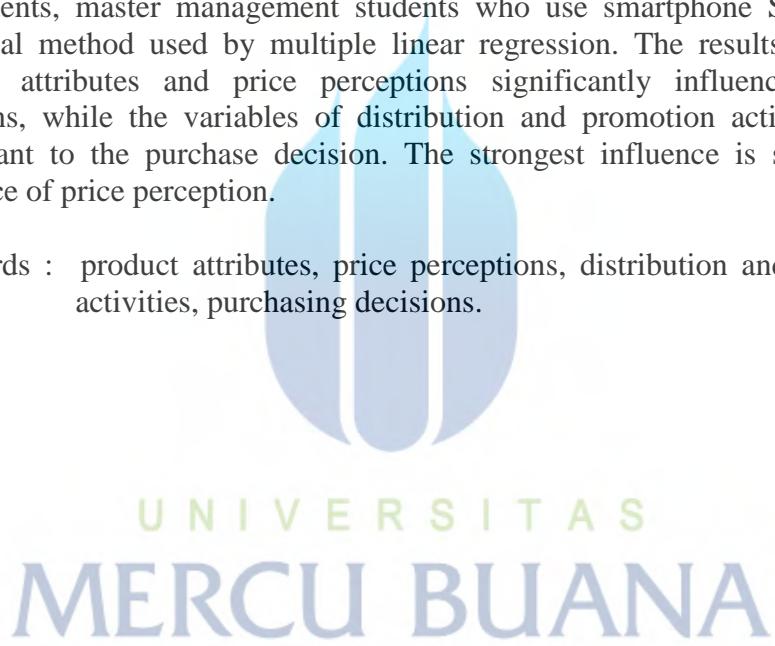


ABSTRACT

During the last few years from 2012 to 2015 Samsung's smartphone market share in Indonesia has decreased continuously although still ranked first. In 2014, the market share of samsung is 27,0% and the year 2015 still decreased by 24,8%. The market share decline by 2,2% this is because there are other smartphone models of products with feature, same specifications but the price is cheaper. This study aims to analyze the "Influence of Product Attributes, Price Perception, Distribution and Promotion Activities on Samsung Smartphone Purchase Decision (Case Study on Master Management Students of Mercu Buana University)". The sampling technique using accidental sampling is to determine the sample based on the coincidence encountered that is perceived by the researcher as a suitable source. The number of samples researched as many as 248 respondents, master management students who use smartphone Samsung. The analytical method used by multiple linear regression. The results showed that product attributes and price perceptions significantly influence purchasing decisions, while the variables of distribution and promotion activities are not significant to the purchase decision. The strongest influence is shown by the influence of price perception.

Keywords : product attributes, price perceptions, distribution and promotional activities, purchasing decisions.



ABSTRAK

Selama beberapa tahun terakhir mulai 2012 hingga 2015 market share smartphone Samsung di Indonesia mengalami penurunan terus menerus walaupun masih menempati peringkat pertama. Tahun 2014 market share Samsung sebesar 27,0% dan pada tahun 2015 turun menjadi 24,8%. Penurunan market share sebesar 2,2% ini dikarenakan terdapatnya banyak model smartphone produk lain dengan kelengkapan fitur, spesifikasi serta harga yang terjangkau. Penelitian ini bertujuan menganalisis Pengaruh Atribut Produk, Persepsi Harga, Distribusi dan Aktivitasi Promosi Terhadap Keputusan Pembelian Smarphone Samsung, Studi Kasus pada Mahasiswa Magister Manajemen Universitas Mercu Buana. Teknik pengambilan sampel menggunakan accidental sampling yaitu menentukan sampel berdasarkan kebetulan yang ditemui yang dipandang oleh peneliti cocok sebagai sumber. Jumlah sampel yang diteliti sebanyak 248 responden mahasiswa Magister Manajemen yang menggunakan smartphone Samsung. Metode analisis yang digunakan regresi linear berganda. Hasil penelitian menunjukkan atribut produk dan persepsi harga berpengaruh signifikan terhadap keputusan pembelian, sedangkan variabel distribusi dan aktivitasi promosi tidak signifikan terhadap keputusan pembelian. Pengaruh terkuat ditunjukkan oleh pengaruh persepsiharga.

Kata kunci : atribut produk, persepsi harga, distribusi dan aktivitasi promosi, keputusan pembelian.

