ANALYSIS OF MARKETING MIX 7PS TOWARD THE SAMSUNG SMARTPHONE CONSUMER BUYING DECISION AMONG STUDENTS AT PRESIDENT UNIVERSITY

By

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Nowadays the usage of mobile phone has changed dramatically into usage of smartphone in all over the world. Many of mobile phone users have changed into smartphone users which are trending nowadays. The growth of smartphone user is increasing sharply, Smartphone has capture market attention by it modern features and specialty that smartphone able to give than mobile phone.

According to the survey by Nielsen in January 2012 that smartphone growth by age and income in US had increase dramatically. People who are in the age of 25-34 age group showed the highest portions of smartphone ownership than any other ages groups. People who are in the age between of 45-66 age group show small number of smartphone ownership.

Figure 1.1 Smartphone Ownership by age and income in US

Source: Nielsen Company 2012
Income of people in the US also one of the factor that determine the number of smartphone ownership. People who are older or older subscribers with higher income are more likely to have a smartphone than younger people with smaller income.

**Figure 1.2 Smartphone users by age in US and EU 5**

![Percent Composition of Smartphone Users by Age](image)

**Source: Com Score MobiLens, December 2011**

According from the Com Score about the 2012 mobile future had showed the graph that described the smartphone users by ages in United States and EU 5 (UK, Spain, Italy, Germany and France). From figure 1.2 it can be seen that among ages of 18-24 show the second largest of proportion of people who using smartphone, where as we that ages range between of 18-24 is mostly is teenagers or students of university.

Smartphone has revolutionized the way of people in presents doing thing, the role of smartphone nowadays is phenomenal. Todays smartphone has taken the role of computer, smartphone has making possible for to do a lot of things with a small devices in hand. “Smartphone has a lot of applications that enable for smartphone users to do many kinds of his or her activity through their smartphone such as sharing information, browsing, paying for products, working,
shopping or playing games. Virtually every activity today has smartphone application for it” (Mackenzie Kimball, 2011).

A smartphone is a mobile phone built on a mobile operating system with more advanced computing capability and connectivity than a feature of mobile phone. According to the (Liane Cassava, 2012) “smartphone can be define as a devices that enable the users to make a phone call and while at the same time to add some features where at the past time those things were only able to use unless using a personal computer or personal digital assistant (PDA), it such as sending and receiving e-mail and editing office documents for instance”.

Figure 1.3 Smartphone Market Share in Q1 of 2012

Source: IDC 2012

From the figure 1.3 above we can see that the competition of smartphone between different brands in the first quarter of 2012. According to the IDC was dominated by Samsung with 29, 1% where in the second place of smartphone market share in the world is dominated by combination or mixing of several brands of smartphone with 27%. Apple brand was ranked 3 in the smartphone market share with percentage of 24, 2% which means that actually the market leader of smartphone currently is leading by Samsung and Apple.

The combinations of Samsung and Apple smartphone market share have reached more than fifty percent of the total of smartphone market share in the
world wide. It means that both Samsung and apple both companies have ship more than 50% of smartphone needs in the worldwide. Currently both of Samsung and Apple companies always compete with each other by keep improving and developing their smartphone product in order to win the market share of smartphone.

**Figure 1.4 Smartphone Customers Satisfaction Rates 2012 in US**

<table>
<thead>
<tr>
<th>Overall Wireless Smartphone Index Rankings</th>
<th>J.D.Power.com Power Circle Ratings™ for consumers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>849</td>
</tr>
<tr>
<td>HTC</td>
<td>790</td>
</tr>
<tr>
<td>Study Average</td>
<td>763</td>
</tr>
<tr>
<td>Samsung</td>
<td>782</td>
</tr>
<tr>
<td>Motorola</td>
<td>777</td>
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<td>Nokia</td>
<td>763</td>
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<td>LG</td>
<td>782</td>
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<tr>
<td>Research Blackberry</td>
<td>740</td>
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<tr>
<td>HP/Palm</td>
<td>707</td>
</tr>
</tbody>
</table>

Source: J.D Power and Associates 2012

According from the (J.D Power and Associates U.S wireless smartphone customers satisfaction study volume 2, 2012) apple ranked the highest among others smartphone manufactures in customer satisfaction level. Apple get score 849 for its performance especially in terms of design, ease operation and ease connectivity for mobile social network application. HTC ranked 2 with score 790 followed apple in the smartphone ranking. Although Samsung and Apple are smartphone manufactures who lead the smartphone market, however Samsung
just ranked 4 with score 782 below HTC and Apple won in terms of customer satisfaction among smartphone users in US.

In the competition of customer satisfaction of smartphone user between apple and Samsung has won by apple which it show a significance response by apple smartphone user in the USA. However Samsung won by apple in terms of the market share of smartphone in the world wide.

According to figure 1.4 above data show that there is a problem that occurs between apple and Samsung competition in terms satisfaction level of smartphone user and smartphone market share worldwide. The data shows that although Samsung smartphone has lose by apple smartphone in term of customer satisfaction level of smartphone however Samsung able to manage to take lead in smartphone market share worldwide.

From that problem the researcher would like to know whether marketing mix has influence simultaneously toward the consumer buying decision of Samsung smartphone among consumer of ages between 18-24 which affecting high sales of Samsung although the level of satisfaction of Samsung smartphone its lower than Apple . The researcher would like to know its there any influence from 7 factors of marketing mix such as price, product, production, place, promotion, people, process, and physical evidence towards consumer buying decision of Samsung smartphone among students or teenagers especially among the President University students.

Therefore in this research the researcher would like to know whether marketing mix of 7ps has influence simultaneously toward the consumer buying decision of Samsung smartphone among President University students and also in this study the researcher would like to know which is the significance factor of marketing mix 7ps that influence the consumer buying decision of Samsung smartphone among the President University students.
1.2 Company Profile

1.2.1 Samsung Electronic

Samsung is one of the world’s largest technology providers from South Korea. Samsung was founded by Lee Byung Chul in 1 March 1938 where the Samsung general shop was start opened in North Kyung Sang Province, Korea. Samsung start it business as trading company by importing and exporting its products or commodities such as sugar and wool from South Korea to Beijing, China (Samsung Press Information).

The word of Samsung in Korean has meaning as “Three Star”. The name of Samsung has been associated with many of industry and business categories in South Korea and several parts of worlds. In 1969 Samsung Electronic was born and from that Samsung has been start acquiring and established many kinds of business industry and field such as hospital, paper manufacturing, life insurance company, department stores and others business fields. Samsung company also destined as a household utensil company in its home country where it products spinning each side of South Korean and even reach internationally.

**Figure 1.5 Samsung Business Principles**

![Samsung Business Principles](source: Samsung.com)
All of achievement that Samsung has achieved has given through all of its best quality of products to its costumers it because of its company best quality control which Samsung implemented “Line Stop” system. Line stop is a system that allows anybody to stop the process of production in the event of that substandard products are discovered.

In the present, Samsung still maintains it image as a company that provide and giving it best by offered it customers the best quality from their products. Samsung workforces still striving for an excellence in their own respective in order to making its companies to achieve a huge success in the world, the secret that keeps Samsung surviving in the international market competition is has a constant of improvement in their management structure and the application of their company philosophies and ideology “we will devote our human resource and technology to create superior products and services, thereby contributing to a better global society” by James Kara Murat (2012).

Samsung Company Timeline History:

1. **1938-1969 Samsung Beginnings**
   
   In 1938 Lee Byun Chul was Start his business in Taegu, South Korea with 3,000 won. Samsung first primary operated on trade export by selling dried fish, vegetables, and fruits to Manchuria and Beijing. After several years Samsung success to achieve some achievements and event abled to established some companies. In 1954 Samsung founded Chell industries Inc, in 1963 Dong Bang Life Insurance company acquired (renamed into Samsung Life Insurance in July 1989), in 1986 Joong-Ang Development established (todays know as Samsung Everland) and in 1970 Samsung success to started its first production of black and white TV model P-3202 produced by Samsung-Sanyo (Samsung.Com).

2. **1970-1979 Diversifying in Industries and Electronics**
   
   During 1970 to 1979 Samsung companies was tried to enhance its future growth internationally by investing some of business industries such as heavy, chemical, petrochemical industries, textile, and electronic industry.
In 1974 Samsung Electronics became a major manufacture of household utensil in South Korea by acquiring 50% stake of semiconductor industry in South Korea which strengthen Samsung position as semiconductor industry leader at that time (Samsung.Com).

3. **1980-1989 Entering the Global Market Place**

Between 1980 and 1989 Samsung has diversified its core business and expanded to the global market. During those time Samsung also had build some new industries such as Samsung Aerospace industries (in present Samsung Techwin) and Samsung data system (in present Samsung SDS). In 1987 Samsung co founder Lee Byung Chul was passed away after 50 years takes lead on Samsung Company. Afterwards his sons Lee Kun Hee replaced his father as a new chairman in the Samsung and he was taking challenged to restructure the company and enter the new one with purpose to become best top five electronic companies in the world (Samsung.Com).

4. **1990-1993 Competing in Change of Tech World**

Due to high competition in the early of 1990, many companies at that time was forced to think hard in order to survive in competition. Business started to across border between countries and companies, many companies merger and consolidates each other in react to that cause. So that in order to survive in this competition Samsung had changed it business strategy in order to meet the demands of market and also because of the changed of the technology world. Such as in 1993 Samsung Advanced Institute of Technology (SAIT) was developed the first (DVD-R) Digital Video Disk Recorder (Samsung.Com).


During those period Samsung had changed its priority in order to become a world class product and to make total satisfaction of its customers and also become a corporate citizen Samsung become more focusing on “Quality First”. During these periods Samsung has been produced 17
different products – start from semiconductor until computer monitor, from TFT-LCD until colors cube for TV. Each of categories in Samsung products bounced into big top five in the world market and the other 12 products achieved the highest score in their each category. In all of Samsung achievement, Samsung also contributed in the society (CSR, Corporate Social Responsibility) such as social prosperity, environment conservation, culture activity, or sports. It proved that Samsung had contributed a lot in social and sport event by 1996 Samsung Head Corporation; Kun Hee Lee was chose as member of international Olympic Committee or IOC. This has significant bounce images of Samsung Company as the main contributor in world athletic (Samsung.Com).

Samsung become one of few companies in South Korea that can survive during financial crisis at that time. Samsung become the one of the companies that can survive and keep growing, it’s all because of it leading in the networking and digital technology, and also it concentration in technology and financial area. Samsung response the financial crisis that hit South Korea Economic by reduced its affiliated companies to 45 and lowering its debt ratio from 365 percent in 1997 to 148 percent by late of 1999(Samsung.Com).

7. 2000-2010 Pioneering the Digital Age
In the era of digital age that had brought many changed, chanced, and revolutionary for business globally, Samsung has answered with giving high technology, competitive products and constant innovation. Samsung has accepted every challenge with belief it has positioned as one of the leaders in world of digital industry. Samsung has commitment to become the best in the world has make it as company that has biggest market share of it products, such as semiconductor, TFT-LCD, monitor, smartphone, and mobile phone. For instance in 2010 Samsung brand has chosen as
brand which stands in no 19 in the world by Interbrand Best Global Brand 2010 (Samsung.com).

1.3 Problem Identification

From all of data and information about smartphone that showed above, it showed that the most smartphone user is comes from the ages between 25-32 in US and EU 5 based on the figure 1.2, where the second largest portion of smartphone user was derived from user of ages between 18-24 which are teenagers and college students in US and EU 5. The researcher also found that the customer satisfaction level of Apple smartphone users is higher than Samsung smartphone user in other side the smartphone market share worldwide is dominate by Samsung smartphone than Apple. It showed from the customer satisfaction level among smartphone users and smartphone market share. According from the figure 1.4 that showed the customer satisfaction level of smartphone users, Apple Inc Company get the highest score compare to another brands of smartphone in terms of satisfaction level. Apple Inc Company with their smartphone iPhone has won the level of customer satisfaction of smartphone users in 2012 after beat its rival Samsung which only placed on 4 ranks in the level of customer satisfaction of smartphone users in 2012 by J.D Power and Associates.

However according to the figure 1.3 showed that Samsung smartphone dominated world market share of smartphone and smartphone shipment in the first quarter of 2012. In the opposite Apple smartphone only can reach second place of smartphone market share in the world. Based on the all of data and information that the researcher has get and stated above. The smartphone competition between Apple Inc Company and Samsung in terms of smartphone customer satisfaction and smartphone market share shows that Apple Inc Company has won the smartphone customer satisfaction however Samsung won the smartphone market share world wide. This is the problem that researcher want to research. How Samsung smartphone won the smartphone market shares
although Samsung is beaten by Apple in the level of smartphone customer satisfaction level? According to that problem the researcher wants to research about the analysis marketing mix toward the consumer buying decision of Samsung smartphone among consumer between ages of 18-24 where in this study the research focus on President University student as it object.

1.4 Statement of Problem

The problem statements that are tested and evaluated in this study can be formulated in the form of questions as stated below:

1. Is there any influence between marketing mix 7ps simultaneously toward the Samsung smartphone user buying decision among President University students?
2. What is significance factor from marketing mix 7ps that influences the consumer buying decision of Samsung smartphone partially?

1.5 Research Objective

The main objectives of this research are to know whether marketing mix 7ps has influence simultaneously toward the smartphone consumer buying decision of Samsung smartphone among President University Students and to know what is the significant factor from marketing mix that affect the Samsung smartphone consumer decision partially.

1.6 Significance of Study

This research is expected to give contribution in knowledge, theoretical and practical area for any parties:

1.6.1 The researcher

This research is has important meaning for the researcher. Beside for one of the requirement that researcher have to fulfill in order to get bachelor degree and to graduate from university, through this research also give chance for researcher to apply and implement what researcher have learned from the class into practical study. This research also gives researcher more knowledge
and information about the development and situation of smartphone market in the world and Indonesia.

1.6.2 Samsung Electronic Company

This research is expected to be able to give more contribution and additional information about the smartphone consumer decision through analysis of marketing mix for the Samsung Electronic. The marketing mix consist of seven factors, there are product, price, place, promotion, people, process and physical evidence. This study also give information for Samsung electronic company about which factor of marketing mix which giving significant effect to the smartphone consumer choice. So that through this study it can help Samsung electronic company to have more understanding about their consumer and to deliver more valued and benefits in order to achieve higher customer satisfaction of smartphone.

1.6.3 The Reader

Through this study the researcher hope that this research is able to give more information and knowledge for reader and as reference for other researcher to solve the problem that is related to analysis of marketing mix toward the smartphone consumer decision.
1.7 Theoretical Framework

Figure 1.6 Theoretical Frameworks

Source: Philip Kotler and Gary Armstrong & Booms and Bitner 2010

1.8 Scope and Limitations

In this research the researcher spread the questionnaire from 5 December 2012 to 6 December 2012 in President University and President University student housing. The content of the questioner is based on the marketing mix and consumer buying decision theory with total respondents of 120 students.

1.8.1 Scope of the Study

This research scope is only focused on the Samsung smartphone user within the range of ages between 15-28 years old despite of genders.
1.8.2 Limitation of the Study

In this research the researcher limited the range of the respondents to 120 which only limited for the President University students who study at President University.

1.9 Assumptions and hypothesis

According to what have been researcher states on the statement of problems above in this study, the researcher takes hypothesis as following:

All independent variables of marketing mix 7ps (product, price, place, promotion, people, process & physical evidence) influence simultaneously toward the consumer buying decision of Samsung smartphone.

1.10 Definition of Terms

Mobile Phone: portable telephone device that does not require the use of landlines cable and utilize frequencies transmitted by cellular towers to connect the calls between two devices.

Smartphone: a cellular telephone with built in applications and internet access.

PDA (Personal Digital Assistant): powerful handheld computing devices without a keyboard but with a screen that reads words written or drawn on it pen like stylus.

OS (Operating System): it software that communicates with the hardware and allows programs to run. Operating system is comprised of system software or the fundamental files of computer that need to be boot up and function.

Mobile Operating System: operating system which created to be use and run only for mobile devices such as mobile phone, smartphone, and tablet.
**Android:** android operating system is mobile operating system that created and developed by Google and it used by several smartphone brands such as Samsung, HTC, and Motorola. Android operating system is based on the Open Linux Kernel which meaning that developer can modify and customize the OS for each phone.

**Mp3:** Mp3 is one of the music formats, and it usually played on the computer via media player software.

**Mp4:** Mp4 files are container format that can hold a mix of multimedia objects (audio, video, image, and animations)

**PC (Personal Computer):** Device with mostly used in daily for work and personal use. A typical of PC includes Monitor, Key board, system unit, and mouse.

**Marketing Mix:** mix of several ideas that used by marketing representative with purpose to promote particular product or brand.

**Consumer Decision:** consumer decision is a process that consumer takes before decided to buy a certain product. It takes several process such as costumer identify their needs, collect information, evaluate alternatives, and the last is make purchasing decision.
CHAPTER II

LITERATURE REVIEW

2.1 Marketing

Today's many successful companies in this world have one thing in common. Those companies are focused and heavily committed to marketing. Those companies like Apple and Samsung share a passion for understanding and satisfying their consumers' needs and wants. Those companies also creating value through long relationships with their own customers by always satisfying their customers with high quality of products or services and also given good values.

In a simple definition, marketing can be defined as an activity with aim or purpose to fulfill people's needs and wants. Needs is something that have eternally exist inside of all of human body and its something that each human in this world have to fulfill it. Whereas wants is something that human and people willing to pay for a certain amount to get a certain pleasure of particular products or services which it’s not really necessary and important as needs to be fulfill. According to the Kotler and Armstrong (2010) about the definition of needs and wants are:

“Needs is states of felt deprivation which includes basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression”.

“Wants are the form of human needs take as they are shaped by culture and individual personality, Wants also shaped by one’s society and are describe in terms of objects that will satisfy needs”.

Here are some definition of marketing according from some different analysis and books:

According to the Kotler and Armstrong (2012) the definition of marketing is:
“Marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return.”

According to the Keegan and C. Green (2005) the definition of marketing is:

“Marketing can be described as one if the functional areas of business, distinct from finance and operations and it also can be thought of as one of the activities that along with product design, manufacturing, and transportation logistics, comprised a firm’s value chain.”

According to the Kotler and Keller (2012) marketing definition is:

“Marketing is about identifying and meeting human and social needs, one of the shortest good definitions of marketing is meeting needs profitably.”

The American Marketing Associations define marketing as:

“Marketing is the activity, set of institutions, and process of creating, communicating, delivering, and exchanging offering that have value for customers, clients, partners, and society at large.”

According to the Kotler (2003), marketing definition can be distinguished between a social and a managerial definition.

“Marketing in social definition is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.”

“Marketing in managerial definition is marketing often described as the art of selling products.”

Based on all of those marketing definition from above the researcher conclude that marketing is activities that delivering values to in order to satisfy consumers needs wants and make a good relationships between companies or organization through products or services that provided by organization or companies.
According to the Drucker (2003) says that marketing aim or purpose is:

“There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customers so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.”

From all of those definitions of marketing, the researcher simply conclude that marketing is the process of selling product or service to the consumer by also delivering value and keep a good relationship between firm or company and consumer. By having a deep understanding of marketing definition, firm or company will be able to giving product and services that meet what consumer demand and gain a great customer satisfaction.

2.2 The Marketing Mix

In achieving the objective of marketing, it involving five steps of process of marketing in order to achieve it objective such as first the company tries to understand the marketplace and customer needs and wants. Second company design a customer driven marketing strategy, third company construct an integrated marketing program that deliver superior values, fourth company build profitable relationships and create customer delight and the final steps is company capture value from customers to create profits and customer equity.

Marketing mix is including in the second steps of marketing process which is company try to design a customer driven marketing strategy. According from (Kotler, 2010, p72) stated that “marketing strategy is the marketing logic by which the business unit hopes to create customer value and achieve profitable customer relationships”. The process of designing marketing strategy itself involving several process one of those process are Segmentation, targeting and positioning which help company to identify the total market by divided it into smaller segments, select the most profitable segments and focusing on serving and satisfying customers in those segments.
After deciding on overall marketing strategy, company will try to design an integrated marketing mix. Marketing mix is a tools that used by marketer to help companies to design a best and suitable marketing decision for their companies to get the customer value and relationship. According to Kotler and Armstrong (2010), the definition of marketing mix is:

“Marketing mix is the set of controllable tactical marketing tools-product, price, place and promotion- that the firm blend to produce to response it wants in the target market.”

According to Pride and Feller (2010) marketing mix definition is:

“Marketing mix: four marketing activities-product, distribution, promotion, and pricing that a firm can control to meets the needs of customer within its target market.”

As it has been stated from above that marketing mix consist of four variables which are product, price, place and promotion. Each of variables from marketing mix is designed to help companies to create an effective marketing strategy in order to achieve company objective.

2.2.1 Product

Product is a thing that company sell or offer to the customer in the market with value added and function contain inside it. Product also can be define as the main reason that makes companies runs and company positioning in the consumer point of view. Its because product not only contain value and function inside it but it also help company earn profit by selling it to the consumer and it also help company to sets image or position its brand inside the customer minds. According to the Kotler and Armstrong (2010); “Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.”
1. **Product Attributes**

In order to win the market marketer need to be able to deliver and offer benefits for their customers. According to Kotler and Armstrong (2009) those benefits are communicated and delivered by product attributes such as Product Quality, Branding, Packaging, Product Features, Labeling, and Product Support Service.

a. **Product Quality**

Product quality is one of the critical or main points that all of marketers concern in giving the product or service a particular characteristic that will have ability to satisfy customer needs.

b. **Branding**

Brand is a name, sign, symbol or logo which has values that identifies the product or service as it and distinguish them from another product or services from other competitors.

c. **Packaging**

Packaging is the process of designing, covering, and wrapping the product into something in order to looks goods, giving identity to product and protects the product from harmful object.

d. **Product Features**

Product features is value or benefit that company create for product and it also a tools for company for distinguish their product from competitors product.

e. **Labeling**

Labels has perform some function, first labels help marketers to give identity for the product or brand, second describe some several thing about the product such materials of product, origin made product, or Who made the product, the third is to promote and position the product in consumer minds.
f. Product Support Services

Product support services is a customers services that company offer to the consumer after purchasing their product, usually the service that given by the company can be support service of product for a major or minor part of the total offering.

2.2.2 Price

Price is one of the variables in the marketing mix which plays critical roles in the marketing process. Price of product of service has to be balanced with benefits and advantages that offered by company. Cause of that reason, company or marketer has to be careful on setting the price of product or service which balanced with value and benefit that consumer can gain. According to Kotler (2003) Marketing Management price is:

“Price is the one element of the marketing mix that produces revenue; the other elements produce costs. Price is the easiest marketing mix element to adjust; product features, channels, and even promotion take more time. Price also communicates market the company’s intended value positioning of its product or brand. In traditionally price has operated as the major determinant of buyer choice”.

In order to set the right price for their product or service, company or marketers follow a several steps that assisting them on setting the price of product or services. According to Philip Kotler (2003) the process of setting price of product or service taking several steps as follow:

1. Selecting the pricing objective
2. Determining Demand
3. Estimating Cost
4. Analyzing competitors costs, price, and offers.
5. Selecting a pricing method
6. Selecting the final price
2.2.3 Place (Distribution Channels)

Place also plays a critical role into success of marketing objective. An easy access of place for customers can increase the customer satisfaction level of company products which directly will lead to success of marketing objective. According to Jed C. Jones Ph.D (2007) the definition of place is:

“Place is this terms is really refers to any way that the customer can obtain a product. Provision of a product can occur via any number of distribution channels, such as in a retail store, through the email, via downloadable files, on a cruise ship, and in a hair salon. The ease and option through which company can make its product available to customers will have effect on sales volume”.

According to Kotler and Armstrong (2008) the definition of place and distribution channel is:

“Place is include company activities that make the product available to target customer”.

“Distribution Channel is a set of interdependent organization that helps make a product or service available for use or consumption by the consumer or business user”.

By all of those definition of place in the marketing mix, the researcher conclude that by distributing product into right place and channel in which easier for consumer to reach, company or firm can achieve customer satisfaction.

2.2.4 Promotion

Promotion is a tool that used by markets to promote and offers company product and service to the market through some media. An effective and creative of promotion can gain the attention of market and attract more consumers.
Through a promotion marketer can deliver their product values, benefit and product knowledge to the customer and also persuade customer to buy their product and services. According to Kotler and Armstrong (2009) Promotion definition is:

“Promotion means activities that communicate the merits of the product and persuade target customers to buy it”.

According to Belch (2003) the definition of promotion is:

“Promotion is the coordination of all seller initiated effort to set up channel of information and persuasion in order to sell goods and service or promote an idea”.

Through promotion, firm or company can affect or persuade consumer to buy their product and services. Promotion also can affect consumer behavior toward the product and service that company offer to them. It also can help company to positioning the product and services in the consumer mindset.

1. Promotional Mix

Promotional mix has consists of five elements, advertising, sales promotion, publicity/ public relations, personal selling and direct marketing. According to Pride and Farrell (2010) promotional mix is:

“Promotional Mix is a combination of promotional methods (advertising, personal selling, public relations and sales promotion) used to promote a specific product”.

According to Belch (2003) promotional mix is:

“Promotional Mix is the basic tools used to accomplish an organization communication objective”.
From all of those promotional mix elements its can help marketers to affecting the consumer mind and behavior which will lead to the consumer decision by giving the information about the product. Here are some definitions about each of elements in the promotional mix tools according to Belch (2003) and Kotler and Armstrong (2009):

• Advertising
Advertising is defined as any paid form non personal communication about an organization, product, service, or any idea by an identified sponsor. Advertising also has an objective, according to Philip Kotler (2009) “an advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time”. Advertising objective can be classified into four different objectives.

-Informative Advertising
Informative advertising is used heavily when introducing a new product category; the objective is to build primary demand.

-Persuasive Advertising
Persuasive advertising become more important as competition increases, the objective is to build selective demand.

-Comparative Advertising
Comparative advertising, in which a company directly or indirectly compares its brand with one or more other brands, comparative advertising has been used for products ranging from soft drinks, beer, and pain relievers to computer, batteries, car rentals, and credit cards.

-Reminder Advertising
Reminder advertising is important for mature products- it helps to maintain customer relationships and keep consumers thinking about the product.
• **Public relations**
  According to the Kotler (2009) public relations is defined as “Building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events”. Public relations are used to promote products, people, place, ideas, activities, organizations, and event nations.

• **Personal Selling**
  Personal selling is a form of person to person communication in which a seller attempt to assist and /or persuade prospective buyers to purchase the company’s product or service or to act on an idea. Personal selling involves more direct contact between buyer and seller, either face to face or through some form of telecommunications such as telephone sales.

• **Direct Marketing**
  Direct marketing is in which organization communicates directly with target customers to generate a response and/or a transaction. Direct marketing is much more than direct mail and mailing catalogs. It involves a variety activities, including database management, direct selling, telemarketing, and direct response ads through direct email, the internet, and various broadcast and print media.

• **Sales Promotion**
  Personal selling and advertising often work closely with another promotion tool, sales promotion sales promotion is consist of short
term incentives to encourage purchase or sales of a product or services.

2.2.5 People

People are another new P’s that was added by economical analyst into marketing mix. Marketer or any other service personnel in the company plays critical role in giving service to the consumers in the market. If marketer and service personnel are rude and not serve their customers, they might be disabling to attract customers to buy their product and service. However “if they are friendly and warm, they can increase customers satisfaction and loyalty” Kotler (1982). According to Bitner and Broom (2005) “people are all people directly or indirectly involved in the service counter, namely the firms contact employees, personnel and other customers”.

People become one of the important factors in the 7p marketing mix because of the inseparability of production and consumption for service in the market which encourage firm or company to depend heavily on their employees or people who everyday face directly and deliver service to customers. Employees of firm or company have significant contribution on the service quality of firm, a favorable service can creating a favorable image for firm or company which can lead to the higher of customer satisfaction.

2.2.6 Physical Evidence

Another factor that also include on the 7p marketing mix is physical evidence. Physical evidence is more focusing on the environment or surrounding place where the process or interaction of people who are deliver the services with the consumer who are consume or buy the service or product occurs. According to the Bitner and Broom (2005) physical evidence definition in the marketing mix is “refers to the environment in which the service assembled and in which the seller and customers interact, combined with tangible commodities”. Another things that also refers to the physical evidence in service is all the tangibles
representative of service such as in the hotel industry the design of the furniture, lighting, layout, or decoration its categorize as physical evidence. The more intangible service of the company, the more needed a company or firm to provide more tangible things or physical evidence for their customers so that their customer can experience the nature of service that company wants to deliver to their customers.

2.2.7 Process

Service is something that perishability which has means that service is cannot be inventoried or stored and returned. As services are something that cannot be stored or inventoried, it has become a challenge for firm and company to deliver services as what customers needs and wants through process or flow of activities which services are transferred from marketers or people to customers. According to the Bitner and Broom (2005) process “is referred to the procedures, mechanism, and flow of activities by which the service is delivered i.e the service delivery and operating system”. All of the combination of steps and procedure of process delivering service from marketers to customers constitute a service process which is evaluated by customers in the end.

2.3 Consumer Buying Decision

In order to gain the market and giving what consumer wants and need marketer need to know what is the consumer buying decision process. By knowing the consumer buying decision process, marketer can gives what is consumer really wanted the most and need. According to the Kotler & Keller (2012) there are five steps or process of consumer buying decision. There are Problem recognition, information search, Evaluation of alternatives, purchase decision, and post-purchase behavior.
a. **Problem Recognition**

This is the first step from the consumer buying decision process. At first consumer or buyer recognized a problem or triggered by an internal or external stimulus, the internal stimulus is comes from consumer personally needs such as hungry or thirsty, where external stimulus is comes from the external factor such environment. From those facts it necessary for marketer to identify the background that trigger an particular need of consumers. It can be done by gathering information from a lot of number of consumers.

b. **Information Search**

There are two levels that engage in the information search process or levels. The first level or state is called as heightened attention.  “*Heightened attention level or state is a condition or a situation in which a person simply becomes more receptive to information about a product. The others level is being called as active information search. In this level or state a person tend to looking or gathering reading material, phoning friends, going online, and visiting stores to learn about the product*”. There are some information sources or major information sources in which customers usually search divided into four group:

- **Personal** (family, friends, neighbors, acquaintances)
- **Commercial** (advertising, websites, salespersons, dealers, packaging, displays)
- **Public** (mass media, consumer-rating organization)
- **Experiential** (handling, examining, using the product)

c. **Evaluation of alternatives**

There are some basic concepts that involves in this process of understanding the consumer evaluation process. “*First, most of consumer is trying to satisfy a need. Second, the consumer is looking
for certain benefits from product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities to deliver the benefits. However consumer will pay the most attention to attributes that deliver the sought-after benefits”. Marketers often segment the market for a product according to attributes and benefits important to different consumer goods.

Through process of learning and experience consumer or people acquire belief and attitudes. A belief is a descriptive thought that a person hold about something. An attitude is a person enduring favorable or unfavorable situation, emotion feelings, and action tendencies toward some object or idea. People have attitudes toward almost everything; religion, politics, clothes, music and food.

d. Purchase Decision

After the evaluation process in which the consumer forms the preferences products among brands in the choice set and forms an intention to buy the most preferred brand. In order to executing a purchase intention the consumer may make up to five sub decisions: 1. Brand, 2. Dealer, 3. Quantity, 4. Timing and 5. Payment method.

According to the Kotler & Keller (2012) there are two factors that can intervene between the purchase intention and the purchase decision. Those two factors are attitude of others and unanticipated situational factors.

- **Attitude of others**

  The influence of another persons attitude depends on two things; “(1) The intensity of others person negative attitude toward our preferred alternative, (2) A person motivation to comply with the other person wishes”. The more intense of other person negativism and the closer a certain person to other person, the more he or she will adjust to a certain person or other person purchase intention.
• **Unanticipated situational factors**
  
  “An unanticipated situational factor is a factor that may erupt to change the purchase intention”.

e. **Postpurchase Behavior**

This is the last step or process of consumer buying decision. This process is explaining about more about consumer experience and feeling after purchase the products. “After purchase the products, the consumer might experience dissonance from noticing certain disquieting features or hearing favorable things about other brands and will be alert to information that support his or her decision”. In this process marketers need to supply beliefs and evaluations that reinforces the consumer choice and help consumer feel good about the brand. According to Kotler & Keller (2012) there are three things that marketers have to do in this step, in this last steps market is necessary to monitor postpurchase satisfaction, postpurchase actions, and postpurchase product uses and disposal.

• **Postpurchase Satisfaction**

Satisfaction is a function of the closeness between expectations and the product’s perceived performances. If performances fall short of expectations, the consumers is disappointed. If it meets expectations, the consumer is satisfied. If it exceeds expectations, the consumer is delighted. These feelings is make a difference in whether the consumer buys the product again and talks favorably or unfavorably about it to others. The larger the gap between expectations and performance it will make the greater dissatisfaction.
- **Postpurchase Action**
  A satisfied consumer is more likely to purchase the product again and will also tend to say good things about the brands to others. Dissatisfied consumers may abandon or return the products. They may seek information that confirms its high value or they may take public action by complaining to the company, going to lawyer, or complaining to other group such as business, private, or government agencies. Private action includes deciding to stop buying the product (exit option) or warning friends (voice option).

  **Figure 2.1 Five stage model of consumer buying decision process**

  ![Five-Stage Model of the Consumer Buying Process](image)

  **Sources:** Philip Kotler & Keller 2012
CHAPTER III

METHODOLOGY

In this chapter of study presents the research method and process in which the researcher used and implement in the study. It involves such process of investigation, sampling scheme, selection of respondents, the sets of survey questionnaire, validation and reliability check process, statistical application, SPSS test, and process of gathering data and information.

3.1 Research Method

In the process of making this research, there are two method or ways which different and distinguish to each others; there are quantitative and qualitative method. The main difference thing between quantitative and qualitative is quantitative method is more focused on the number and utilizing of statistical tools, on the other side qualitative method is more concern on the comparison and usage of many theories from various of sources. However both of the methods have it own advantages and disadvantages.

According to Render, Stair, JR, and Mich. Hanna (2009) quantitative analysis is:

"Quantitative Analysis is the scientific approach to managerial decision making. Whim, emotions, and guesswork are not part of the quantitative analysis approach"

A quantitative method or approach is often being used with aim to verify and prove existing theories or test hypothesis developed based from the previous research or study. In the other side qualitative method is require its user to have a deeper understanding of the study problem, collecting, analyzing and interpreting
that cannot be expressed in numbers. According to Denzin and Lincoln (2005) qualitative research or method is

“Qualitative research involves an interpretive and naturalistic approach, which means that qualitative research study things in their natural settings, attempting to make sense of or to interpret phenomena in terms of the meanings people bring to them”

Qualitative method is often used with aim to gain understanding of underlying reasons and motivations, to provide insights into the setting of a problem, generating idea or hypotheses for later or future research, and the last is to uncover prevalent trends in thought and opinion. However in this researcher, the researcher decided to chose quantitative method or research to conduct this study.

3.2 Research Instrument

3.2.1 Data Collection

In this study the researcher use two sources to collect data and information. Those are primary data and secondary data. Primary data is data which consists all the information that the researcher needs for conduct the study; it collected and gathered throughout questionnaire that given to the third parties. On the other hand secondary data is information that collected and gathered by the researcher for conduct the study; the process of gathering secondary data is could from internet, books, or any other resources that can be used for this study purpose.

In order to produce accurate, valid and reliable data, the researcher needs to do an appropriate data collection process. The method of data collection to conduct this study or research is consists of:

1. Primary data

The method that the researcher used to collect and gathered primary data is by using survey method in which the researcher distribute and
spread questionnaire to third parties who qualified and fulfill the requirement that researcher set for to be respondent in this study.

The questionnaire is designed and constructed by the researcher with guidance from previous research. The questionnaire is consists of two part which first part is consist of questions that asked related to respondent profile or demographic status. The second part is consist of statements that represent the seven independent variable of Marketing mix 7Ps (Product, Price, Place, Promotion, Process, People and Physical Evidence) and one dependent variable (Consumer Buying Decision). The questionnaire is print and copy in the form of papers in which distributed to all students in President University despite of major, batch and gender.

2. Secondary data

According to Malhotra and Peterson (2002) secondary data is "data collected for some purpose other than the problem at had". In this study the researcher collect and get the secondary data from some of these sources in internet such as the survey data from (IDC Analysis the future, Gartner & J.D Power and Associates).

3.2.2 Measurement Scale and Data Analysis

3.2.2.1 Measurement Scale

The Likert Scale was developed by Rensis Likert. It is the most frequently used variation of the summed rating scale. Summed rating scales consist of statements that express either a favorable or an unfavorable attitude toward the object of interests. The participant is asked to agree or disagree with each statement. Each response is given a numerical score to measure the participants overall attitude Cooper and Schindler (2006).
In this research, data is interpreted using five-Likert Scale Malhotra, (2010) as the same as the basis for the interpretation of the result of the compute data where the boundary of numeral and option includes:

### Table 3.1 Relative Grading Systems for Each Dimension

<table>
<thead>
<tr>
<th>Relative Grading Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>Neither Agree / Disagree (Neutral)</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

#### 3.2.2.2 Data Analysis

Statistical Package for Social Science (SPSS) V. 16.0

Refers to the free library by Farlex about Statistical Package for Social Science (SPSS) is the most widely program or software that used to analyze data; for example basic statistical procedures such as frequencies, t-test, linear regression, multiple regression, means, factor analysis, and so on. In this research, the researcher will use SPSS to analysis the data that get from the questionnaire.

#### 3.2.2.3 Validity Test

The validity test show how far questionnaire able to measure what the researcher want measure in this study. The validity test help the researcher to ensure that each of question that asked in the questionnaire is the right and appropriate question which each of question able to measure what the researcher want to measure.

The Pearson’s correlation coefficient is using to measure the validity of variables in research. The coefficient of correlation of Pearson Product
Moment can be based on the actual values of X and Y. The equation as follow:

The Formula is:

\[
    r = \frac{N \sum X Y - (\sum X)(\sum Y)}{\sqrt{N \sum x^2 - (\sum X)^2} \sqrt{N \sum y^2 - (\sum Y)^2}}
\]

Source: Berenson, Levine & Timothy C. Krehbiel (2011)

Where:

\( n \) = the number of paired observations

\( \sum X \) = the X variable summed

\( \sum Y \) = the Y variable summed

\( \sum X^2 \) = the X variable squared and the squares summed

\((\sum X)^2\) = the X variable summed and the sum squared

\( \sum Y^2 \) = the Y variable squared and the squared summed

\((\sum Y)^2\) = the Y variable summed and the sum squared

\( \sum XY \) = the sum of the product of X and Y

According to Sugiyono (2006) in Rahmawati research (2005) state that “item which has high positive correlation with total score means that item has high validity” minimum standard in order to fulfill validity test is if \( r = \)
0.3, where if r<0.3 is categorize as invalid. In this research, the researcher use 0.05 for significance level in the validity test.

### 3.2.2.4 Reliability Test

Refers to (Cooper & Schindler, 2006, pp352), “reliability is a characteristic of measurement concerned with accuracy, precision, and consistency”. Reliability test used to shows how far the measurement result is relatively consistence if the measurement re-done for twice or more. Reliability test as an index to show the degree of trusted and relied of the instrument, in this research is refers to questionnaire, Lind, D. A. (2002).

\[
\alpha = \frac{N \cdot \bar{r}}{1 + (N - 1) \cdot \bar{r}}
\]

Where:

\( \alpha \) = instrument reliability’s coefficient

\( r \) = mean correlation coefficient between variables

\( N \) = number of questions

According to Malhotra (2010) that to achieve the moderate scale reliability, the alpha value of all items that indicated the reliability statistics has to exceed criterion of 0.60. the variable will be categorize as unreliable if the cronbach’s alpha of that certain variable is less than 0.60.
3.3 Sampling Design

In this research, the questionnaire was distributed to all of researcher friend and junior in President University that use Samsung galaxy smartphone despite of their major, gender and batch.

3.3.1 Sample Size

The sample size or number of respondents that researcher have to take is an important issue when in this research; the researcher used the quantitative analysis. According to Roscoe stated by Sekaran (2010) that “the determination of sample size number should be among 30 to 500 elements”, therefore in this research, the researcher take 120 respondents for its sample size. The researcher take 30 respondents for pilot test and the rest is used for the real test in which only 96 respondents that the researcher could get due to some of respondents did not return back the questionnaire and some of respondents have lost it.

3.3.2 Margin of Error

The margin of error is the percentage of allowance for no precision or error that occurs due to the use of sample instead of population. In the margin of error, there are two levels of percentage that usually many people used. There are 0.01 percent and 0.05 percent. Although 0.01 percentage level margin of error is more accurate than 0.05 percent, however in this research, the researcher used the 0.05 percentage margin or error in which means that in this study or research the level of error is will be 5% and with the confidence level of 95%.
3.3.3 Sampling Technique Applied

In order to collect all the data from the respondents who use Samsung smartphone in President University, the researcher used snowball sampling method to conduct the research. Due to only few people who used Samsung smartphone in the President University, the researcher use snowball sampling method which is part of non probability sampling method. The snowball sampling method is a sampling method that required researcher to ask helped his or her friends that have friends who also fulfill the requirement to fill the questionnaire. According to Castillo (2009) “Snowball sampling is a non probability sampling technique that is used by the researcher to identify potential subjects in studies where subjects are hard to locate”. By using snowball sampling method, there are some advantages that researcher can obtain, such as the process is cheap, simple, and cost efficient, it allow the researcher to be able to reach populations that are difficult to sample when using other sampling method, snowball sampling method only require little planning and little workforce compared to another sampling method.

3.3.4 Descriptive Statistic

In this research, the researcher used descriptive statistics with aim to give description of each variable that used in this research where its will be related with collecting and summarizing data and with the presentation of data.
3.3.5 Statistical Tools

To conduct this study, the researcher used multiple regression as the function or formula to see and verify the relationship between independent variables (marketing mix 7p; price, place, promotion, product, people, process and physical evidence) and dependent variable (Samsung customers buying decision), and also to see what is the most significant factors from independent variables that affecting the dependent variable.

3.3.5.1 Multiple Regressions

In this study, the researcher uses multiple regression tools to conduct the research. According to Stair, JR and Hanna, (2009), “multiple regression models is a practical extension of simple regression in which it allow user to build a model with several independent variables”.

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \epsilon \]

Where:

- \( Y \) = Samsung Consumer Decision (Dependent Variable)
- \( \beta_0 \) = Y intercept
- \( \beta_1 \ldots \beta_7 \) = Regression Coefficient
- \( X_1 \) = Product (independent variable)
- \( X_2 \) = Price (Independent Variable)
- \( X_3 \) = Promotion (Independent Variable)
- \( X_4 \) = Place (Independent Variable)
- \( X_5 \) = People (Independent Variable)
In order to see the correlation between dependent variable and independent variables in this study, there are three tests or requirements that have to pass in the regression model. There are normality test, multicollinearity test and heteroscedasticity test.

3.3.5.2 Normality Test

Normality test is test that used for determined whether the data is well set – modeled by a normal distribution or not, or to compute how an unlikely random variable is to be normally distributed. In this research, the researcher will use the graphical method in the normality test. The researcher will analysis the normality from the output that comes out from the SPSS V.16 process for accurate results.

Graphical method visualized the distribution of a random variable compare the distribution to a theoretical one using plot. These method is either descriptive or theory driven. In this study, the researcher implements those two methods. Among of types in descriptive plots, the researcher will use histogram in which the researcher just need to see whether the data is normal or not by analyze the shape graph of histogram. The data will normally distribute if histogram line is in bell shaped.

Theory driven plot consist of P-P plot (probability-probability plot) and Q-Q plot (quantile-quantile plot), in this part the researcher will get normal data if the plot is distributed by following the shape of line.

3.3.5.3 Multicollinearity Test

Multicollinearity test is a test that used to know or detect whether any independent variable that correlated strongly to each others in the multiple
regression models. Multicollinearity is a situation that researchers have to avoid, because it will not be good for independent variables if correlated strongly to each other. In order to measure multicollinearity, variance inflation factor (VIF) is used to measure. Normally, VIF measures how much the variance of the estimated coefficients is increased over the case of no correlation among the X variables. The formula for VIF is:

\[ VIF_k = \frac{1}{1 - R^2_k} \]

And \( R^2 = \frac{SSR}{SST} \)

Where:

\( R^2_k \) = the \( R^2 \) value obtained by regressing the \( k^{th} \) predictor on the remaining predictors.

SSR = Regression sum of squares

SST = Total sum of squares

The researcher will determine whether there is any correlation between one or two independent variables by looking at VIF value. If VIF value of one variable is around or greater than 10, it means that there is collinearity occurs in that variable. If there are two or more variables which has VIF value around or greater than 10, it means that those two variables have strong correlation and one of these variables are need to be eliminated directly from the multiple regressions models.

### 3.3.5.4 Heteroskedasticity Test

Heteroskedasticity test is used for knowing whether the data is not normally distributed and it also use to know if the variance terms of errors are difference across observations. It can be seen from the scatter plot by looking at distribution of residual value toward the predicted value. If the
distribution is spread randomly without any systematic pattern, then the data is passed the heteroskedasticity test.

### 3.3.5.5 F Test

F test is used to determine whether there is a significant relationship between independent variables and dependent variable. F test works by statistically test the null hypothesis that there is no linear relationship between independent variable and dependent variable. In below showed f test formula that used in this research:

\[
F = \frac{[R^2/n]}{[(1-R^2)/(n-k-1)]}
\]

Where:

- \( F \) = statistic test for F distribution
- \( R^2 \) = coefficient of determination
- \( k \) = number of independent variables in the model
- \( n \) = number of sample

The level of significance that used in this research is \( \alpha = 0.05 \). Ho is accepter if the f test value is greater than the level of significance \( \alpha = 0.05 \) and Ho is rejected if the f test value is less than the level of significance \( \alpha = 0.05 \).

\( H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = \beta_7 = 0 \), if significant \( F > 0.05 \), accept \( H_0 \)

\( H_a: \) at least there is one \( \beta \neq 0 \), if significant \( F < 0.05 \), reject \( H_0 \)

### 3.3.5.6 T Test

T test is used to determine the partial relationship of each independent variable toward dependent variable. The level of significance \( \alpha \) is 0.05. Ho is rejected if t test value lower than \( \alpha = 0.05 \) and Ho is accepted if t test value greater than \( \alpha = 0.05 \).
\[ H_0: \beta_i = 0, \text{ if significant } T > 0.05, \text{ accept } H_0 \quad i = 1,2,3,4,5,6,7. \]

\[ H_a: \beta_i \neq 0, \text{ if significant } T < 0.05, \text{ reject } H_0 \]

**3.3.5.7 Coefficient of Determination Test (R\(^2\))**

The coefficient of determination test is used in this research in order to know about the correlation of independent variables toward the dependent variable and also to know how far the dependent variable is can be explained by independent variables. In this test it will looks at the \( R^2 \) value and adjusted R square value. The value of \( R^2 \) and adjusted R square is range from 0 till 1. If the value of adjusted R square is close to 0, means that the capability of independent variables to explain the dependent variable is weak. In the other side if the value of adjusted R square is close to 1, means that the capability of independent variable to explain the dependent variable in this research is strong.

**3.4 Limitations**

Due to several reasons related to this study, the researcher makes some limitations such us:

1. The researcher limited it range of population which is only focus on president university students despite of any gender and batch.
2. The researcher gives questionnaire to the president university student who also use Samsung smartphone
3. Although there is a new theory of marketing mix which consist of 9ps, the researcher only use marketing mix of 7ps. The researcher considers that theory of marketing mix 7ps is the appropriate theory for this research.
CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

This chapter will showed all the important findings that have the researcher have got from study. It will be divided into two main issues. In the first part on this chapter, the researcher will show all the demographic view of sample (respondent profile) in the form of graphs and diagrams. Researcher also put all the percentages scale value of each statement in each variable in the form of graphs. In the second part, the researcher will gives the data analysis process results from SPSS V.16.

4.1 Pilot Test

4.1.1 Reliability Test

According to Malhotra (2010), the Cronbach’s alpha is less than 0.6 is not relaible. The computed Alpha values for the research variables indicated in Table 4.1:

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Product (X1)</td>
<td>0.784</td>
<td>8</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Price (X2)</td>
<td>0.926</td>
<td>3</td>
<td>Reliable</td>
</tr>
<tr>
<td>3</td>
<td>Place (X3)</td>
<td>0.765</td>
<td>3</td>
<td>Reliable</td>
</tr>
<tr>
<td>4</td>
<td>Promotion (X4)</td>
<td>0.652</td>
<td>8</td>
<td>Reliable</td>
</tr>
<tr>
<td>5</td>
<td>People (X5)</td>
<td>0.900</td>
<td>9</td>
<td>Reliable</td>
</tr>
</tbody>
</table>
From table 1.1 it show that each of variable in the dependent and independent variable has reliability more than 0.60 which it means all of the dependent variable and independent variable that used in this study is reliable. It also means that each of variables above is well correlated to each other.

### 4.1.2 Validity Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Compute Value</th>
<th>R Table Value</th>
<th>Pass</th>
<th>Variable</th>
<th>R Compute Value</th>
<th>R Table Value</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.604</td>
<td>0.3</td>
<td>Valid</td>
<td>X5.5</td>
<td>0.840</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.632</td>
<td>0.3</td>
<td>Valid</td>
<td>X5.6</td>
<td>0.603</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.511</td>
<td>0.3</td>
<td>Valid</td>
<td>X5.7</td>
<td>0.737</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.510</td>
<td>0.3</td>
<td>Valid</td>
<td>X5.8</td>
<td>0.774</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.455</td>
<td>0.3</td>
<td>Valid</td>
<td>X5.9</td>
<td>0.800</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.6</td>
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<td>0.3</td>
<td>Valid</td>
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<td>0.753</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.7</td>
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<td>0.3</td>
<td>Valid</td>
<td>X6.2</td>
<td>0.799</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.8</td>
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<td>Invalid</td>
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</tr>
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<td>X2.1</td>
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<td>0.3</td>
<td>Valid</td>
<td>X7.1</td>
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<td>0.3</td>
<td>Valid</td>
</tr>
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<td>0.3</td>
<td>Valid</td>
<td>X7.2</td>
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<td>0.3</td>
<td>Valid</td>
</tr>
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<td>Valid</td>
<td>X7.3</td>
<td>0.834</td>
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<td>Valid</td>
</tr>
<tr>
<td>X3.1</td>
<td>0.617</td>
<td>0.3</td>
<td>Valid</td>
<td>X7.4</td>
<td>0.735</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.2</td>
<td>0.541</td>
<td>0.3</td>
<td>Valid</td>
<td>X7.5</td>
<td>0.466</td>
<td>0.3</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.16

**Table 4.2 Validity Test**
<table>
<thead>
<tr>
<th>X3.3</th>
<th>0.583</th>
<th>0.3</th>
<th>Valid</th>
<th>X7.6</th>
<th>0.736</th>
<th>0.3</th>
<th>Valid</th>
</tr>
</thead>
<tbody>
<tr>
<td>X3.4</td>
<td>0.576</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.1</td>
<td>0.553</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.1</td>
<td>0.337</td>
<td>0.3</td>
<td>valid</td>
<td>Y1.2</td>
<td>0.743</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.2</td>
<td>0.419</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.3</td>
<td>0.668</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.3</td>
<td>0.428</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.4</td>
<td>0.551</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.4</td>
<td>0.391</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.5</td>
<td>0.432</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.5</td>
<td>0.129</td>
<td>0.3</td>
<td>Invalid</td>
<td>Y1.6</td>
<td>0.376</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.6</td>
<td>0.233</td>
<td>0.3</td>
<td>Invalid</td>
<td>Y1.7</td>
<td>0.742</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.7</td>
<td>0.469</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.8</td>
<td>0.417</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.8</td>
<td>0.343</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.9</td>
<td>0.602</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X5.1</td>
<td>0.593</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.10</td>
<td>0.695</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X5.2</td>
<td>0.533</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.11</td>
<td>0.596</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X5.3</td>
<td>0.626</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.12</td>
<td>0.713</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X5.4</td>
<td>0.537</td>
<td>0.3</td>
<td>Valid</td>
<td>Y1.13</td>
<td>0.514</td>
<td>0.3</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.16

In the survey, the researcher use 30 respondents as sample for the validity test. Figure 4.2 above has show that from 54 statements there are 3 statements that got criterion as invalid statements which means that they have to be removed from this research. As it has been stated in chapter three about validity test, Sugiyono (2006) the minimum score for variable to be valid is if \( r = 0.3 \) and if \( r < 0.3 \) that certain variable is not fulfill the requirement to be valid and it has to be eliminate from the research. From table 4.2 above variable X1.8 \( r = 0.251 \), X1.5 \( r = 0.129 \), and X4.6 \( r = 0.233 \), these three statements is invalid because they cannot fulfill the requirement of \( r \) value have to be at least 0.3.
4.1.3 Descriptive Statistics

4.1.3.1 Respondent Profile

Figure 4.1 Demographic Views (Gender)

Source: Primary Data - Microsoft Excel 2010

Figure 4.2 Demographic Views (Age)

Source: Primary Data - Microsoft Excel 2011
Figure 4.3 Demographic Views (Batch)

Source: Primary Data-Microsoft Excel 2010

Figure 4.4 Demographic Views (Pocket Money)

Source: Primary Data-Microsoft Excel 2010
Figure 4.5 Demographic Views (Smartphone Types)

<table>
<thead>
<tr>
<th>Smartphone Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Galaxy Wave</td>
<td>2</td>
</tr>
<tr>
<td>Galaxy Star</td>
<td>1</td>
</tr>
<tr>
<td>Galaxy Note 10.1</td>
<td>3</td>
</tr>
<tr>
<td>Galaxy Y</td>
<td>4</td>
</tr>
<tr>
<td>Galaxy Gio</td>
<td>5</td>
</tr>
<tr>
<td>Galaxy Nexus</td>
<td>6</td>
</tr>
<tr>
<td>Galaxy Pocket</td>
<td>7</td>
</tr>
<tr>
<td>Galaxy ace +</td>
<td>8</td>
</tr>
<tr>
<td>Galaxy Ace 2</td>
<td>9</td>
</tr>
<tr>
<td>Galaxy Ace</td>
<td>10</td>
</tr>
<tr>
<td>Galaxy Young</td>
<td>11</td>
</tr>
<tr>
<td>Galaxy Wonder</td>
<td>12</td>
</tr>
<tr>
<td>Galaxy Note 2</td>
<td>13</td>
</tr>
<tr>
<td>Galaxy Note</td>
<td>14</td>
</tr>
<tr>
<td>Galaxy Note 3</td>
<td>15</td>
</tr>
<tr>
<td>Galaxy Mini</td>
<td>16</td>
</tr>
<tr>
<td>Galaxy S Mini</td>
<td>17</td>
</tr>
<tr>
<td>Galaxy S III</td>
<td>18</td>
</tr>
<tr>
<td>Galaxy S II</td>
<td>19</td>
</tr>
<tr>
<td>Galaxy S I</td>
<td>20</td>
</tr>
</tbody>
</table>

Source: Primary Data-Microsoft Excel 2010
Figure 4.6 Demographic Views (Major)

Source: Primary Data - Microsoft Excel 2010

Figure 4.7 Demographic Views (Pocket Money per Batch)

Source: Primary Data – Microsoft Excel 2010
4.1.3.2 Variable Frequency

In this part, the researcher will show each of survey results based on each variable. The first variable or X1 is product which consists of 7 statements that related to the Samsung smartphone product. These 7 statements is comes after eliminated one statement that not valid through validity test process.

**Figure 4.8 Products X1**

<table>
<thead>
<tr>
<th>X1.1</th>
<th>X1.2</th>
<th>X1.3</th>
<th>X1.4</th>
<th>X1.5</th>
<th>X1.6</th>
<th>X1.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>32%</td>
<td>40%</td>
<td>47%</td>
<td>40%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>21%</td>
<td>40%</td>
<td>23%</td>
<td>21%</td>
<td>33%</td>
<td>47%</td>
<td>6%</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>21%</td>
<td>31%</td>
<td>44%</td>
<td>21%</td>
<td>33%</td>
<td>21%</td>
<td>0%</td>
</tr>
<tr>
<td>32%</td>
<td>53%</td>
<td>32%</td>
<td>21%</td>
<td>40%</td>
<td>47%</td>
<td>0%</td>
</tr>
<tr>
<td>34%</td>
<td>43%</td>
<td>44%</td>
<td>40%</td>
<td>42%</td>
<td>40%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Source: Primary Data- Microsoft Excel 2010**

The seven statements are (X1.1) “Samsung Smartphone has good quality”, (X1.2) “Samsung Smartphone have good brand image in consumer mind”, (X1.3) “Samsung smartphone has good and attractive design and packaging”, (X1.4) “Samsung smartphone has uniqueness and interesting features that others smartphone brand does not have”, (X1.5) “Samsung smartphone has many various models with different features”, (X1.6) “Samsung smartphone provide guideline book for user”, (X1.7) “Samsung smartphone shows it product originality made (Country of manufacture)”. From the figure 4.8 more than 60 percent of the Samsung smartphone users in the President University responded
agreed and strongly agreed that Samsung smartphone products is good and have many values that resemble each of statements which asked in the questionnaire.

Figure 4.9 Price (X2)

Source: Primary Data-Microsoft Excel 2010

In the next variable, which is price (X2)’ consists of three statements (X2.1) “Samsung Smartphone Has reasonable price”, (X2.2) “Samsung Smartphone price has competitive price compare to another brand”, (X2.3) “Samsung smartphone price is worth with its quality and value”. From figure 4.9, it shown that more than 60% of President University students who using Samsung smartphone agree and strongly agree that Samsung smartphone has price which competitive, worth, and reasonable compare to others smartphone brands. However there are some students who disagree, such as there are 8% who disagree that “Samsung smartphone has reasonable price”, 6% who disagree that “Samsung smartphone price has competitive price compare to another brand” and only 1% of student in President University who disagree that “Samsung smartphone price is worth with its quality and value”.

![Figure 4.9 Price (X2)](image-url)
By looking at present situation nowadays where many malls, department store, electronic stores and devices available, it becomes one of the factors that encourage President University student choose to agree that there are many Samsung stores that available surrounding their living place currently at dormitory. In the figure 4.10 Place (X3) which consist of 4 statements, (X3.1) “Samsung Smartphone Has good product availability”, (X3.2) “It is easy to find Samsung smartphone store in mall, shopping center, electronic center and etc.”, (X3.3) “It is easy to find Samsung smartphone service center in mall, shopping center, electronic center and etc.”, (X3.4) “Samsung smartphone stores are always located at strategic place”, more than 50% President University students who use Samsung smartphone agreed that its easy to find Samsung smartphone store and service center. They also agreed that Samsung store is located at strategic place so that easy to reach. Although there are many students who agreed that Samsung stores is easy to reach and located at strategic place, however there was around 27%
President University student who use Samsung smartphone choose to be neutral about those statements.

**Figure 4.11 Promotion (X4)**

Source: Primary Data – Microsoft Excel 2010

In the promotion factor, which consist of 6 statements (X4.1) “Samsung Smartphone has an attractive advertising that can persuade people to buy it”, (X4.2) “Samsung smartphone has good value and informative tagline in their advertisement”, (X4.3) “Samsung smartphone has more interesting advertising compare to others smartphone advertising.”, (X4.4) “Samsung smartphone advertisements are easy to find on media like TV, newspaper, radio, print ads, and others electronic ads.”, (X4.7) “Samsung smartphone offers discount program” (X4.8) “Samsung smartphone offers merchandise or gift”, it showed that for statement, almost more than 70% President University students agreed that Samsung has an attractive advertising which can persuade them to buy it. President University student also agreed that Samsung smartphone advertisement it easy to find in many kinds of media, it can be seen by see that more than 65% of them chose agreed in statement four in promotion variable. Many of President University students chose to be neutral, there was around 48% that they think
Samsung smartphone is not really often offering product discount or giving merchandise after purchased (statement 7 & 8). For statement 2 & 3, although more than 50% of President University student were chose agreed that Samsung smartphone has more interesting advertising and Samsung smartphone has more informative tagline, however there are more than 35% of President University student chose to be neutral.

**Figure 4.12 People (X5)**

Source: Primary Data – Microsoft Excel 2010

In this factor of marketing of 7ps, People (X5) consist of nine statements which resemble each of value related to the people who serve or giving service to the consumer. There is (X5.1) “Employees in Samsung store response to consumer complains fast”, (X5.2) “Employees in Samsung store are kinds and friendly to their customers”, (X5.3) “Employees in Samsung store has deep knowledge about all the products that their sell to their consumer”, (X5.4) “Employees in Samsung store always dress up nice and tidy when serve consumer”, (X5.5) “Employees in Samsung store promise a service to their consumer within the deadlines that they are able to meet”, (X5.6) “Employees in Samsung store are willing to help consumer”, (X5.7) “Employees in Samsung
store are perform service right the first time”, (X5.8) “Employees in Samsung store make information easily obtainable by consumer”, (X5.9) “Employees in Samsung store understand the specific needs of their consumer”. From figure 4.12 it show that more than of 50% President University students agree that Samsung employees has deep knowledge about the products, always dress up nicely when perform the service, response with consumer and always willing to help consumer complaints and problems (X5.3, X5.4, X5.6, X5.7, X5.8). It means that Samsung employees have good images in the President University student point of view. However for some statements such as statements number (X5.1X5.2, X5.5, and X5.9) “Samsung employees response fast to consumer complaint, Samsung employees can keep with their deadline, Samsung employees are kindly and able to understand the specific needs of their consumer” more than 50% President University student chose to be neutral for those statement related to the Samsung Employees.

Figure 4.13 Process (X6)

Source: Primary Data-Microsoft Excel 2010

In the Process (X6) variable, there were many of President University students who agreed that (X6.1) “The procedure or process of buying Samsung smartphone is easy”, (X6.2) “The procedure or process of payment it’s easy and
secure with various of type payment available (Cash, Credit card, and debit card)”, (X6.3) “The procedure or process of smartphone after sales service its easy and comfortable”. More than 60% of them agreed that procedure or process of delivering service in the Samsung store is convenient and easy as what has been asked in the questionnaire.

*Figure 4.14 Physical Evidence (X7)*

In the Physical evidence (X7), there were more than 60% of President University students who chose agreed that (X7.1) “Samsung smartphone store has visual appealing layout from outside and inside store”, (X7.2) “Samsung smartphone store has an eye catching layout or design”, (X7.3) “Samsung smartphone store has facilitated with good display product which attractive, informative and persuasive”, (X7.4) “Samsung smartphone store is clean, tidy and comfortable”, (X7.5) “Samsung smartphone store has visual appealing brochures and banners”, (X7.6) “Samsung smartphone store is convenient”. However there were still 5% of President University student who disagree that Samsung smartphone store has visual appealing layout and it has eye catching layout or design.

*Source: Primary Data-Microsoft Excel 2010*
Figure 4.15 Consumer Buying Decision (Y)

Source: Primary Data-Microsoft Excel 2010

In the dependent variable (Y) of Consumer buying decision that consist of 13 statements which each of statements resemble the attributes of consumer buying decision. Generally, more than 60% President University student agreed almost in each statement in the variable Y except statement Y1.5. In summary of this variable from figure 4.17, it can be seen that President University students agreed that they feel satisfied about Samsung smartphone in the future. Although there was left one statement which most of students disagreed about that (Y1.5) “You buy Samsung smartphone because you have own personal experience about it or you have tried It.” around 19% student chose disagree that they buy Samsung smartphone because of they have own personal experience about it. So it means
most of them buy Samsung smartphone because they haven Samsung advertisement in media or recommendation from their friends of their families.

4.2 Multiple Regressions

4.2.1 Normality Test

In every research or study which using multiple regression as it statistical tools it is necessary to test the normality of the data that used in the research. In this research, the researcher used histogram and P-P plot (Probability-Probability plot) to test the normality of each data.

Figure 4.16 Histogram

Source: Primary Data-SPSS V.16
Figure 4.17 Normal P-P Plot of Regression Standardized Residual

Source: Primary Data-SPSS V.16

From figure 4.16, it can be seen that the data is normally distributed, as the line on histogram is depicts in the form bell shape which means that the data is normally distributed. From figure 4.17, shows that the plot is line close to the diagonal line and lining up along with the diagonal line which goes from lower left to upper right. It means that the data in the regressions model is fulfilling the requirement in the normality test.

4.2.2 Multicollinearity Test

In order to do the Multicollinearity test, the researcher used variance inflation factor or (VIF) to check. Variance inflation factor or (VIF) has function to measure how much the variance of the estimated coefficients is increased over the case of no correlation among the variables. According to Barry Render, Palph
Stair and Michael Hanna (2006), a variable categorize or having a high collinearity if VIF value or results more than 10 or it has tolerance tend to approach 0.

Table 4.3 Multicollinearity Test

<table>
<thead>
<tr>
<th>No</th>
<th>Model or Variable</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>X1</td>
<td>1.855</td>
</tr>
<tr>
<td>2</td>
<td>X2</td>
<td>1.801</td>
</tr>
<tr>
<td>3</td>
<td>X3</td>
<td>2.130</td>
</tr>
<tr>
<td>4</td>
<td>X4</td>
<td>1.577</td>
</tr>
<tr>
<td>5</td>
<td>X5</td>
<td>1.670</td>
</tr>
<tr>
<td>6</td>
<td>X6</td>
<td>2.263</td>
</tr>
<tr>
<td>7</td>
<td>X7</td>
<td>2.202</td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.16

From table 4.3 shows that all the variables have variance inflation factor (VIF) values which less than 10. It means that in this regressions model there is no multicollinearity exist.

4.2.3 Heteroskedasticity Test

Heteroskedasticity often occurs in the process of analysis if the data is not normally distributed or if the variance of the error term differs across observations. The data will fulfill the heteroskedasticity assumption test if the distribution of residual values toward the predicted values in the scatter plot is spread randomly and does not make certain pattern such as decreasing or increasing pattern.

From figure 4.18, it shows that there is no pattern that occurs inside. The plots were spread randomly without creating a certain or systematic pattern such as decreasing or increasing pattern, it means there was no heteroskedasticity exist or occurs between independent variables and dependent variable.
4.2.4 Testing the Hypothesis Results

In chapter 3, the researcher has stated some hypothesis related to the problem related to this study. The researcher will use T test and F test in order to determine which hypothesis that researcher have to accept or reject.

4.2.4.1 F Test

F test is used to test the effect of all independent variables toward independent variable simultaneously.

- $H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = \beta_7 = 0$, Null hypothesis is accepted if F value is greater than 0.05 (there is no significant factor of marketing mix
of 7p; Product, Price, Place, Promotion, People, Process and Physical Evidence that influence the Samsung consumer buying decision)

- $H_0: \beta_i \neq 0 \quad i = 1,2,3,4,5,6,7$, Alternative hypothesis is accepted if F value less than 0.05 (there is a one significant factor of marketing mix of 7p; Product, Price, Place, Promotion, People, Process and Physical Evidence that influence the Samsung consumer buying decision)

In this study, the researcher used SPSS V.16 to do the f test, and it showed in table below:

**Table 4.4 F Test Result – ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>12.044</td>
<td>7</td>
<td>1.721</td>
<td>9.908</td>
<td>.000a</td>
</tr>
<tr>
<td>Residual</td>
<td>15.281</td>
<td>88</td>
<td>.174</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>27.325</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X7, X4, X2, X5, X1, X3, X6
b. Dependent Variable: Y

**Source: SPSS Version 16**

The requirement value that has to achieve in this F test is the significance value has to be less than 0.05 and F value has to be greater than 1.96. From table 4.5 above, it can be seen that the significance value is 0.00 which is less than 0.05 and the f value is greater than 1.96 which is 9.908. From that results it can be conclude that all of the independent variable of marketing mix 7p (Product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6) and physical evidence (X7)) has significant influence toward independent variable of Samsung consumer buying decision. It means in this study the researcher will accept the $H_a$ and reject $H_0$.  

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4.2.4.2 T Test

T test is used to examine whether each independent variable factor of marketing mix 7p; product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), physical evidence (X7) has influence toward dependent variable of Samsung consumer buying decision. Each of independent variable will be significance toward the dependent variable if each value of p of each independent variable is less than 0.05. The hypotheses are following:

- \( H_{0.1} \): Marketing mix of product has no influence on the Samsung consumer buying decision
  \( H_{1.1} \): Marketing mix of product has influence on the Samsung consumer buying decision

- \( H_{0.2} \): Marketing mix of price has no influence on the Samsung consumer buying decision
  \( H_{1.2} \): Marketing mix of price has influence on the Samsung consumer buying decision

- \( H_{0.3} \): Marketing mix of place has no influence on the Samsung consumer buying decision
  \( H_{1.3} \): Marketing mix of place has influence on the Samsung consumer buying decision

- \( H_{0.4} \): Marketing mix of promotion has no influence on the Samsung consumer buying decision
  \( H_{1.4} \): Marketing mix of promotion has influence on the Samsung consumer buying decision

- \( H_{0.5} \): Marketing mix of people has no influence on the Samsung consumer buying decision
  \( H_{1.5} \): Marketing mix of people has influence on the Samsung consumer buying decision

- \( H_{0.6} \): Marketing mix of process has no influence on the Samsung consumer buying decision
H$_{1.6}$: Marketing mix of process has influence on the Samsung consumer buying decision

- H$_{0.7}$: Marketing mix of physical evidence has no influence on the Samsung consumer buying decision
- H$_{1.7}$: Marketing mix of physical evidence has influence on the Samsung consumer buying decision

| Table 4.5 T Test – Significance Value |

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.130</td>
<td>.373</td>
<td></td>
<td>3.030</td>
</tr>
<tr>
<td>X1</td>
<td>.298</td>
<td>.103</td>
<td>.314</td>
<td>2.891</td>
</tr>
<tr>
<td>X2</td>
<td>.160</td>
<td>.073</td>
<td>.236</td>
<td>2.206</td>
</tr>
<tr>
<td>X3</td>
<td>.084</td>
<td>.094</td>
<td>.105</td>
<td>.899</td>
</tr>
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<td>X4</td>
<td>-.068</td>
<td>.102</td>
<td>-.067</td>
<td>-.669</td>
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<tr>
<td>X5</td>
<td>.056</td>
<td>.102</td>
<td>.056</td>
<td>.547</td>
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<tr>
<td>X6</td>
<td>-.176</td>
<td>.088</td>
<td>-.240</td>
<td>-2.001</td>
</tr>
<tr>
<td>X7</td>
<td>.324</td>
<td>.112</td>
<td>.344</td>
<td>2.905</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y

Source: SPSS Version 16

From the table 4.6, it has show each significance value of each independent variables, here are the results as following:

- Product (X1) has significance value of 0.005 which is less than 0.05. It means that product (X1) is significance toward the dependent variable of Samsung consumer buying decision and H$_{0.1}$ is rejected and accepted H$_{1.1}$ from the hypothesis.
- Price (X2) has significance value of 0.030 which is less than 0.05. It means that price (X2) is significance toward the dependent variable of
Samsung consumer buying decision and $H_{0.2}$ is rejected and accepted $H_{1.2}$ from the hypothesis.

- Place (X3) has significance value of 0.371 which is greater than 0.05. It means that place (X3) is not significance toward the dependent variable of Samsung consumer buying decision and $H_{0.3}$ is accepted and rejected $H_{1.3}$ from the hypothesis.

- Promotion (X4) has significance value of 0.505 which is greater than 0.05. It means that promotion (X4) is not significance toward the dependent variable of Samsung consumer buying decision and $H_{0.4}$ is accepted and rejected $H_{1.4}$ from the hypothesis.

- People (X5) has significance value of 0.586 which is greater than 0.05. It means that people (X5) are not significance toward the dependent variable of Samsung consumer buying decision and $H_{0.5}$ is accepted and rejected $H_{1.5}$ from the hypothesis.

- Process (X6) has significance value of 0.048 which is less than 0.05. It means that process (X6) is significance toward the dependent variable of Samsung consumer buying decision and $H_{0.6}$ is rejected and accepted $H_{1.6}$ from the hypothesis.

- Physical evidence (X7) has significance value of 0.005 which is less than 0.05. It means that physical evidence (X7) is significance toward the dependent variable of Samsung consumer buying decision and $H_{0.7}$ is rejected and accepted $H_{1.7}$ from the hypothesis.

- According from the table above, it can be conclude that among the seven independent variable of marketing mix 7ps showed that the most significance factor is Physical evidence (X7). It can be seen at t column where the value of physical evidence (X7) in t column was 2.905 which is the highest among others independent variables. Where for the others independent variable (place, promotion and people) which not significance toward the consumer buying decision of Samsung smartphone among President University students, those independent
variable partially still give influence toward the consumer buying decision as it still has values in t values as it showed in T test table.

4.2.4.3 Multiple Regression Model

There are more than one independent variables that used in this study, because of that the researcher used multiple regression models in order to explain relationship between dependent variable and those independent variables.

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \varepsilon \]

From table 4.7, it has showed each significance value of each independent variable and it showed that there are three independent variable which not significance and it cannot be used in the multiple regression model.

**Table 4.6 Significance Table**

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Significance value</th>
<th>Standard Value of 0.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product (X1)</td>
<td>0.005</td>
<td>Significance</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.030</td>
<td>Significance</td>
</tr>
<tr>
<td>Place (X3)</td>
<td>0.371</td>
<td>Not Significance</td>
</tr>
<tr>
<td>Promotion (X4)</td>
<td>0.505</td>
<td>Not Significance</td>
</tr>
<tr>
<td>People (X5)</td>
<td>0.586</td>
<td>Not Significance</td>
</tr>
<tr>
<td>Process (X6)</td>
<td>0.048</td>
<td>Significance</td>
</tr>
<tr>
<td>Physical Evidence (X7)</td>
<td>0.005</td>
<td>Significance</td>
</tr>
</tbody>
</table>

**Source: SPSS V. 16**

There are three independent variable which eliminated, Place (X3), Promotion (X4), and People (X5). The remaining variables will be put in the multiple regression models.

\[ Y = 0.314X_1 + 0.236X_2 + 0.105X_3 - 0.67X_4 + 0.56X_5 - 0.240X_6 + 0.344X_7 + \varepsilon \]
Where:

X1= Product
X2= Price
X3= Place
X4= Promotion
X5= People
X6= Process
X7= Physical Evidence

ε = Random Error term/ Residual

4.2.4.4 Measuring the Variability of Regression Models

This measurement is used to examine whether this multiple regression models able to help in predicting the Samsung consumer buying decision on buying Samsung smartphone based on marketing mix of 7ps (product, price, place, promotion, people, process and physical evidence).

Table 4.7 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.664&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.441</td>
<td>.396</td>
<td>.41671</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X7, X4, X2, X5, X1, X3, X6

b. Dependent Variable: Y

Source: SPSS V.16
Table 4.8 showed that R value which to describe the coefficient of correlation, where the R value is 0.664 which means that there is a quite strong correlation between independent variables and independent variable of consumer buying decision. The adjusted R square is to show how far or large these all independent variables can describe or affecting the independent variable. from figure 4.26 it show that adjusted R square value is only 0.396, which means that the marketing mix of 7ps which consists of product, price, place, promotion, people, process and physical evidence only can describe and affecting 39.6% about Samsung consumers buying decision and the rest of 60.4% is explained or describe by another factors which not discussed in this research.

4.2.4.5 Interpretation of Results

1. Product toward Samsung smartphone consumer buying decision

According to the result of T test and F test, product variable is influence and significant toward the Samsung smartphone consumer buying decision. The t value of product variable in T test table is 2.891 which means that every increase of product (X1) such as improvement on (product quality, design, and other values) will lead to increase of consumer buying decision of Samsung smartphone (Y).

Based on above statement and related with questionnaire in product part statement. Means that the better quality of product or smartphone and supportive with good design, interesting features of smartphone and also others benefits and advantages offers to consumer will lead to the increasing of consumer buying decision of Samsung smartphone among students at President University. The result show that President University student will more prefer to buy smartphone that can offer and gives them more benefits and value in term of product.

2. Price toward Samsung smartphone consumer buying decision

According to the result of T test and F test result, price variable is categorized as influence and significant variable toward the Samsung smartphone consumer buying decision. The t value of price variable in T test table is 2.206 and
significance value of price (X2) IS 0.030 which means that price variable is influence and significance toward the consumer buying decision of Samsung smartphone among the President University students.

Based on above statement and related with questionnaire in price part statements showed that the more expensive price of Samsung smartphone will encourage more student of President University to buy it. It means the higher price that Samsung charges or offer to market will influence and encourage more students of President University to buy it. In this case we can analyze which in the consumer point of view that they more prefer to buy a product that can gives more benefits and advantages with higher prices rather than to buy product that cheap with lower quality and every one can have it. As it knows that Samsung is had high brand image and luxurious product so that it makes sense that the product that their sales is expensive and not everyone can have it. so that although Samsung charges more expensive price in their product sales, it still can boots their sales.

3. Place toward the Samsung smartphone consumer buying decision

According to the T test and F test results, place variable is categorized as variable that can influence the consumer buying decision however its not significance toward the consumer buying decision. It showed on the t value in T table which only reach 0.899 lower influence toward the dependent variable and the significance value is 0.371 greater than 0.05 which means that Place (X3) is not significance toward the consumer buying decision.

Based on above statement and related with questionnaire in place part statements showed that the location of Samsung smartphone is not gives significance affect toward the consumer buying decision of Samsung smartphone among the President University student however its influence the consumer buying decision. It means that the President University students do not really concern about where is the store exist and the location because as it know that smartphone product is electronic product which usually or often will be sales
located at Mall, department store or any kinds of electronic stores where is easy to reach for student of President University.

4. Promotion toward the Samsung smartphone consumer buying decision

According to the T test and F test result, promotion variable is categorized as variable that can influence the consumer buying decision however it’s not significance toward the consumer buying decision. It showed on the t value in T test table is -.669 which means that every decrease of Promotion variable will influence to increase in consumer buying decision variable and significance value of promotion variable is .505 which greater than 0.05, means that the promotion variable is not significance toward the consumer buying decision behavior.

Based on above statement and related with questionnaire in promotion part statements showed that consumer or in this research is President University students are not prefer to buy product which promoting used many kinds of advertising tools such as (newspapers, radio, print ads, electronic ads and TV), too many using promotion tools will resulting decreasing on consumer buying decision. Because the consumer or in this study is President University students will think that the product is cheap product with lower quality and lower popularity so that why it always been advertise in many various advertisements. So that is why the more promotion variable increase will lead to decreasing on consumer buying decision and the more promotion variable is decreased, it will lead to increasing on consumer buying decision variable.

5. People toward the Samsung smartphone consumer buying decision

According to the T test and F test value showed that people variable is categorizes as variable that can influence the consumer buying decision of Samsung smartphone among the President University students however people variable is not significance toward the consumer buying decision of Samsung smartphone among the President University students. It showed on T value of people variable in T test table which only about 0.547 that means every increase in people variable will influence positively toward the consumer buying decision
and significance value of people variable is 0.586 greater than 0.05 which means that the people variable is not significance toward the consumer buying decision of Samsung smartphone among the President University students.

Based on above statements and related with the questionnaire in people part statements showed that consumer or in here is President University students not put concern on how the employee of Samsung smartphone store serve them or in the process of delivering service between Samsung smartphone employee to the consumer or President University student. However people variable still able to influence consumer buying decision of Samsung smartphone among the President University students but it not really significance. So every increase of people variable will influence the consumer buying decision of Samsung smartphone among the President University student to increase but not significance.

6. Process toward the Samsung smartphone consumer buying decision

According to the T test and F test results, showed that process variable is categorized as variable that can influence the consumer buying decision variable and significance toward the consumer buying decision. It showed in t value in T test table is -2.001 which means that every decrease in process variable will lead to increasing of consumer buying decision of Samsung smartphone among the President University students and the significance value is 0.048 less than 0.05 which means that it significance toward the consumer buying decision of Samsung smartphone among the President University students.

Based on above statement and related with the questionnaire in process part statement showed that consumer or in this study is President University students more prefer to buy smartphone that necessary to put more effort to buy it or in other word is means that not easy for everyone to get the product. Based on the results showed that President University student more prefer product or smartphone that necessary to put more effort to buy it and not easy to get it, because the easier for the product to be bought by consumers means that the product is ordinary which everyone can have it and it will lead to decreasing on consumer buying decision however if the product is hard to get and not everyone
can have the product it will it means that the product is exclusive and having a high prestige which it will lead to higher or increasing in consumer buying decision of Samsung smartphone among the President University students.

7. Physical Evidence toward the Samsung smartphone consumer buying decision

According to the T test and F test results, showed that physical evidence variable is categorized as variable that can influence the consumer buying decision of Samsung smartphone among the President University students and it has the most significance affect toward the consumer buying decision of Samsung smartphone among President University students. The t value of physical evidence variable in T test table is the highest compare with other t value of other independent variables. The t value is 2.905 which mean that it can strongly influence the consumer buying decision of Samsung smartphone among President university students and the significance value of physical evidence is 0.005 less than 0.05, means that it significance affect the consumer buying decision of Samsung smartphone among President University students.

Based on above statements and related with the questionnaire in physical evidence part, it showed that consumer or President University student will more prefer to buy product in a smartphone store which can gives them more fancy, unique or special experience that other smartphone brands cannot able to gives. It showed that the President University more concern the surrounding environment of smartphone store or the layout design of smartphone store which could gives them the experience that they could get as they buying and using the product itself.
CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 General

In this chapter the researcher will presents the conclusion and recommendation which derived from the analysis in chapter four about the influence of marketing mix 7ps toward the Samsung smartphone consumer buying decision among students at President University. This analysis is to know whether the marketing mix of 7p (product, price, place, promotion, people, process, and physical evidence) has influence simultaneously toward the Samsung smartphone buying decision and which factor of marketing mix of 7ps that significant influence on the Samsung smartphone buying decision partially among students at President University.

5.2 Conclusion

According to chapter four about the analysis of marketing mix of 7ps influence the Samsung smartphone consumer buying decision among students at President University, here are some conclusions that researcher get as following:

- According to the F test result which derived form chapter four, it show that all of independent variables of Marketing mix 7ps (product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6) and physical evidence (X7)) has significance simultaneously influence toward the Samsung smartphone buying decision among students at President University. It can be proven by look at the F value and significance value at table 4.5 which presents that F value is 9.908 greater than 1.96 and significance value is 0.00 lower than 0.05.
• Second, according to the T test result which derived from chapter four, showed that among of seven independent variables in marketing mix of 7ps, there are only four independent variables which partially have significance affect toward the Samsung smartphone buying decision among students at President University. These are four independent variables which significance toward the independent variable Y, product (X1), price (X2), process (X6) and physical evidence (X7).

• Third, The rest independent variables of marketing mix 7ps which not significance toward the consumer buying decision of Samsung smartphone among President University students are place (X3), place (X4) and people (X5). However although those independent variable were not significance toward the consumer buying decision of Samsung smartphone among President University students but those independent variable still influence the consumer buying decision based on the t values in T table and the interpretation of results in chapter 4.

• Fourth, according to the results and interpretation results that had been showed in chapter fourth that among all of the four independent variables which have significance simultaneously influence toward the Samsung smartphone buying decision among students at President University conclude that physical evidence (X7) is the most significance independent variable of marketing mix 7ps which can give the most significance affect toward the Samsung smartphone consumer buying decision among students at President University.

5.3 Recommendations

Based on those conclusions drawn above and some finding in this study, there are some possible course of action may be identified. The following recommendations are offered as guidelines or suggestion for consideration and possible application by the Samsung Electronic company in dealing with their smartphone sales. The following recommendations are made:
• As it stated above in the conclusion part, there are four independent variables of marketing mix 7ps which have gives significance affect toward the Samsung smartphone consumer buying decision, the first independent variable is product (X1). According to the research that researcher got in this study, a good quality and design of smartphone with supporting from various unique features will able to boost the sales of smartphone. It means most of smartphone consumer or students in President University prefer to have smartphone that can give them many kinds of benefits and advantages such like what have been stated above. Therefore according to the results that the researcher got from this study is that the better product quality and any other benefits or advantages that Samsung Company can offer to their consumer through their product, it will boots the consumer buying decision especially the President University students.

• The second independent variables is price (X2), price also plays a critical role in the consumer buying decision among students at President University before they buying an certain smartphone which can match with their needs and also that can offer them a sense price. According to the results that researcher got in this study, the researcher got that consumer or students will happily or delightfully to buy a smartphone which can offer them a price that match with the quality of the smartphone. The more expensive product with more values and benefits that company offers to their consumer will lead to increasing of consumer buying decision especially for President University students. the researcher recommended to company to always keeps balance between the product values and the product price, although the product is expensive however as long the price and the quality or value of the product is match to each other, the product will be able to hit the market and increasing the consumer buying decision.
The third independent variables is process (X6), according to this study, the researcher found that process also plays roles that also can influence the Samsung smartphone consumer buying decision. As the results that had been showed on chapter four and the interpretation of results, the researcher would like to recommend for Samsung Company to follow like what have Apple Company did. According to the results, the President University students more prefer to buy a product which not east to get and necessary for them to put more effort to buy the product. It might be that they thought the easier for the product to be bought by the consumer will lead to think of ordinary or not special product which everyone can buy it. Therefore the researcher would like to recommend to the Samsung Company to imitate the process system that Apple Company had applied. Where in every launching of new product of Apple, consumer had to queue for long time just to buy a new launch of product from Apple.

The last significance independent variable of marketing mix 7ps toward the Samsung smartphone consumer buying decision among President University students is physical evidence (X7). According to chapter fourth and interpretation of results in this study, the researcher found that physical evidence (X7) of marketing mix 7ps is having the most significance affect toward the Samsung smartphone buying decision among the students at President University. The design of smartphone store and all the equipment or facilities which provided in the smartphone store can highly contribute on the smartphone sales of Samsung. Based on this study most of President University student prefer to buy smartphone in the smartphone store which can attract them in some terms such as design, layout appearance, lighting, or display of products. By having all those good design, layout appearance, lightning and display of smartphone products in the store, consumer or students will able to feel the unique or special experience those others competitors could not able to gives. Therefore in this study, the researcher would like to recommended to
Samsung Company to also use the same concept that Apple company did where Apple company always design their smartphone store differently inside and outside the store and when the design of their store will makes every consumer that comes in fell exclusive and luxurious experiences, those concept that the researcher would like to recommended to Samsung Company.

- For the Place (X3) variable, according to the results that researcher got on chapter four and the interpretation of results. Although the place variable is not significance toward the consumer buying decision of Samsung smartphone among President University students however the place variable still influence the consumer buying decision of Samsung smartphone among President University students. therefore based on the result that the researcher got in this study, the research would like recommended to Samsung Company to improving the existing of Samsung smartphone store become more convenience for consumer to reach in order to improve this independent variable become significance.

- For the Promotion (X4) variable, according to the results that researcher got on chapter four and the interpretation of results. Although the promotion variable is not significance toward the consumer buying decision of Samsung smartphone among President University students however the promotion variable still influence the consumer buying decision of Samsung smartphone among President University students. therefore based on the results that the researcher got in this study, the researcher would like to recommended to Samsung Company to decreasing the portion of using to much promotion tools to advertise the product and trying to use little promotion tools to promote their products but effective and accurate to attract the consumer to buy their products. so by doing that it can makes the promotion variable become significance in the future.
• For the People (X5) variable, according to the results that researcher got on chapter four and the interpretation of results. Although the people variable is not significance toward the consumer buying decision of Samsung smartphone among President University students however the people variable still influence the consumer buying decision of Samsung smartphone among President University students. therefore based on the results that the researcher got in this study, the researcher would like to recommended to Samsung Company to keep gives more training to their employees and hard selection of recruitment of employees so that they able to give higher quality of employee or person to serve their consumer so that it can increase the consumer buying decision and it will make the people variable becomes significance toward the consumer buying decision in the future.

• By doing all of those recommendation that the researcher has gives through this study, it hopes that it can works fully as it showed that in adjusted R square table showed that the marketing mix of 7ps is only able to describe or affect the consumer buying decision about 3.9%. however by maintain the those four significance variables (product, price, process and physical evidence) and improving those influence variables (place, promotion and people) it will makes that all independent variable able to affect by 39% toward the consumer buying decision of Samsung smartphone as it showed in the R square table on chapter four.
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Books:


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Donald, Currie. (2005), Developing and Applying Study Skills: Writing Assignments, Dissertations and Managements Reports, Broadway, London: Chartered Institute of Personal and Development.


Journals:


Internet or Electrical Publication:


APPENDICES
APPENDIX

1. Questionnaire

Questionnaire

Dear Respondent,

My name is Andrea Saputra, majoring in international business batch 2009 at President University. Currently I’m writing my thesis about “The influence of marketing mix toward Samsung smartphone consumer buying decision”. In accordance with this study, I hope you can give me your time to fill this questionnaire based on your experience. Every data and information that you fill in this questionnaire only used for to conduct this research. Thank you for your time and attention.

Respondent Profile: please fill it by (x) for the correct answer.

1. Do you use Samsung smartphone as your communication device?
   □ Yes □ No
2. Which Type of Samsung galaxy that you use as your communication device?
   Type or Model (write your phone model)
3. Gender
   □ Male □ Female
4. Age
   □ 15-18 years old □ 19-21 years old □ 22-24 years old
5. Major
   (Write your own major and batch)
6. Batch
   □ 2009 □ 2010 □ 2011 □ 2012
7. Pocket Money
   □ <Rp.500,000 □ Rp.500,001 – Rp.1,000,000 □ Rp.1,000,001 – Rp.2,000,000
   □ Rp.2,000,001 – Rp.3,000,000 □ >Rp.3,000,000
Please fill in the score column using below scale for each statement provided for **Samsung smartphone**.

You should rank each statement as follow:

Scale
1 = Strongly Disagree  2 = Disagree  3 = Neutral  4 = Agree  5 = Strongly Agree

<table>
<thead>
<tr>
<th>No</th>
<th>Product Statements</th>
<th>Score 1</th>
<th>Score 2</th>
<th>Score 3</th>
<th>Score 4</th>
<th>Score 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Samsung Smartphone has good quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Samsung Smartphone have good brand image in consumer mind</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Samsung smartphone has good and attractive design and packaging</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>Samsung smartphone has uniqueness and interesting features that others smartphone brand does not have</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Samsung smartphone has many various models with different features</td>
<td></td>
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<tr>
<td>6</td>
<td>Samsung smartphone provide guideline book for user</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>7</td>
<td>Samsung smartphone shows it product originality made (Country of manufacture)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>Samsung smartphone offers product support services for consumer</td>
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<td>1</td>
<td>Samsung Smartphone Has reasonable price</td>
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<td></td>
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<td>2</td>
<td>Samsung Smartphone price has competitive price compare to another brand</td>
<td></td>
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<td>3</td>
<td>Samsung smartphone price is worth with its quality and value</td>
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<th>Score 4</th>
<th>Score 5</th>
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<td>1</td>
<td>Samsung Smartphone Has good product availability</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>2</td>
<td>It is easy to find Samsung smartphone store in mall, shopping center, electronic center and etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>It is easy to find Samsung smartphone service center in mall, shopping center, electronic center and etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Samsung smartphone stores are always located at strategic place</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1</td>
<td>Samsung Smartphone has an attractive advertising that</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
can persuade people to buy it

2 Samsung smartphone has good value and informative tagline in their advertisement

3 Samsung smartphone has more interesting advertising compare to others smartphone advertising.

4 Samsung smartphone advertisements are easy to find on media like TV, newspaper, radio, print ads, and others electronic ads.

5 Samsung smartphone has contributed CSR to society such as building libraries in Asia to foster appreciation for arts

6 Samsung smartphone has sponsoring many events such as official sponsor of Chelsea or Samsung super league kicked off in Barcelona

7 Samsung smartphone offers discount program

8 Samsung smartphone offers merchandise or gift

<table>
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<tbody>
<tr>
<td>1</td>
<td>Employees in Samsung store response to consumer complains fast</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2</td>
<td>Employees in Samsung store are kinds and friendly to their customers</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3</td>
<td>Employees in Samsung store has deep knowledge about all the products that their sell to their consumer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4</td>
<td>Employees in Samsung store always dress up nice and tidy when serve consumer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>5</td>
<td>Employees in Samsung store promise a service to their consumer within the deadlines that they are able to meet</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>6</td>
<td>Employees in Samsung store are willing to help consumer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>7</td>
<td>Employees in Samsung store are perform service right the first time</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>8</td>
<td>Employees in Samsung store make information easily obtainable by consumer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>9</td>
<td>Employees in Samsung store understand the specific needs of their consumer</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>No</th>
<th>Process Statements</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The procedure or process of buying Samsung smartphone is easy</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2</td>
<td>The procedure or process of payment its easy and secure with various of type payment available (Cash, Credit card, and debit card)</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3</td>
<td>The procedure or process of smartphone after sales</td>
<td>1 2 3 4 5</td>
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service its easy and comfortable

<table>
<thead>
<tr>
<th>No</th>
<th>Physical Evidence Statements</th>
<th>Score</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Samsung smartphone store has visual appealing layout from outside and inside store</td>
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<td>2</td>
<td>Samsung smartphone store has an eye catching layout or design</td>
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<td>3</td>
<td>Samsung smartphone store has facilitated with good display product which attractive, informative and persuasive</td>
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<td>4</td>
<td>Samsung smartphone store is clean, tidy and comfortable</td>
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<tr>
<td>5</td>
<td>Samsung smartphone store has visual appealing brochures and banners</td>
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<tr>
<td>6</td>
<td>Samsung smartphone store is convenient</td>
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<table>
<thead>
<tr>
<th>No</th>
<th>Consumer Buying Decision Statements</th>
<th>Score</th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>You buy Samsung smartphone because you need of Smartphone device</td>
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<td>2</td>
<td>You buy Samsung smartphone because its trend in the market currently</td>
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<tr>
<td>3</td>
<td>You buy Samsung smartphone because you have seen its advertisement in print ads or electronic ads</td>
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<td>4</td>
<td>You buy Samsung smartphone because you heard from you friends or you saw your friends use it or family.</td>
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<td>5</td>
<td>You buy Samsung smartphone because you have own personal experience about it or you have tried it.</td>
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<tr>
<td>6</td>
<td>You buy Samsung smartphone because Samsung can give you more benefit and features that you want than others smartphones.</td>
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<td>7</td>
<td>You buy Samsung smartphone because Samsung gives you more reasonable price and quality than other smartphones.</td>
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<td>8</td>
<td>You buy Samsung smartphone because it offers you features and specifications that you need to be satisfied.</td>
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<td>9</td>
<td>You buy Samsung smartphone because it offers you good quality product and have good durability</td>
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<td>10</td>
<td>You buy Samsung smartphone because the prices and qualities are reasonable</td>
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<td>11</td>
<td>You will buy Samsung smartphone again if you need it</td>
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<tr>
<td>12</td>
<td>You will buy Samsung smartphone again because you feel satisfied</td>
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<tr>
<td>13</td>
<td>You will recommend to your friends and family to buy Samsung smartphone</td>
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