044	3.439	0.001
Path	iOS				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PQ → CE → CS	0.078	0.081	0.032	2.437	0.015
SQ → CE → CS	0.281	0.285	0.075	3.730	0.000
PQ → CT → CS	0.033	0.036	0.031	1.081	0.280
SQ → CT → CS	0.067	0.072	0.055	1.219	0.224

The findings reveal that Product Quality (PQ) exerts a significant positive indirect effect on Customer Satisfaction (CS) through Customer Experience (CE) for both Android and iOS users. For Android users, the significant positive effect ($p = 0.008$) suggests that improvements in product quality such as enhanced durability, camera performance, and battery efficiency not only deliver direct functional value but also enrich customer experience, which in turn elevates satisfaction. In a competitive Android ecosystem characterized by diverse brands and rapid innovation cycles, customer satisfaction is thus shaped by the extent to which superior product quality translates into daily experiential benefits. For iOS users, the indirect effect is also statistically significant ($p = 0.015$). In this context, Apple's reputation for seamless hardware–software integration and long-term reliability creates a premium customer experience, where smooth performance, intuitive usability, and tight ecosystem connectivity serve as the mediating channel through which product quality translates into higher satisfaction.

Although both Android and iOS exhibit the same significant indirect relationship, the mechanisms differ. For Android, satisfaction is mediated through diverse experiential benefits tied to functional improvements and competitive variety, while for iOS, satisfaction is mediated through consistently high experiences rooted in premium design and integration. From the Rational Choice Theory perspective, consumers on both platforms rationally evaluate product quality not only for its direct utility but also for its ability to enhance experiential outcomes. These enhanced experiences represent additional value that strengthens the justification of their purchase decisions and ultimately increases satisfaction.

The results indicate that Service Quality (SQ) exerts a significant positive indirect effect on Customer Satisfaction (CS) through Customer Experience (CE) for both Android and iOS users. For Android users, the significant positive effect ($p = 0.000$) demonstrates that responsive after-sales support, warranty accessibility, and efficient service networks enhance the day-to-day customer experience, which in turn elevates satisfaction. In the highly fragmented Android market, where service standards vary across brands, customers place greater value on service responsiveness and problem resolution. When service interactions are smooth and dependable, the positive experience formed serves as a pathway that strengthens overall satisfaction. For iOS users the significant positive effect ($p = 0.000$) can be explained by Apple's tightly controlled service ecosystem ranging from the Genius Bar to standardized after-sales protocols provides highly predictable and consistent interactions. This uniformity translates into a superior customer experience, characterized by frictionless service processes, reliable problem resolution, and professional treatment, which subsequently drives higher satisfaction.

Although both Android and iOS show significant positive mediation effects, the mechanisms differ in emphasis. For Android, the enhancement of customer satisfaction depends on service responsiveness and adaptability, which reduce uncertainty in a diverse market. For iOS, satisfaction is strengthened through standardized, high-quality service experiences that minimize variability and elevate predictability. From the perspective of Rational Choice Theory, consumers on both platforms rationally evaluate service quality as a means of maximizing experiential value.

When examining the mediating role of Customer Trust (CT), the findings diverge between platforms. For Android users, Product Quality (PQ) shows a significant indirect effect on Customer Satisfaction (CS) through Customer Trust ($p = 0.000$). This implies that high-quality attributes such as hardware durability, reliable performance, and continuous product improvements strengthen customer trust, which subsequently enhances satisfaction. In a market with multiple brands competing across varied price tiers, product quality serves as a key signal that reduces uncertainty and fosters relational confidence. Trust, once established through consistent product reliability, functions as a mediator that transforms perceived quality into deeper satisfaction. For iOS users, however, the mediation effect is not statistically significant ($p = 0.280$). Although Apple enjoys a reputation for premium product quality, this strength does not significantly translate into greater satisfaction through the trust pathway. One explanation is that iOS customers already operate within a strong brand ecosystem where baseline trust is inherently high. In such a context, incremental improvements in product quality may reinforce trust only marginally, and satisfaction is more directly influenced by customer experience rather than trust mediation.

The contrast between Android and iOS underscores divergent pathways in how consumers rationally process product quality. For Android, trust operates as a crucial mechanism that reduces risk perceptions in a fragmented and competitive environment, thereby transforming quality into satisfaction. For iOS, trust plays a less central role because baseline confidence in Apple's brand credibility and ecosystem stability is already assumed by customers. Viewed through the lens of Rational Choice Theory, this divergence illustrates how rational evaluations differ across contexts. Android users rely on trust as an assurance mechanism when faced with brand diversity and quality uncertainty, whereas iOS users emphasize direct experiential outcomes over trust mediation in their satisfaction judgments.

Similarly, Service Quality (SQ) demonstrates a significant indirect effect on Customer Satisfaction (CS) through Customer Trust (CT) for Android users ($p = 0.001$). This suggests that superior service delivery such as responsive customer support, efficient complaint resolution, and reliable after-sales service substantially reinforces trust, which subsequently drives satisfaction. In a market characterized by diverse brands and service standards, trust becomes an indispensable mechanism that bridges the gap between service performance and consumer satisfaction. Conversely, for iOS users, the mediation effect is not statistically significant ($p = 0.224$). This indicates that while Apple's service quality exemplified by its integrated AppleCare system, seamless updates, and ecosystem-driven support contributes to positive perceptions, it does not significantly enhance satisfaction through the trust pathway. For Apple customers, trust appears to be more strongly embedded in the overall brand ecosystem rather than contingent upon incremental service encounters.

The comparative results suggest that while both platforms rely on trust as a key mediator between service quality and satisfaction, the strength of this pathway differs. For Android users, service quality serves as a critical trust-building mechanism that reduces uncertainty across heterogeneous service environments. For iOS users, trust is reinforced more by the brand's established ecosystem than by incremental service quality factors, though the mediating effect remains significant. Viewed through Rational Choice Theory, the findings indicate that Android consumers rationally depend on trust derived from service performance to ensure reliable outcomes, whereas iOS consumers, already embedded in a cohesive ecosystem, perceive trust as a given, making service quality a reinforcing but not decisive factor in satisfaction.

4.7 R Square Test

R-square analysis evaluates the explanatory power of the structural model by measuring the proportion of variance in the dependent variable that can be explained by its independent variables. A higher R-square value indicates stronger predictive accuracy and greater model robustness. The adjusted R-square is also reported to account for the number of predictors in the model, ensuring that the explanatory power is not artificially inflated as additional variables are introduced. Together, R-square and adjusted R-square provide a balanced assessment of model fit, capturing both the strength and reliability of the relationships within the model ([Hair et al., 2019](#)). The R-square results are presented in Table 8.

Table 8. R Square test

	Android		iOS	
	R Square	R Square Adjusted	R Square	R Square Adjusted
CE	0.684	0.682	0.727	0.724
CS	0.695	0.692	0.599	0.596
CT	0.514	0.510	0.554	0.550

For the Android dataset, the results indicate substantial explanatory strength across constructs. Customer Experience (CE) has an R-square of 0.685 with an adjusted R-square of 0.682, showing that approximately 68% of the variance in CE is explained by its predictors. Customer Satisfaction (CS) records an R-square of 0.714 (adjusted 0.709), signifying that about 71% of its variance is accounted for by the model. Customer Trust (CT) has a slightly lower R-square of 0.514 (adjusted 0.510), still indicating that over half of its variance is explained. These values fall within the moderate-to-substantial range, suggesting that the Android model demonstrates strong explanatory power. For the iOS dataset, the explanatory power also appears robust. CE shows an R-square of 0.727 (adjusted 0.725), indicating that about 73% of the variance is explained, which is considered substantial. CS achieves an R-square of 0.625 (adjusted 0.619), reflecting that nearly two-thirds of its variance is captured by the model and highlighting moderate-to-strong predictive accuracy. CT also performs well, with an R-square of 0.554 (adjusted 0.550), slightly higher than the Android model, again surpassing the 0.50 threshold. Overall, both datasets demonstrate that the structural model has strong predictive relevance, with R-square and adjusted R-square values well above the minimum acceptable level of 0.50. These findings confirm that the model is robust and reliable in capturing the relationships among constructs for both Android and iOS users.

5. Conclusions

5.1 Conclusion

This study investigated the impact of product quality, service quality, customer experience, and customer trust on customer satisfaction, with comparisons drawn between Android and iOS users. The findings consistently revealed that both direct and indirect pathways play important roles in shaping satisfaction, though the strength and mechanisms differ across platforms. For Android, variability management and service quality emerge as critical drivers, with trust serving as a key mediator that transforms service perceptions into satisfaction. For iOS, uniformity and ecosystem-driven predictability play a stronger role, with customer experience and service quality maintaining significant influences, albeit with varying degrees of mediation. Overall, the results underscore that while customer satisfaction is universally anchored in quality and trust, platform-specific contexts determine the relative weight of each construct.

This research makes several specific contributions to both theory and practice. Theoretically, it extends the application of Rational Choice Theory into the context of mobile ecosystems by illustrating how consumers' evaluations of product quality and service quality translate into satisfaction through the mediating mechanisms of customer experience and trust. By conducting a cross-platform comparison between Android and iOS, the study highlights that while both ecosystems exhibit similar structural relationships, the underlying drivers of consumer evaluations differ significantly across markets, thereby enriching the literature on technology adoption and consumer behavior. Practically, the insights generated provide actionable implications for platform managers and smartphone manufacturers in tailoring strategies to align with the distinct expectations and trust-building mechanisms of their user bases.

5.2 Research Limitations

Despite offering valuable insights, this research is subject to several limitations. First, the data collection process was conducted within a relatively short period, which may have constrained the ability to capture seasonal or temporal variations in customer perceptions. Second, the use of an online questionnaire distributed exclusively via Google Forms may introduce self-selection bias, as only respondents with internet access and willingness to participate were included. Third, the study focused primarily on young respondents, with the majority aged 17–23 years old and holding senior high school or bachelor's level education, which may limit the generalizability of the findings to broader demographic groups.

5.3 Suggestions and Directions for Future Research

To address these limitations, future research should consider extending the data collection period across multiple time frames in order to capture more dynamic shifts in customer behavior. Additionally, adopting a mixed-methods approach by combining online surveys with in-depth interviews or offline data gathering would help reduce bias and enrich the quality of insights. Finally, expanding the respondent pool to include more diverse age groups and educational backgrounds would enhance the external validity of the study, ensuring that the findings more accurately reflect the experiences of the wider population of Android and iOS users.

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Author Contributions

FC contributed to the conceptualization of the study, academic supervision, critical review, and manuscript refinement. SS contributed to the research development, methodology design, data processing, statistical analysis, interpretation of findings, and manuscript drafting. LS and SS contributed through manuscript review and intellectual feedback. All authors approved the final version of the manuscript for publication.

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