

THE EFFECTS OF PRICE, QUALITY, AND BRAND IMAGE TOWARDS CONSUMER PURCHASING DECISION ON SAMSUNG SMARTPHONE IN SURABAYA



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SURABAYA**

2016

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IMAGE TOWARDS CONSUMER PURCHASING
DECISION ON SAMSUNG SMARTPHONE IN
SURABAYA

THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To fulfill the requirements for the management bachelor degree
International Business Management Program

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INTERNATIONAL BUSINESS MANAGEMENT

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APPROVAL PAGE

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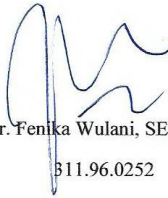
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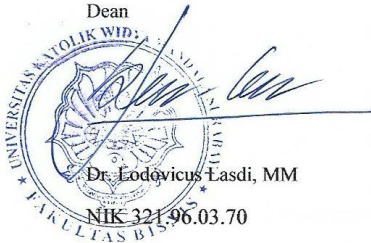


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FOREWORDS

The author give gratitude to the Almighty God who has given his blessing and grace so that this research can be done properly. This research is written to fulfill one of the requirements for graduation from the Business Faculty of Widya Mandala Catholic University Surabaya to get the Bachelor Degree of Economy. Furthermore, this research hopefully can help the other International Business Management students in developing next researches that are related with this research.

This research can not be done without the helps and supports from many sides. Therefore, in this occasion the author wants to say thank you and gratitudes to:

1. Mr. Dr. Lodovicus Lasdi, SE., MM. as the Dean of Business Faculty of Widya Mandala Catholic University Surabaya.
2. Ms. Elisabeth Suprihayanti, SE., M.Si. as the Head of Management Program of Business Faculty of Widya Mandala Catholic University Surabaya.
3. Mr. Dr. Rey Antonio Loyola Taganas as the lecturer that the author admire, give so much ideas and suggestions during the preparations of this paper.
4. Mr. Dr. Wahyudi Wibowo, ST., MM. as the Head of International Business Program of Business Faculty of Widya Mandala Catholic University Surabaya.
5. Mr. F.N. Hendro Susanto, SE., MM. as the advisor I that gives the author so much time, efforts, and knowledge that is very helpful in complete and finish this paper.

6. Mr. Robertus Sigit H L, SE., M.Sc. as the Secretary of Management Program of Business Faculty of Widya Mandala Catholic University Surabaya and as the advisor II that gives so much time, supports, and directions that is very helpful in complete and finish this paper.
7. All lecturers and staffs from the Business Faculty of Widya Mandala Catholic University Surabaya in Management Program for all knowledge and guidance in the study time and the processes in finishing the paper.
8. All respondents that are participated in this research and spending their time to fill out the questionnaires.
9. Families that always motivates, prays, and supports the author morally and materially during his study and until he completion of this paper.
10. Best friends and the 1st batch of International Business Management Program that always supports and helps the author during his study and until the completion of this paper.
11. All parties and the others that can not be mentioned one by one who had been providing assistances and supports to the author.

Hopefully all the helps and supports given to the author will get blessings from Almighty God. In the end, the author hope this paper can provide benefits to the business world in particular and to every reader in general.

Surabaya, September 16th, 2016

Author

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ABSTRACT

The purpose of this research is to examine the effects of price, quality, and brand image towards consumer purchasing decision on Samsung smartphone in Surabaya. The samples in this research are 100 respondents who use Samsung smartphones, 15 years old minimum, have their own salaries, live in and outside Surabaya, and know about the price information about the other smartphone brands. The sampling method used is non-probability sampling and the data collection method used is direct surveys to the respondents through the distribution of questionnaires.

The data analysis technique use in this research is multiple linear regression analysis which is the result shows that price, quality, and brand image have positive effects towards consumer purchasing decision on Samsung smartphone in Surabaya. The result imply that Samsung company should pay more attention to their product's price, quality, and their brand image because these factors are very influence the consumer purchasing decision on Samsung smartphone in Surabaya.

Keywords: price, quality, brand image, purchase decision, Samsung, Smartphones.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh harga, kualitas, dan citra merek terhadap keputusan pembelian smartphone Samsung di Surabaya. Sampel dalam penelitian ini adalah 100 orang responden yang menggunakan smartphone Samsung, berusia minimal 15 tahun, memiliki penghasilan sendiri, tinggal di dalam dan diluar Surabaya, dan mengetahui tentang informasi harga dari merek smartphone lainnya. Metode pengumpulan data yang digunakan adalah survey langsung kepada responden melalui penyebaran kuisioner.

Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda yang dimana hasilnya menunjukkan bahwa harga, kualitas, dan citra merek memiliki pengaruh positif terhadap keputusan pembelian smartphone Samsung di Surabaya. Hasil penelitian ini menunjukkan bahwa perusahaan Samsung sebaiknya menaruh perhatian lebih terhadap harga produk, kualitas produk, dan citra merek mereka karena faktor – faktor ini lah yang sangat mempengaruhi keputusan pembelian oleh konsumen terhadap smartphone Samsung di Surabaya

Kata kunci: harga, kualitas, citra merek, keputusan pembelian, Samsung, smartphone.