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Social, Personal, Cultural and Psychological Influence Analysis of Samsung Smartphone Purchase Decision at Samsung Experience Store WTC Surabaya

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ABSTRACT

Abstract. Quality human resources are needed in obtaining the success of the company. This study aims to determine the analysis of social, personal, cultural and psychological influences on purchasing decisions of Samsung smartphones in Surabaya. The type of research used is quantitative research with a sample of 50 people who bought at Samsung Experience Store in Surabaya who filled out questionnaires which were already recorded customers. The data analysis technique used is multiple linear regression analysis. The results of the study show that social, personal, cultural and psychological influences simultaneously on purchasing decisions in Surabaya. As well as social, personal, cultural and psychological influences partially on the purchasing decisions of Samsung experience store smartphones in Surabaya. The higher the social, personal, cultural and psychological well the higher the level of purchasing decisions.

Keywords: social, personal, cultural and psychological and purchasing decisions.

I. INTRODUCTION

The era of globalization requires everyone to be able to think forward and move quickly. The science of technology and information and communication continues to grow in everyday life, which is marked by very rapid changes in all fields, especially in the field of information technology. With the increasingly rapid development of technology, this has an impact on the increasing demand for various types of communication devices which have resulted in increasingly competitive competition for market share in the world of business in the telecommunications sector. This can be seen from the number of manufacturers of communication equipment products such as types of smartphones (HP based on Android) that offer new types of products with different innovations from previous products, where the products produced provide many facilities and provide complete features for consumers and facilitate consumers in various things especially in terms of buying and selling transactions. In Indonesia, Samsung-class vendors who controlled the market also had to innovate to attract customer interest, but now because there are many competitors such as OPPO, Vivo, Smartfreen, Xiaomi and Asus who also start competing with their flagship products and have a market control mission with sophisticated cellphones but class prices down, this makes Samsung's brand brand have to innovate that other competitors do not have so they can still dominate the market share but the competition in the Smartphone world remains fierce.

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Comparison of Top 5 Smartphone Companies in Indonesia, 2017 vs 2016, by Market Share

2017 Top 5 Smartphone Companies		2016 Top 5 Smartphone Companies	
Company	Market Share	Company	Market Share
1. Samsung	31.8%	1. Samsung	28.8%
2. OPPO	22.9%	2. OPPO	16.6%
3. Advan	7.7%	3. ASUS	10.5%
4. ASUS	6.5%	4. Advan	6.8%
5. vivo	6.0%	5. Lenovo	5.6%
Others	25.1%	Others	31.6%
Total Shipment Volumes (in millions)	30.4	Total Shipment Volumes (in millions)	30.3

Source: IDC 2018

Source : www.presentasepenjualanandroidduatahunterakhir.com

From the data above shows an increase in the last 2 years brands that are well known in Indonesia such as Samsung, Oppo, Advan, Asus and Vivo. The data above also shows that the smartphone market competition is still very tight. This can be seen in 2016 that the Asus brand kept the 3rd position while the Advan brand kept the 4th position followed by Lenovo and in 2017 the data obtained underwent a fairly fierce change where Advan Brand could follow the Asus Brand in position to three became fourth place while Lenovo Brand had to be eliminated by newcomers Brand Vivo, but the Samsung brand still held a market share with its elegant and classy products.

From the fact that does not yet exist, it has never been held about previous research on the analysis of consumer decisions to choose Samsung smartphones. Research from Vivil Yazia (2014) on "The Effect of Price Product Quality and Advertisements on Blackberry Mobile Purchase Decisions (Case Study of the Padang Veteran Blackberry Center)". The Influence of Product Quality on Blackberry Mobile Purchase Decisions at the Veteran Blackberry Center Padang In this study product quality has a positive and significant effect on purchasing decisions. Based on the results it is known that the coefficient of product quality is worth Vivil Yazia 171 positive 0.362 and the value of t count is 6.488 with a significance of 0.000 <0.05. This means that product quality has a positive influence and significance on purchasing decisions. So that it can be said that the first hypothesis is acceptable. Price Influence on Blackberry Mobile Purchase Decisions at the Veteran Blackberry Center Padang In this study the price has a positive and significant effect on purchasing decisions. In addition, previous research was.

Hesti Mayasari, SE, MM (2012) about "Smart Mobile Phone Purchase Behavior Analysis (SMARTPHONE) between Consumer Needs and Lifestyle in the City of Padang". From the results of testing the first hypothesis it was found that the need has a significant effect on consumer decisions in buying a smart phone in the city of Padang. The results of testing the second hypothesis found that lifestyle does not have a significant effect on consumer decisions in buying smart phones in the city of Padang. The results of testing the third hypothesis found that there were no differences in smart phone buying behavior based on social factors measured by gender. Both male and female consumers both have the opportunity to use and buy a smart phone. The results of testing the fourth hypothesis found that there was no difference in buying behavior of smart phones based on personal factors as measured by personality types. 5. The results of testing the fifth hypothesis found that there were differences in smart phone buying behavior based on psychological factors measured by knowledge.

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II. LITERATURE REVIEW

Hesti Mayasari, SE, MM (2012) with the title "Purchasing Behavior Analysis of Smartphone Smartphones, Between Needs and Masturbation Lifestyle in the City of Padang". This study aims to analyze the influence of the needs and lifestyle of consumers on smartphone purchasing decisions, and analyze the differences in smartphone purchase decisions based on social factors, personal factors and psychological factors. To analyze the influence of needs and lifestyle on smartphone purchasing decisions used multiple linear regression analysis and to analyze the influence of lifestyle and the need for individual smartphone purchasing decisions, t-statistical testing was conducted. Whereas to analyze the differences in smartphone buying behavior based on social, personal and psychological factors, then it is done by parametric test by using a paired test tool

sample t-test.

The study used a study sample of several smartphone users who lived around the city of Padang. This study uses a non probability sampling method and uses a purposive sampling technique to conduct sampling. In this study, it was found that in testing the first hypothesis the need for a significant effect on consumer decisions in buying a smartphone in the city of Padang. The results of testing the second hypothesis found that lifestyle did not significantly influence consumers' decisions in buying smartphones in the city of Padang. The results of testing the third hypothesis found that there were no differences in smartphone buying behavior based on social factors. The results of testing the fourth hypothesis found that there were no differences in smartphone buying behavior based on personal factors.

The results of testing the fifth hypothesis found that there were differences in smartphone buying behavior based on psychological factors.

Socials

Mila Saraswati 2006 in her book entitled "Be Smart Social Sciences". Social is the interaction that takes place in society derived from imitation, suggestion, sympathy, identification and empathy According to the Fahri Engine the meaning of the word social is a core of how individuals relate even though there is still debate about the pattern of relations for these individuals.

The variable social influence (X1) is a factor that influences student decisions, developed by angel, blackwell & minniard (2007) and morrisan (2010) through measurement of variable indicators:

1. Reference group
2. Family
3. Roles and status

Personal

According to Basu Swastha (2000: 10), consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities. Everyone has a variety of different personality characteristics that can affect the activities of his buying activities.

Consumer Behavior according to Schiffman, Kanuk (2004, p. 8) is the behavior shown by consumers in the search for purchasing, using, evaluating, and replacing products and services that are expected to satisfy consumer needs. Some of the factors that influence consumer behavior are:

1. Group (social)

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2. Economic situation
3. Lifestyle (Lifestyle)
4. Motivation (Motivation)
5. Learning (Learning)

Culture

According to Phillip Kotler (2003: 202) culture, sub-culture, and social class are very important for buying behavior. Culture is the most basic determinant of desire and behavior. Growing children will get a set of values, perceptions, preferences, and behaviors from the family and other important institutions.

According to Celia Lurry, the causes of the development of consumer culture are:

1. Various types of goods (commodities) are available on the market.
2. The market occupies an important position to get commodities.
3. Shopping activities turn into leisure activities.
4. The creation of several innovations in shopping activities. Development of a credit purchase model.
5. The manipulation of space and time through advertising media.

Psychology

(Katona, 1980) Consumer psychology is the relationship between the creation of a product and the opportunity for its use by individuals with mental processes (psychology), which includes an understanding of psychological processes in consumers as individuals and groups, psychological aspects considered in marketing strategies / product distribution, marketing research in the context of psychology.

1. Perception of the learning process
2. Trust
3. Motivation
4. Change of attitude

Buying decision

According to Sciffman and Kanuk in Sumarwan (2002: 289) defines a purchasing decision "as the selection of an action from two or more alternative choices". Whereas according to Kotler (1999: 222) states that purchasing decisions "as preferences formed by customers for brands that are in a collection of choices. The customer can also form an intention to buy the most preferred brand ". Indicator for measuring purchasing decision variables in this study, researchers used the theory of measurement of purchasing decisions from Kotler and Keller (2003: 203), namely:

1. product selection decision.
2. decision on brand selection.
3. decision on choosing a service center.
4. When making the right purchase amount.
5. Payment method

III. METHODOLOGY

Quantitative research is interpreted as a research method based on the philosophy of positivity, used to examine certain populations and samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing predetermined hypotheses. Sugiyono (2011: 8)

Sugiyono (1997: 57) gives an understanding that: "Population is a generalization area consisting of objects or subjects that become certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are consumers in the Samsung Store Word Trade Center Surabaya.

The sample is part of the number and characteristics possessed by the population of Sugiyono (1997: 57). The sample in this study are Consumers / Buyers in the Samsung Store Word Trade Center Surabaya.

Research Instrument Design

Variabel	Definisi	Kode	Indikator	Skala Pengukuran
Social (X1) (Philip Wexler)	Fattening that social is the nature of each individual human being	X11	Reference group	Skala Likert
		X12	Family	
		X13	Roles and status	
Personal (X2) Schiffman, Kanuk (2004, p. 8)	Consumer Behavior is the behavior shown by consumers in the search for purchasing, using, evaluating, and replacing products and services that are expected to satisfy consumer needs	X21	Group (social)	Skala Likert
		X22	Economic situation	
		X23	Lifestyle (Lifestyle)	
		X24	Motivation	
		X25	Learning (Learning)	
Culture (X3) Phillip Kotler (2003:202)	Culture is the most basic determinant of desire and behavior.	X31	Various types of goods (commodities) are available on the market.	Skala Likert
		X32	The market occupies an important position to get commodities.	
		X33	Shopping activities turn into leisure activities.	
		X34	The creation of several innovations in shopping activities. Development of a credit purchase model.	
		X35	The manipulation of space and time through advertising media.	

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Variabel	Definisi	Kode	Indikator	Skala Pengukuran
		X36	Space and time	
psychology (X4) (Katona, 1980)	Consumer psychology is the relationship between the creation of a product and the opportunity for its use by individuals with mental processes (psychological), which includes an understanding of psychological processes in consumers as individuals and groups,	X41	Perception	Skala Likert
		X42	Learning process	
		X43	Trust	
		X44	Motivation for Change in Attitude	
buying decision (Y) Kotler & Armstrong (2001:193),	Purchasing decisions are the process of buying consumers starting earlier before the actual purchase and continuing after that,	X51	Decision on product selection	Skala Likert
		X52	Decision on brand selection.	
		X53	Decision on choosing a service center.	
		X54	When is the right time to purchase the number of purchases	
		X55	Payment method	

Data Analysis Techniques

In this study using multiple linear regression analysis to determine how much influence the independent variable (independent) on the dependent variable (dependent) on changes from each increase or decrease in the independent variable that will affect the dependent variable (Sugiyono, 2013). Multiple linear regression analysis is used to analyze the influence of independent variables (self congruity, perceived image quality) on the dependent variable, namely purchase intention.

The mathematical formulas of multiple linear regression used in this study are:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

description :

Y : Dependent variable purchasing decision

A : Constants

b1,b2,b3b4	:	Regression Line Coefficient
X1,X2,X3,X4 influence variables)	:	Independent Variables (social, personal, cultural and psychological
ϵ	:	error

Reliability shows consistency and stability of a score (scale of measurement). An instrument is declared reliable if the reliability coefficient is at least 0.6 Arikunto (2013). An instrument is said to be valid if it is able to uncover data from variables that are properly examined. Usually the minimum requirement to be considered fulfilling the requirements is if $r_{count} > r_{table}$ (Ghozali, 2005).

Correlation coefficient (R) is used to determine the relationship between independent variables (X) to the dependent variable (Y) together. The coefficient of determination (R²) basically measures how far the ability of the model in explaining variations in independent variables (Ghozali, 2005).

1) Test F To find out whether the independent variable has a significant effect or not on the dependent variable.

2) Test t To see whether the independent variable partially affects the dependent variable.

1) Multicollinearity Test, Testing this assumption to show the existence of a linear relationship between the independent variables in the regression model and to show the presence or absence of a high degree of collinearity among the independent variables.

2) Heterocedasticity Test, This test aims to find out whether in the regression model variance inequalities occur from one residual to another observation.

3) Normality Test, This test is conducted to see whether the residual or residual variable regression model has a normal distribution or not

IV. RESEARCH RESULTS AND DISCUSSION

Reliability Statistics

Cronbach's Alpha	N of Items
.899	19

Source : SPSS

From the results of reliability testing it is known that the value of Cronbach alpha is 0.899 or greater than 0.60, which means that the reliability test results in the questionnaire are declared reliable or reliable.

The validity

test results are said to be valid if the value of the validity of an indicator is greater than the R table of 0.254.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	76.3000	64.214	.696	.890
X12	76.3200	64.834	.603	.892
X13	76.4800	64.377	.498	.895
X21	76.3200	66.344	.411	.897
X22	76.4000	65.306	.499	.895
X23	76.4400	67.394	.293	.901
X24	76.3000	64.337	.562	.893
X31	76.5600	62.986	.619	.891
X32	76.3600	62.439	.665	.889
X33	76.6000	62.694	.531	.894
X34	76.3400	66.229	.446	.896
X41	76.6400	65.909	.367	.899
X42	76.4000	65.061	.607	.892
X43	76.4800	63.275	.658	.890
X44	76.3600	66.113	.517	.894
Y1	76.4400	67.394	.293	.901
Y2	76.3000	64.214	.696	.890
Y3	76.4800	63.275	.658	.890
Y4	76.3600	62.439	.665	.889

Source: SPSS

From the results of the validity test above, it is known that all the validity values of each variable indicator are above the R table, which means that all the questionnaire statements are declared valid

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.898 ^a	.806	.788	1.09407	2.121

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

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.898 ^a	.806	.788	1.09407	2.121

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

b. Dependent Variable: Y

Source : SPSS 18

Based on the results of the test data on the summary model table, the adjusted R square value was obtained at 0.788 which means 79% of the Social Influence Variables (X1), Personal Variables (X2), Cultural Variables (X3), Psychological variables (X4) affected the Purchase Decision Variables (Y) 79% of the remaining 21% is influenced by other variables not discussed in this study.

Multicollinearity test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.293	.902		.324	.747		
	X1	.151	.108	.134	1.402	.168	.473	2.113
	X2	.436	.079	.470	5.534	.000	.598	1.672
	X3	.402	.087	.467	4.626	.000	.424	2.358
	X4	.073	.086	.083	.855	.397	.454	2.201

a. Dependent Variable: Y

Source : SPSS 18

regression models are said to be good if there is no correlation between the independent variables. To detect the presence or absence of multicollinearity in the regression of factor or variance inflation values. If VIF is greater than 5, multicollinearity occurs. In the table above the multicollinearity test does not occur multicollinearity symptoms between each independent variable can be seen from X1, which is 2.113, X2 which is 1.672, X3 which is 2.358, and X4 which is 2.201.

Partial Test (T)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.293	.902		.324	.747
X1	.151	.108	.134	1.402	.168
X2	.436	.079	.470	5.534	.000
X3	.402	.087	.467	4.626	.000
X4	.073	.086	.083	.855	.397

a. Dependent Variable: Y

From the table coefficients above, the results of partial hypothesis testing are obtained

As follows :

1. The Effect of Variables on Social Influence (X-1) on Purchasing Decisions (Y), the results of the analysis obtained a significant value of 0.168 (greater than 0.05), meaning that the variable social influence (X1) has a significant influence on the Purchase Decision variable (Y).
2. The Effect of Personal Variables (X2) on Purchase Decisions (Y), the results of the analysis obtained a significant value of 0.00 (greater than 0.05) means that the personal variable (X2) has no significant effect on the Purchase Decision variable (Y).
3. Effect of Cultural Variables (X3) on Purchase Decisions (Y), the results of the analysis obtained a significant value of 0.00 (greater than 0.05) means that the Cultural variable (X3) has a significant influence on the Purchase Decision variable (Y)
4. Effect of Psychological Variables (X4) on Purchase Decisions (Y), the results of the analysis obtained a significant value of 0.397 (greater than 0.05) means that the Psychological variable has a significant effect on the Purchase Decision variable (Y)

Simultaneous Test (F)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	223.167	4	55.792	46.610	.000 ^a
	Residual	53.865	45	1.197		
	Total	277.032	49			

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

b. Dependent Variable: Y

Source: SPSS 18

Criteria in decision making in this test include:

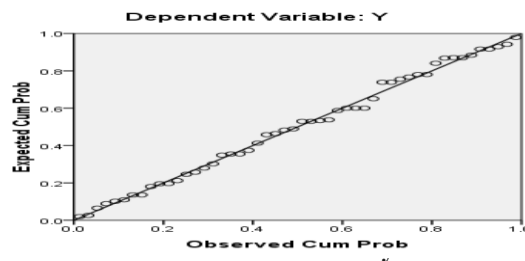
- a. Significant value $< \alpha$ 0.05 then H_0 is rejected, H_a is accepted or the independent variable of the linear regression model is able to explain the dependent variable (Y)
- b. Significant value $> \alpha$ 0.05 then H_0 is accepted, H_a is rejected or the independent variable of the linear regression model is not able to explain the dependent variable (Y)

From the ANOVA table above, the results of simultaneous hypothesis testing are obtained with a calculated F value of 46,610 with a significant level of 0.00. More than 0.05, which means facing simultaneously significant influence between social (X1), personal (X2), culture (X3), psychology (X4), and purchasing decisions (Y).

Normality test

The normality test aims to test whether in the regression model, the residual confounding variable has a normal distribution. If the assumption of normality is not fulfilled, then the F test and t test become valid (Ghozali, 2016).

Normal P-P Plot of Regression Standardized Residual

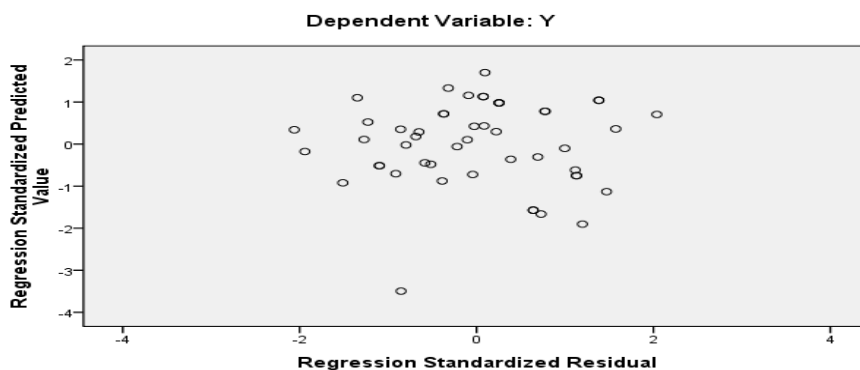


ar

id not too far

This test is used to test whether in the regression model variance and residual inequalities occur between one observation to another (Ghozali, 2016).

Scatterplot



Spss 18 Private Data

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A regression model is said to detect heteroscedasticity if scatter rises form a certain pattern that does not overlap between one point and another.

This research was conducted to examine and analyze the social, personal, cultural and psychological influences on Smartphone Purchase Decisions at the Samsung Store Word Trade Center Surabaya. Independent variables in this study were the Influence of Social, Personal, Cultural and Psychological while the dependent variable in this study was the Purchasing Decision. The following is a discussion of each of the variables involved in this study:

Based on table 4.1, it is known that respondents are as many as 23 people with 46%, while the rest are female respondents who only number 27 people with a percentage of 54%, the conclusion from the data above is that the respondents' data is dominated by women.

Based on table 4.2 it is known that the majority of respondents for age <20 years as many as 7 people with a percentage of 14%, age 21-30 years as many as 31 people with a percentage of 62%, and age 31-40 years as many as 12 people with a percentage of 24%, conclusions of age or the age of the respondent is dominated by the age of 21-30 years with a total of 31 people and a percentage of 62%.

Based on Table 4.3 it is known that there are 17 students with a percentage of 34%, there are 12 Private Employees with a percentage of 24%, the bestatus are 11 people with a percentage of 22%, while 10 people have Pns with a percentage of 20%. The conclusion of the data above is that respondents are dominated by students as many as 17 people with a percentage of 34%.

In this analysis it is known that the results of hypothesis testing simultaneously with the calculated F value of 46,610 with a significant level of 0.00. Significant value F smaller than 0.05 means that there is a simultaneous significant influence between social, personal, cultural, psychological on purchasing decisions.

Of the four free variables the influence of Social, Personal, Cultural, and Psychological purchasing decisions. The most influential Variable Psychology is not significant. the results of the partial test analysis obtained a significant value of 0.397 (greater than 0.05) means that the Psychological variable (X4) has no significant effect on the Purchase Decision (Y). and Dri the results of the questionnaire distributed by respondents stated that psychology had no significant effect on purchasing decisions.

The regression model is said to be good if there is no correlation between the independent variables. To detect the presence or absence of multicollinearity in the regression of factor or variance inflation values. If VIF is greater than 5, multicollinearity occurs. In the table above the multicollinearity test does not occur the symptoms of multicollinearity between each independent variable.

A regression model is said to detect heteroscedasticity if scatter rises form a certain pattern that does not overlap between one point and another. The above regression model shows the risk of forming a pattern that is not overlapping.

The results of the data test indicate that the data points spread not too far around the diagonal line. It could be said that the data in this study had a normal distribution.

Then for the test of termination of R square of 0.788, which means 79% of the Variables of Social Influence (X1), Personal Variables (X2), Cultural Variables (X3), Psychological variables (X4) affect the Purchase Decision Variable (Y) of 79% remaining 21 % is influenced by other variables not discussed in this study.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on research on the analysis of Social, Personal, Cultural, and Psychological Influences on the Variable Purchase Decisions of Samsung Smartphones at the Surabaya Experience Store Word Trade Center Surabaya. Drawn from the following conclusions:

1. Social, Personal, Cultural and Psychological Knowledge simultaneously have a positive effect on the Decision of Purchasing Samsung Smartphones at the Surabaya Experience Store Word Trade Center Surabaya.
2. Partially partial has insignificant effect on Samsung smartphone purchase decision experience store word trade canter Surabaya, and from the results of the questionnaire distributed by respondents stated that Psychology has no significant effect on Samsung Smartphone Purchase Decisions at Samsung Experience Store WTC Surabaya.
3. Partially Variables on the Influence of Social, Personal, and Cultural Significant effects on the Decision of Purchasing Samsung Smartphones at the Samsung Experience Store Word Trade Center Surabaya.
4. From the results of the test of determination it is known that social, personal, cultural, psychology influences purchasing decisions by 79%, the remaining 21% is influenced by other variables not discussed in the study.

Suggestion

Based on the conclusions described above, the researcher will provide advice and input that needs to be considered for Samsung employees at the Samsung Experience Store Word trade canter Surabaya for future improvements.

1. For company owners, joining a vendor can increase good profits but also must bring about the advantages of a Samsung Smartphone in order to attract interest / decency from buyers to choose a Samsung Smartphone.
2. For company owners, they must also provide Up Selling training to sales or marketing to be able to win the hearts of customers who do not choose other Competitors' Smartphones.
3. From the above research several factors that can influence Purchasing Decisions include the Influence of Social, Personal, Cultural, and Psychological, from the four factors can be strengths such as Social Influence in the community so that Samsung Brand can be accepted among the public.
4. For further research, based on the R2 test results indicate that there are still other variables not discussed in this study. It is expected that further research will add other variables that can influence purchasing decisions, because with the better purchasing decisions it will also have a good effect on the company itself.

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