THE ANALYSIS OF CUSTOMER PERCEPTION ABOUT
CUSTOMER RELATIONSHIP, PRODUCT, SERVICE QUALITY
TOWARD SAMSUNG MOBILE IN INDONESIA
(CASE STUDY IN PRESIDENT UNIVERSITY STUDENT)

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This thesis entitled “THE ANALYSIS OF CUSTOMER PERCEPTION ABOUT CUSTOMER RELATIONSHIP, PRODUCT, SERVICE QUALITY TOWARD SAMSUNG MOBIE IN INDONESIA (CASE STUDY IN PRESIDENT UNIVERSITY STUDENT)” prepared and submitted by Ngo Tho Tung in partial fulfillment of the requirements for the degree of Bachelor of Management in the Faculty of Economic has been reviewed and found to have satisfied the requirement for a thesis fit to be examined. I therefore recommended this thesis for Oral Examination.


Acknownledge by,                    Recommended by,

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Head of Management Study Program                    Thesis Adviser
DECLARATION OF ORIGINALITY

I declare that this thesis entitled “THE ANALYSIS OF CUSTOMER PERCEPTION ABOUT CUSTOMER RELATIONSHIP, PRODUCT, SERVICE QUALITY TOWARD SAMSUNG MOBILE IN INDONESIA (CASE STUDY IN PRESIDENT UNIVERSITY STUDENT)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain degree.

Cikarang Baru, Indonesia, 25th March, 2013

Ngo Tho Tung
ABSTRACT

In this research, the researcher want to find the factors affect to the Samsung’s mobile phone in Indonesia. The researcher wants to know about the satisfaction of customer with Samsung’s product, know about the customer’s needs with the Samsung mobile phone, and also search about the relationship of Samsung with customer. The researcher also gives some suggestion for Samsung to improve and innovate in the future for increase their market share. This research was done in President University.

In this research, the researcher using questionnaire for distributing to the respondents and Likert Scale as the research instrument and analyze data by quantitative method. All the data will be analyzed by using SPSS 16.0 (Statistical Package and Process Sciences). For data processing, the statistical will be used for different purpose such as: reliability test, validity test, descriptive statistical, frequency, multi regression analysis, correlation analysis, F-test, and ANOVA. This research attempts to:

1. How do the customer relationship of Samsung Mobile?
2. How do the product of Samsung Mobile?
3. How do the service quality of Samsung Mobile?

This research was done in a small area in Indonesia, and the respondent was only the students who are studying in President University. The researcher only focused in analyzing the factors affect to the Samsung’s mobile phone market share: the service quality, product of Samsung, the relationship with Samsung and customer. Other factors were not provided in this research.

After this study, the researcher knows more about customer satisfaction with the products; know about the affection of factors with the mobile phone market share of Samsung. The researcher will have more experiences when doing a marketing research about other problems in the future.

Key words: Customer Relationship, Product, Service Quality
The Panel of Examiners declare that the thesis entitled “THE ANALYSIS OF CUSTOMER PERCEPTION ABOUT CUSTOMER RELATIONSHIP, PRODUCT, SERVICE QUALITY TOWARD SAMSUNG MOBIE IN INDONESIA (CASE STUDY IN PRESIDENT UNIVERSITY STUDENT)”. That was submitted by Ngo Tho Tung majoring in International Business from the Faculty of Economic was assessed and approved to have passed the Oral Examinations.

**Irfan Habsjah, MBA, CMA**  
Chair-Panel of Examiners

**Sonny Vinr Svtedja, MBA**  
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**Dra. Genoveva, M.M**  
Examiner II
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March 2013

Ngo Tho Tung
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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.

![Smartphone Penetration by Age and Income January 2012](source: Nielsen)

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.

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

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

*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 todays 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
“smartphone can be defined as a device 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

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.
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 it’s 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.

The researcher conducted a survey on the attitudes of consumer tastes for Samsung smartphone to evaluate the competitiveness of the other competitors for the products of Samsung. Since then can navigate and plan to push the market to match the requirements of consumers. Survey to know about the needs of the consumer, which can produce new Samsung’s products in future. Make the products become closer to consumers, the consumers can know about the features and advantages of the Samsung’s products, which can be easily selected and accord with consumers financial and their work. When we know about the interaction between the products of Samsung with consumers, we can make an orientation of Samsung’ market in President University, so we can provide market become more suitable at here. Besides, we also create close relationships between products and consumers to improve Samsung’s competitiveness with other products such as Apple, Nokia, BlackBerry, HTC, Sony, etc. To understand the tastes of consumers, we will use the method of direct interview and distributing questionnaire to be able to attract more practical ideas, helping Samsung to develop products on the Market phone in President University.
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 ByungChul 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. 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 ByunChul 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 ByungChul 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 Problems Identified

In this research, the researcher want to find the influence toward Samsung’s mobile phone in Indonesia. The researcher wants to know about the satisfaction of customer with Samsung’s product, know about the customer’s needs with the Samsung mobile phone, and also search about the relationship of Samsung with customer. The researcher also gives some suggestion for Samsung to improve and innovate in the future for increase their market share. This research was done in President University.

1.4 Statement of the Problem

This research attempts to:

1. How do the customer relationship of Samsung Mobile?
2. How do the product of Samsung Mobile?
3. How do the service quality of Samsung Mobile?

1.5 Research Objectives

1. The researcher wants to find out the relationship between the services attributes both primary services and supported services, and the customers’ perceived satisfaction in service quality.
2. The researcher knows more about customer satisfaction with the products; know about the affection of factors with Samsung mobile in Indonesia. The researcher will have more experiences when doing a marketing research about other problems in the future.
3. The satisfaction of customer with Samsung’s product and Samsung’s service quality.

1.6 Significance of Study

For Researcher:
1. Understand about primary services and supported services attributes and students’ satisfaction.
2. Gain more knowledge and experiences about research.

For Samsung:
1. To understand the factors that influence students’ satisfaction during their using time on Samsung Mobile Phone.
2. To have a better understanding of the relationship between primary services and supported services attribute.
3. To have a better understanding about the elements of service to be improved.
1.7 Conceptual Framework

1.8 Scope and Limitations of the Study

1. This research limits the population to students study in President University batch 2010 until batch 2011 who using the Samsung Mobile.

2. The research just about relationship between customers and Samsung Mobile; products; service quality of Samsung Mobile.

3. The Samsung product in this research more than 2000.000 IDR

1.9 Research Hypothesis

A statistical hypothesis test is a method of making decision using experimental data. According to Ronald Fisher for test of hypothesis “Critical tests of this kind may be called test of significance and when such tests are available we may discover whether a second sample is or is not significantly different from the first”. The main hypothesis using in this study is:
Ho: There was no influence that is significant from Customer relationship (X1), Product (X2), and Service Quality (X3)

Ha: There was influence that is significant. From Customer relationship (X1), Product (X2), and Service Quality (X3)

1.10 Definition of Terms

1. Service quality: the difference between customer’s expectations and that of his perceived concept of real performance of service. (Zeithaml & Bitner, 1996). In this study, the assessment standards of Zeithaml, Parasuraman & Berry (1990) will be used, which consist of five dimensions: tangibles, reliability, responsiveness, assurance and empathy.

2. Customer satisfaction: is a state when the customer feels a product or a service meets his/her expectations. (Juran, 1992)
2.1 Marketing Mix

The major of marketing management decisions can be classified in one of the following four categories:

Product and Service: is the physical or service offered to the consumer. In the case of physical products, it also refers to any services or conveniences that are part of the offering.

Promotion: promotion decisions are those related to communicating and selling to potential consumers. Since these costs can be large in proportion to the product price, a break-even analysis should be performed when making promotion decisions. It is useful to know the value of a customer in order to determine whether additional customers are worth the cost of acquiring them. It involved advertising, public relations, media types, etc.

Price: Pricing decisions take into account profit margins and the probable pricing response of competitors. Pricing includes not only the list price, but also discounts, financing, and other options such as leasing.

Place: Place are those associated with channels of distribution that serve as the means for getting the product to the target customers. The distribution system performs transactional, logistical, and facilitating functions. Distribution decisions include market coverage, channel member selection, logistics, and levels or service.

(Retrieved, 2012)

2.1.1 Marketing Mix with Samsung’s product:

Products and Service: Samsung Company is one of the most famous brands about producing mobile phones in the world. Samsung’s products also had cellphones and Smartphone. Samsung’s service is always served to their customers; Samsung had service for customer on the
Internet, in their website, or in many stores that located all over the world to help their customer everything about Samsung.

**Price:** the price of Samsung products is offered for the low until mid-high level of customer. They had also cheap cellphones and expensive Smartphone’s. Customers can find a best product for themselves.

**Place:** Samsung’s store is located in many countries for selling products and customer services.

**Promotion:** Samsung had many interesting advertisings and many marketing plans to promote selling products and give the products become closer with customer.

### 2.2 Consumer Behavior

#### 2.2.1 Definition of Decision Behavior

According to Hawkins, Best and Coney (2004) consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and impacts that these processes have on the consumer and society. Consumer behavior is the process a consumer uses to make purchase decisions, as well as to use and dispose of purchased goods or services”

![Figure 2.2 Model of buyer behavior](image-url)
2.2.2 Types of Buying Decision Behavior

According to Kotler and Amstrong (2006), there are 4 types of buying decision behaviors:

1. **Complex Buying Behavior**

Consumers undertake complex buying behavior when they are highly involved in purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive. Typically, the consumer has much to learn about the product category. Complex Buying Behavior is situations characterized by high consumer involvement in a purchase and significant perceived differences among brands.

2. **Dissonance—Reducing Buying Behavior**

The Dissonance—Reducing Buying Behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands. It is the consumer buying behavior in situations characterized by high involvement but few perceived differences among brands.

3. **Habitual Buying Behavior**

It occurs under conditions of low consumer involvement and little significant brand difference. For example, take salt. Consumers have little involvement in this product category—they simply go to the store and reach for a brand. If they keep reaching for the same brand, it is out of habit rather than strong brand loyalty. Consumers appear to have low involvement with most low-cost, frequently purchased product.

4. **Variety—Seeking Buying Behavior**
Consumers undertake variety-seeking buying behavior in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. For example, when buying cookies, a consumer may hold some beliefs, choose a cookie brand without much evaluation, they evaluate that brand during consumption. But for the best time the consumer might pick another brand out of boredom or simply to try something different. Brand switching occurs for the sake of variety rather than because of dissatisfaction.

**Table 2.1: Four Types of Buying Behavior**

<table>
<thead>
<tr>
<th>Significant differences between brands</th>
<th>High involvement</th>
<th>Low involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complex buying behavior</td>
<td>Variety seeking buying behavior</td>
<td></td>
</tr>
<tr>
<td>Dissonance reducing buying behavior</td>
<td>Habitual buying behavior</td>
<td></td>
</tr>
</tbody>
</table>

2.2.3 Consumer Decision
The Definition of Consumer Decision Making

It is the process by which (1) consumers identify their needs, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values. (Consumer Decision making.n.d).

2.2.4 Types of Decision Making

There are various types of consumer decision processes (Hawkins et al, 2004, p502). As the consumer moves from a very low level of involvement with the purchase to a high level of involvement, decision making becomes increasingly complex. While purchase involvement is a continuum, it is useful to consider nominal, limited, and extended decision making as general descriptions of the types of process that occur along various points on the continuum.

Purchase involvement is the level of concern for, or interest in, the purchase process triggered by the need to consist a particular purchase (Hawkins, 2004, p501)

1. Nominal Decision Making: it sometimes referred to as habitual decision making. Nominal decision occurs when there is very low involvement with the purchase. A completely nominal decision does not even include consideration of the “do not purchase” alternative. Nominal decision can be broken into 2 categories: Brand loyal purchases and repeat purchases.

2. Limited Decision Making: it involves internal and external search, few alternatives, simple decision rules on a few attributes, and little post purchase evaluation. Most consumer decisions involve limited problem solving effort. Because most consumers already have a lot of information about the product from experiences (Peter & Olson, 2005)
3. Extended Decision Making: it involves an extensive internal and external information search followed by a complex evaluation of multiple alternatives and significant post purchase evaluation. It is the response to high level of purchase involvement

Example: Buying a new or used car involves extensive decision making for most consumers (Peter & Olson, 2005)

2.2.5 Stages of Consumer Buying Process

To illustrate the complete stages of consumer buying process, the researcher would like to show the five stages of the consumer buying decision for the complex one. But from among the stages of the process purchase is just one stage, because not all the decision processes lead to purchase.

The 5 stages are:

1. **Problem Recognition** (Awareness of need)—Perceiving a need. This is the difference between the desired state and the actual condition. In other words the customer perceived different between idea and actual state of affairs.(Peter & Olson, 2005)

2. **Information Search:** customers seek value, relevant information about potential solutions to the problem from external environment, or activate knowledge from memory (Peter & Olson, 2005), in other words: the information search stage clarifies the option open to the consumer and may involve internal and external searches:
   a. Internal Search:
      Scanning one’s memory to recall previous experiences with products or brands
      Often sufficient for frequently purchased products
   b. External Search:
      Personal sources, such as family and friends.
      Public sources, including various product-rating organizations such as Consumer Reports.
      Marketer-dominated sources, such as advertising, company websites, and salespeople
3. **Alternative Evaluation: Assessing Value:** Evaluate or judge competing alternatives in terms of salient beliefs about relevant consequences and combine this knowledge to make a choice. (Peter & Olson, 2005)
   - Suggesting criteria to use for the purchase.
   - Yielding brand names that might meet the criteria,
   - Developing consumer value perception

4. **Purchase Decision: Buying Value**
   At this stage the customer makes the decision whether to purchase or not. (Peter & Olson, 2005)

5. **Post purchase Behavior: Value in Consumption or Use**
By using the chosen alternative and evaluating it again in light of its performance (Peter & Olson, 2005) the consumer compares the product/ service with expectations and is either satisfied or dissatisfied.

Satisfaction and Dissatisfaction affects

- Consumer value perceptions
- Consumer communications
- Repeat – purchase behavior
2.3 Service Quality

Service quality, a consumer’s judgment about the overall superiority of a product or service (Zeithaml, 1988). Service quality is an essential strategy for success and survival of any business organization (Hill, 1995), as it can influence customer purchase behavior and organization performance (Zeithaml et al., 1996). Considering the importance of service quality for any business, a great deal of service quality research in recent decades has been devoted to examine this construct across industries (Brady & Cronin, 2001; Ekinci et al., 2008; Lovelock et al., 2001; Zeithaml et al., 1996). Despite a number of service quality studies, there has been little consensus not only in its conceptualization, but also its measurement, dimensionality, and consequences (Brady & Cronin, 2001; Ekinci et al., 2008; Lovelock et al., 2001; Zeithaml et al., 1996). The lack of this consensus might be related to the unique characteristics of services—intangibility, heterogeneity, and inseparability of production and consumption results the subjectivity of interpretation (Rust & Oliver, 1994).

Owing to the intangibility of services, customers are always sensitive to finding quality indicators to evaluate a service. Due to the heterogeneity of services, each service delivery can reflect different quality performance standards (Bruhn & Georgi, 2006). According to the views of Bruhn and Georgi (2006), when customers’ perceptions of a service exceed their expectations, they perceive a high-service quality. However when customers’ perceptions of a service fail to
meet their expectations, they judge (perceive) a low-service quality. Therefore, customer expectations and perceptions of service are the determinants of service quality. Palmer (2005) is of the opinion that quality is an extremely difficult concept to define briefly. Wehmeier (2000) describes quality as “an inherent or distinguishing characteristic”. Mudie and Pirrie (2006) regard quality as a property, an attribute, a mark and distinction. However, within the context of services marketing, Blythe (2006) defines service quality as “the relationship between what customers expect and what they get”. Kurtz and Boone (2006) maintain that service quality is the expected and perceived (actual) quality of a service. Palmer (2005) concludes that service quality is “the difference between an individual’s expectations of a service and his or her perceptions of service delivery”.

Service quality is widely acknowledged as an important competition strategy (Jabnoun, 2003; Kwan, 1999; Zeihaml, 2000) and there are an abundance of studies examining service quality and its relationships with other variables in service contexts. A large number of these studies examine the dimensionality and the performance of service quality across culture contexts (Carman, 1990; Donnelly, Wisniewski, Dalrymple & Curry, 1995; Lam & Woo, 1997). These studies, mostly using SERVQUAL, report that service quality dimensions and their relative importance vary with cultural context. Fundamentally, these studies agree that service quality is an important factor in influencing customer satisfaction, perceived value, and brand loyalty. However, how service quality influences customer satisfaction, perceived value, and brand loyalty remains equivocal.

2.4 Product

In general, the **product** is defined as a "thing produced by labor or effort" or the "result of an act or a process", and stems from the verb **produce**, from the Latin *prōdüce(re)* '(to) lead or bring forth'. Since 1575, the word "product" has referred to anything produced. Since 1695, the word has referred to "thing or things produced".

In economics and commerce, products belong to a broader category of goods. The economic meaning of product was first used by political economist Adam Smith.
In marketing, a product is anything that can be offered to a market that might satisfy a want or need. In retailing, products are called merchandise. In manufacturing, products are bought as raw materials and sold as finished goods. Commodities are usually raw materials such as metals and agricultural products, but a commodity can also be anything widely available in the open market. In project management, products are the formal definition of the project deliverables that make up or contribute to delivering the objectives of the project. In insurance, the policies are considered products offered for sale by the insurance company that created the contract.

A related concept is subproduct, a secondary but useful result of a production process.

Dangerous products, particularly physical ones, that cause injuries to consumers or bystanders may be subject to product liability-

### 2.5 Customer Relationship

In CRM the alphabet ‘R’ means relationship. But there is always an ambiguity to understand the actual meaning of this relationship. This relationship between supplier and customer is not a personal relationship or a one-time transaction relationship; for example buying a refrigerator from a consumer’s outlet would not be called as a relationship.

Relationship between any two parties is actually the interaction or transaction done between the two over-times or consists of a continuous series of synergistic episode of interaction many a times. This relationship only exists when the two parties diverge from a state of autonomy to mutual or interdependent. Occasionally having a cup of tea from a café does not mean that there is a relationship. If the customer returns to the café and orders the same tea again because he likes the environment and taste or the method of making tea, more looks like a relationship.

Relationship with customers can change from time to time because it is evolved under distinguished situations. Following are the stages from where the relationship with customers can evolve-

- **Exploration**- Exploration is the process when customer investigates or tests the supplier’s capabilities and performance or cross verifies the product’s or brand’s
usefulness. If the test results fail to satisfy customer’s demands, the relationship can drastically come to an end.

- **Awareness** - Awareness is the process when the customer understands the motivational values of supplier or the products he sells.

- **Expansion** - Expansion is the process when the supplier wins customer’s faith and customer falls under huge interdependence of the supplier. This is time when there are more chances of business with that particular customer and expand business.

- **Commitment** - Commitment is a powerful stage when suppliers learn to adapting business rules and goal to excel.

- **Dissolution** - Dissolution is a stage when customer requirement suddenly changes and he looks for better perspectives. This sudden change is the end of relationship.

Relationship can come to an end due to many reasons like - customer is not satisfied with the services of supplier or customer diverges to other better brands and products. Suppliers can also prefer to break relationships due to customer failing to be a part to increase sales volume or when the suppliers are entangled with fraud cases.

**Broadly there can be two distinguished attributes of a developed relationship between supplier and customer:**

1. **Trust:** Trust means confidence and security in any relationship and can be treated as the biggest investment in building long term relationships. Trust is developed between the two parties when they experience flawless and satisfied motives between each other. As a result of knowing more about each other, all the doubts and risks are minimized and leads to inevitably smooth business. Lack of trust on the other hand weakens the relationship foundation and chances of uncertainty and conflicts increases.

2. **Commitment:** Commitment is yet another milestone that should be achieved to set a long term mutual relationship. Commitment can only be attained when there is mutual trust and the two parties share each other’s values. In a committed relationship both suppliers and customers strive to uphold the relationship and never want to exit which in turn results in building the relationship stronger and sharper. There is, in fact, huge cost
which is incurred in switching from committed relationships of one supplier and build new relationships with other suppliers from scratch.

Relationship is always mutual or reciprocal so it is important for both supplier and customers to stick to common guideline to attain better relationship among each other. There is lot of involvement of cost, efforts and time in striving developed relationships between the two parties but the outcome is always inevitable.
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 choose quantitative method or research to conduct this study. And also this research, the researcher using questionnaire for distributing to the respondents and Likert Scale as the research instrument and analyze data by quantitative method. All the data will be analyzed by using SPSS 16.0 (Statistical Package and Process Sciences). For data processing, the statistical will be used for different purpose such as: reliability test, validity test, descriptive statistical, frequency, multi regression analysis, correlation analysis, F-test, and ANOVA.

3.2 Research Instruments

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 three independent variable (Customers Relationship, Product, and Service Quality)

The questionnaire is print and copy in the form of papers in which distributed to all students in President University batch 2010-2012, and all major.

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 RensisLikert. 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 computer data where the boundary of numeral and option includes:
Furthermore, the questionnaire is divided into 3 parts:

**Part A: Relationship between Samsung and Customer (X1)**

**Part B: Product of Samsung (X2)**

**Part C: Service quality of Samsung (X3)**

The research design used two scales to collect data:

1. The normal scale was used to collect personal information about respondents such as major, batch, gender.
2. The Likert Scale is used in this research. Likert scale is a measurement scale with five response categories ranging from “strongly disagree” to “strongly agree”, which requires the respondents to indicate a degree of agreement or disagreement with each of series of statement related to the stimulus object (Malhotra & Peterson, 2002).

### 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:

$$ r = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}} $$

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

Where:

$n$ = the number of paired observations

$\Sigma X$ = the X variable summed

$\Sigma Y$ = the Y variable summed

$\Sigma X^2$ = the X variable squared and the squares summed

$(\Sigma X)^2$ = the X variable summed and the sum squared
\[ \Sigma Y^2 = \text{the Y variable squared and the squared summed} \]

\[ (\Sigma Y)^2 = \text{the Y variable summed and the sum squared} \]

\[ \Sigma XY = \text{the sum of the product of X and Y} \]

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).

Where:

\[ \alpha = \text{instrument reliability’s coefficient} \]

\[ r = \text{mean correlation coefficient between variables} \]

\[ N = \text{number of questions} \]
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

3.3.1 Size of Population
Population size: 100 (All students from batch 2010 and batch 2012 in President University)

3.3.2 Margin of Error
Margin of error is percentage allowance for non-precision or error because the uses of sample instead of the population. There are usually 0.01 or 0.05 (1% or 5%) in this kind of research. Although the margin of error 0.01 is accurate than margin of error 0.05, the researcher prefer 0.05 for this research. Meaning the level of error is 5% and the research has 95% confidence level.

3.3.3 The Actual Sample Size
The minimum number of sample is 50 respondents, with 0.01 margin error.

3.3.4 Respondents
The populations of this research were the students who are studying at President University in Batch 2010 and Batch 2011 both male and female, the researcher took only 100 students to research; if the number of respondents was considered small, the researcher would research with the whole students batch 2010 and 2011.

And there is usually 1%, 5% or 10% margin in this kind of research. So the researcher preferred to choose 10% margin in this research. Thus the formula applied in study by Slovin (1960)

\[ n = \frac{N}{1+Ne^2} \]

Where:
n = sample size
N = population size
e = tolerable error

Apply this formula, the real population would be:

\[
n = \frac{100}{1+100(10\%)^2} = 50
\]

So the acceptable sample size for this research was 50 respondents

3.4 Statistical Treatment
3.4.1 Validity Test

Validity is the extent to which a test measures what we actually wish to measure (Cooper & Schndler, 2006). There are two main things, which need to get the validity testing. Content and Construct Validity. Content Validity done earlier before the questionnaires was distributed to the respondents. This was done through the judgments of a panel of persons on how well the instrument meets the standards. For this research purposes, thesis mentors have reviewed the questionnaire.

This formula is used to test items validity. This coefficient of correlation can be computed from a computational formula based on the actual values of X and Y. the formula is:

\[
r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{n(X^2) - (\sum X)^2][n(Y^2) - (\sum Y)^2]}}
\]

(Source: Douglas and William, 2003:464)

Where:

n: is the number or paired observation
\(\sum X\): is the X variable summed
\(\sum Y\): is the Y variable summed
(\(\sum X^2\)): is the X variable squared and the squares summed
(\(\sum X^2\)): is the X variable squared and the squares summed
(\(\sum Y^2\)): is the Y variable squared and the squares cummed
(\(\sum Y^2\)): is the Y variable squared and the squares cummed
\(\sum XY\): is the sum of the products of X and Y
The correlation techniques to determine item validity was used because it is the most popular technique used up until now (Masrun, 1979).

To determine the validity of both constructs and items, the researcher compares the $r$ computation with the $r$ table. If the $r$ computation is greater than $r$ table means that the constructs and items in the questionnaire are valid.

### 3.4.2 Reliability Test

Reliability test used to check the correlation of statement in the questionnaire. It is concerned with estimates of the degree to which a measurement is free of unstable effort (Cooper & Schindler, 2006, p.352). For this study, the researcher uses Cronbach’s Alpha formula to determine the reliability. The Cronbach’s Alpha formula was used to measure this reliability testing:

$$\alpha = \frac{K \cdot r}{1 + (K - 1) r}$$

(Source: Cronbach’s Alpha, 2004)

Where:

- $\alpha$ = instrument reliability’s coefficient
- $r$ = mean correlation coefficient between variables
- $k$ = number of questions

To run validity and reliability test, the researcher uses SPSS 16.0. The purposes of these two tests are to determine the understandability and reliability of the research instrument.

### 3.5 Data result of Validity and Reliability Test

#### 3.5.1 Validity Test

The researcher used SPSS 16.0 to check validity test. According to Menurut Sugiyono (2002) “if the correlation of every question is positive and it is bigger than 0.3 or above, then the question is valid”. Based on the calculation, the result for pre-test questionnaire with 30 questions is shown below:

<table>
<thead>
<tr>
<th>Question</th>
<th>Correlations</th>
<th>$R$-table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>0.425</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q</td>
<td>Value 1</td>
<td>Value 2</td>
<td>Status</td>
</tr>
<tr>
<td>----</td>
<td>---------</td>
<td>---------</td>
<td>----------</td>
</tr>
<tr>
<td>Q2</td>
<td>0.366</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q3</td>
<td>0.592</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q4</td>
<td>0.253</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q5</td>
<td>0.364</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q6</td>
<td>0.458</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q7</td>
<td>0.141</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q8</td>
<td>0.417</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q9</td>
<td>0.648</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q10</td>
<td>0.509</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q11</td>
<td>0.665</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q12</td>
<td>0.605</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q13</td>
<td>0.237</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q14</td>
<td>0.224</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q15</td>
<td>0.506</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q16</td>
<td>0.354</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q17</td>
<td>0.264</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q18</td>
<td>0.282</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q19</td>
<td>0.655</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q20</td>
<td>0.603</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q21</td>
<td>0.458</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q22</td>
<td>0.659</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q23</td>
<td>0.605</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q24</td>
<td>0.470</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q25</td>
<td>0.614</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q26</td>
<td>0.337</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q27</td>
<td>0.543</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Q28</td>
<td>0.315</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q29</td>
<td>0.321</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>Q30</td>
<td>0.391</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>
3.5.2 Variability Test

Nunnally (1967) recommended that “the minimal acceptable for preliminary research should range from 0.6 and above 0.8”, Armstrong and Foley (2003) suggested that “the range from 0.7 to 1 Cronbach’s alpha has strong reliability or the scale”. So in this research, the researcher would like to choose 0.7 Cronbach’s alpha as acceptable.

If the Cronbach’s alpha is more than 0.7 it means that the data taken from questionnaire is real and the researcher can use this.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.890</td>
<td>.894</td>
<td>30</td>
</tr>
</tbody>
</table>

Table 3.4: The Result of Reliability test
(Source: SPSS 16.0)

3.6 Limitation

There are several limitations in this research as follows:

- This research limits the population to students study in President University batch 2010 until batch 2011 who using the Samsung Mobile.

- The research just about relationship between customers and Samsung Mobile; products; service quality of Samsung Mobile,

- Time to conduct this research is quite short.

- There are some mistakes that be occurred during this research. However, this is a chance for the researcher to learn and improve researching skills.
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 0.5 is not reliable. The computed Alpha values for the research variables indicated in Table 4.1

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>Based on Standardized</td>
</tr>
<tr>
<td>Items</td>
</tr>
<tr>
<td>N of Items</td>
</tr>
<tr>
<td>.890</td>
</tr>
<tr>
<td>.894</td>
</tr>
<tr>
<td>30</td>
</tr>
</tbody>
</table>

Table 4.1 Reliability Table of X1, X2, X3 Variable

Source: Primary Data-SPSS V.16

From table 4.1 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 4.3 Validity Test

<table>
<thead>
<tr>
<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>0.425</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.366</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.592</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.253</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.364</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.6</td>
<td>0.458</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.7</td>
<td>0.141</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X2.1</td>
<td>0.417</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.648</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.509</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.665</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.5</td>
<td>0.605</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.6</td>
<td>0.237</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X2.7</td>
<td>0.224</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X2.8</td>
<td>0.506</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.9</td>
<td>0.354</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X2.10</td>
<td>0.264</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X2.11</td>
<td>0.282</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td>X3.1</td>
<td>0.655</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.2</td>
<td>0.603</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.3</td>
<td>0.458</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.4</td>
<td>0.659</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.5</td>
<td>0.605</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>
In the survey, the researcher used 30 respondents as a sample for the validity test. Figure 4.3 above has shown that from 54 statements there are 9 statements that met the criterion as invalid statements, which means they had to be removed from this research. As it has been stated in Chapter 3 about the validity test, Sugiyono (2006) the minimum score for a variable to be valid is if \( r = 0.3 \) and if \( r < 0.3 \) that certain variable is not fulfilled the requirement to be valid and it has to be eliminated from the research. From Table 4.2 above, variables X1.4 \( r = 0.253 \), X1.7 \( r = 0.141 \), X2.6 \( r = 0.237 \), X2.7 \( r = 0.224 \), X2.9 \( r = 0.354 \), X2.10 \( r = 0.264 \), X2.11 \( r = 0.282 \), X3.10 \( r = 0.315 \), X3.11 \( r = 0.321 \), these three statements are invalid because they cannot fulfill the requirement of \( r \) value to be at least 0.3.

### 4.1.3 Descriptive Statistics

#### 4.1.3.1 Respondent Profile

Figure 4.1 shows the composition of the status of gender, where it is shown from the total respondent of 50 people. The most respondents are male (62%) and female (38%).
Figure 4.1 Demographic Views (Gender)

Source: Primary Data-Microsoft Excel 2010

Figure 4.2 shows the composition of status of ages, where it is shown from the total respondent that is 50 people. The most respondent are in 21-24 year old group with 59%, and then 18-20 year old group with 35%, the less respondent are in >24 year old group with only 6%.

Figure 4.2 Demographic Views (Age)

Source: Primary Data-Microsoft Excel 2010
Figure 4.3 shows the composition of status of batch, where it is shown from the total respondent that is 50 people. The most respondent are is batch 2012, and then is batch 2009, and the less is batch 2011 and batch 2010.

**Figure 4.3 Demographic Views (Batch)**

![Bar chart showing the distribution of batches 2009 to 2012]

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

Figure 4.3 shows the composition of status of pocket money of President University students. The most of pocket money of PU students from 1000.000 Rp -2000.000 Rp with 37% and from 500.000Rp -1000.000 Rp with 31%. The less of pocket money of PU student are less than 500.000Rp with 9%.

**Figure 4.4 Demographic Views (Pocket Money)**
Figure 4.5 shows the composition of status of smartphone type. The most respondent are is Samsung Galaxy S2, Samsung Galaxy S3 and Samsung Galaxy Young with more than 15 people. And the less are Samsung Wave, Samsung Star, Samsung Nexus....with less than 5 people.
4.2 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

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.
4.3 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, Ralph 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>
<thead>
<tr>
<th>No</th>
<th>Model or Variable</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>X1</td>
<td>2.8743</td>
</tr>
<tr>
<td>2</td>
<td>X2</td>
<td>2.5764</td>
</tr>
<tr>
<td>3</td>
<td>X3</td>
<td>2.7633</td>
</tr>
</tbody>
</table>

Table 4.3 Multicollinearity Test

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.

Based on the questionnaire that has been distributed to the respondents, the respondents can be identified as the students who are studying at President University. To facilitate the assessment if respondent’s answers will be criteria based on the Likert scale as follows:

- Strongly Agree \( (SA) \) 5 scores
- Agree \( (A) \) 4 scores
- Moderate \( (M) \) 3 scores
- Disagree \( (D) \) 2 scores
- Strongly Disagree \( (SD) \) 1 score
Furthermore, the average sought from each respondent answers. To facilitate this research will determine many class intervals of 5. The formula used to determine the class interval according to Riduwan (2003) is as below:

Long Interval Class = \frac{\text{Range}}{\text{Number of Interval Class}}

Where:

Range = High Scores – Low Scores

Number of Interval Class = 5

Based on the formula above, the long interval class is:

Long Interval Class = \frac{5-1}{5} = 0.8

So, the interval of reference group assessment criteria is as below:

1.00 – 1.79 = Very Poor
1.80 – 2.59 = Poor
2.60 – 3.39 = Moderate
3.40 – 4.19 = Good
4.20 – 5.00 = Very Good

From the above calculation, then the researcher interpreted the assessment of the influence of each group appraisal that every statement contained in the questionnaire. By finding the average results of each statement, then the researcher interpreted the guidelines in accordance with Riduwan (2003)

Guidelines to determine the mean value category:

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.80</td>
<td>2.60</td>
<td>3.40</td>
<td>4.20</td>
</tr>
</tbody>
</table>
For the relationship between Samsung and students: it is 2.8743 so it is Moderate

For the product of Samsung: it is 2.5764 so it is Poor

For the Service Quality of Samsung: it is 2.7633 so it is Moderate

### 4.4 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.
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 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 Customer Relationship (X1), Product (X2), and Service Quality (X3) has significant influence toward independent variable of Samsung Mobile in Indonesia. It means in this study the researcher will accept the Hₐ and reject H₀.

4.5 T Test

T test is used to examine whether each independent variable factor of Customer Relationship (X1), Product (X2) and Service Quality (X3) has influence toward dependent variable of Samsung Mobile in Indonesia. 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:
Ho: There was no influence that is significant from Customer Relationship (X1), Product (X2), and Service Quality (X3)

Ha: There was influence that is significant. From Customer Relationship (X1), Product (X2), and Service Quality (X3)

4.6 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.

4.6.1 F Test

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

• H₀: β₁ = 0, Null hypothesis is accepted if F value is greater than 0.05 (there is no significant factor: customer relationship, product, service quality that influence of Samsung Mobile in Indonesia)

• Hₐ: β ≠ 0, Alternative hypothesis is accepted if F value less than 0.05 (there is a one significant factor: customer relationship, product, service quality that influence of Samsung Mobile in Indonesia)
From the table 4.6, it has show each significance value of each independent variables, here are the results as following:

- Customer Relationship (X1) has significance value of 0.005 which is less than 0.05. It means that Customer Relationship (X1) is significance toward the dependent variable of Samsung mobile in Indonesia and H0.1 is rejected and accepted H1.1 from the hypothesis.
- Product (X2) has significance value of 0.030 which is less than 0.05. It means that product (X2) is significance toward the dependent variable of Samsung mobile in Indonesia and H0.2 is rejected and accepted H1.2 from the hypothesis.
- Service Quality (X3) has significance value of 0.371 which is greater than 0.05. It means that service quality (X3) is not significance toward the dependent variable of Samsung mobile in Indonesia and H0.3 is accepted and rejected H1.3 from the hypothesis.

### Source: SPSS Version 16

<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></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>
</tbody>
</table>

a. Dependent Variable: Y
<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Significance value</th>
<th>Standard Value of 0.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Relationship (X1)</td>
<td>0.005</td>
<td>Significance</td>
</tr>
<tr>
<td>Product (X2)</td>
<td>0.030</td>
<td>Significance</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>0.371</td>
<td>Not Significance</td>
</tr>
</tbody>
</table>

Source: SPSS V. 16

4.7 Interpretation of Results

4.7.1 Customer Relationship toward Samsung mobile in Indonesia

According to the result of T test and F test, customer relationship variable is influence and significant toward Samsung mobile in Indonesia. The t value of customer relationship variable in T test table is 2.891 which means that every increase of Customer Relationship (X1) such as improvement will lead to increase of Samsung mobile in Indonesia.

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 Samsung mobile in Indonesia 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.

4.7.2 Product toward Samsung mobile in Indonesia

According to the result of T test and F test result, product variable is categorized as influence and significant variable toward Samsung mobile in Indonesia. The t value of product variable in T test table is 2.206 and significance value of product (X2) IS 0.030 which means that product variable is influence and significance toward Samsung mobile in Indonesia among the President University students.
Based on above statement and related with questionnaire in product part statements showed that the more expensive product 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.

4.7.3 Service Quality toward Samsung mobile in Indonesia

According to the T test and F test results, service variable is categorized as variable that can influence Samsung mobile in Indonesia however its not significance toward Samsung mobile in Indonesia. It showed on the t value in T table which only reach 0.899 lower influences toward the dependent variable and the significance value is 0.371 greater than 0.05 which means that Service Quality (X3) is not significance toward Samsung mobile in Indonesia.

Based on above statement and related with questionnaire in service quality part statements showed that the service of Samsung smartphone is not gives significance affect toward Samsung mobile in Indonesia among the President University student however its influence Samsung mobile in Indonesia. 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.
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 factors customer relationship, product and service quality toward Samsung mobile in Indonesia among students at President University. This analysis is to know whether the factors: customer relationship, product and service quality has influence simultaneously toward Samsung mobile in Indonesia and which factor significant influence on Samsung mobile partially among students at President University.

5.2 Conclusion

Based on the data analysis the researcher found that the total weighted mean for Relationship between Samsung and students is 2.8743, Product of Samsung is 2.5764, and Service Quality of Samsung is 2.7633. According to chapter four about the analysis of factors influence the market share of Samsung smartphone among students at President University, here are some conclusions that researcher get as following:

5.2.1 According to the F test result which derived from chapter four, it show that all of independent variables of factors has significance simultaneously influence toward Samsung mobile in Indonesia 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.

5.2.2 Second, according to the T test result which derived from chapter four showed that among of three independent variables in factors, there are only two independent variables which partially have significance affect toward Samsung mobile in Indonesia among students at President University.
5.2.3 Third, the rest independent variables of three factors which not significance toward Samsung mobile in Indonesia among President University students. However although those independent variable were not significance toward Samsung mobile in Indonesia among President University students but those independent variable still influence Samsung mobile based on the t values in T table and the interpretation of results in chapter 4.

5.2.4 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 Samsung mobile in Indonesia among students at President University.

For the statement problem:

1. **How do the customer relationship of Samsung Mobile?**
   According to statistics from chapter 4, we can see Customer relationship variable is high than product variable and service quality variable. So this is significant influence toward Samsung mobile in Indonesia.

   The relationships between the customer and Samsung have a huge impact to Samsung in Indonesia. We can see that the relationship between the customers and the Samsung welcome to promote many other relationships and other customers.

2. **How do the product of Samsung Mobile?**
   According to statistics from chapter 4, product variable is lower than customer relationship and service quality variable. And it’s significant influence toward Samsung mobile in Indonesia.

   With the increasing development of information technology, human needs increasingly higher demands on a product with a full range of smart features. Through it, the product is also a major aspect that Samsung needs to step up. Style and high-tech features will be a step to promote the development of Samsung in the Indonesian market in particular and globalization in general.
3. **How do the service quality of Samsung Mobile?**

   According to statistics from chapter 4, about the service quality variable, it’s normal. Not high than customer relationship variable and not lower than product variable. And we can see its not significant influence toward Samsung mobile in Indonesia.

   Samsung's service quality is also typical. According to statistics from chapter 4, we see very good quality Samsung service. Is a quality step to measure customer sentiment? Psychological well when it comes to customer service center of Samsung, it will push more on the number of customers, and growth in the Indonesian market.

5.3 **Recommendations**

   The researcher saw that the problem which Samsung need to solve in the future to increase their market share in President University is about their products. Samsung need to think about the customer needs to create a new product which can be accorded with students who are studying in President University. The students who are studying in President University may be in teenager and they are young, so they always needs a products which have many applications, can connect to internet faster for help them study; chatting with friend; etc, have many entertainments for them for relax after class. Samsung must think about this problem because Samsung always have many big competitors like Apple, Black Berry, Nokia, Sony Ericsson etc. As researcher knows that Black Berry is the most devices which Indonesian likes to use, so that the first thing when Indonesian want to buy a mobile phone, they will find Black Berry. Samsung need to improve more advertising through TV ads, technology magazine to show their new product to customer. Make a better service quality for helping customer when they have problem. Creating new perfect products which can have power to compete with other competitors is a problem that Samsung need to solve if they want to increase their mobile phone market share in Indonesia, and also in the world.
APPENDIXES A

Books:


Copper, Donald R & Schindler Pamela, S. (2006), Business Research Methods, The McGraw-Hill Companies


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:


Dear Sir/Madam

I am Jerry, a student at President University, batch 2009 from major International Business. I am conducting a survey about the factors affect to the market share of Samsung mobile phones in President University at study:” The influence of Relationship, Product and Service Quality toward Samsung’s mobile to market share in Indonesia”. This questionnaire is distributed to know about the relationship between customer and Samsung, the service quality of Samsung with customer, and the product quality of Samsung also the customer need about the new products. To have a best result of this research, please fulfill those questions below correctly and honestly. Thank for your help.

Respondent’s Personal Information:

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
   - 18-20 years old
   - 21-24 years old
   - > 24 years old

5. Major
   - (Write your own major and batch)

6. Batch
   - 2009
   - 2010
   - 2011
   - 2012

7. Pocket Money
   - 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

**Part 1: Relationship between Samsung and Customer (X1)**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I got more information about Samsung Smart Phone from the supplier.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2.</td>
<td>The supplier gives me opportunity for check/test Samsung Smart Phone.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>I feel more interesting with Samsung Smart Phone because Samsung had new technology.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4.</td>
<td>Samsung commitment will resolve all about problem with my phone.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td>Samsung brand is always in top of mind</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td>Information of Samsung Smart Phone easy to find in Multimedia.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>Samsung had become one of the market share in the world.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
## Part 2: Product of Samsung (X2)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Samsung’s mobile phone had a good design</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>Samsung’s mobile phone is useful with me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>Samsung’s mobile phone had many features</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>Samsung’s mobile phone can connect to internet by 3G or GPRS faster than other mobile phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12</td>
<td>Samsung’s mobile phone had many applications</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13</td>
<td>Life of battery of Samsung’s mobile phone is long.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>Devices of Samsung had a long life</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15</td>
<td>Samsung Smartphone have good brand image in consumer mind</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>16</td>
<td>I want the new products of Samsung can support more about media and entertainment (music, camera, video,….. Etc...)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>17</td>
<td>I want the new products of Samsung can have a beautiful design</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>18</td>
<td>I want the new products of Samsung can have many new interesting applications</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
### Part 3: Service quality of Samsung (X3)

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>I can find the store of Samsung near my place</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>I always received the information about Samsung’s promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Samsung had the service quality as they advertised to customer.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Samsung had support service 24 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>My problems are handled well by Samsung</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Samsung resolve my problem quickly</td>
<td></td>
<td></td>
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<td>Samsung’s employees is courteous and respect customer</td>
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<td>Samsung had installment payment services</td>
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APPENDIXES C

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Cronbach's Alpha

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