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

BY:

HADI SUCIPTO

3303012001

FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA

2016
THE EFFECTS OF PRICE, QUALITY, AND BRAND IMAGE TOWARDS CONSUMER PURCHASING DECISION ON SAMSUNG SMARTPHONE IN SURABAYA

THESIS
Addressed to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To fulfill the requirements for the management bachelor degree International Business Management Program

By:
HADI SUCIPTO
3303012001

INTERNATIONAL BUSINESS MANAGEMENT
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2016
APPROVAL PAGE

THESIS

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

By:
Hadi Sucipto
3303012001

Approved and Accepted
to be Submitted To the Panel Team

Advisor I,
F.N. Hendro Susanto, SE., MM.

Date:

Advisor II,
Robertus Sigit H L, SE., M.Sc.

Date:
RATIFICATION PAGE

Thesis that is written by: Hadi Sucipto NRP: 3303012001
Has been examined on September 22th, 2016 and is accepted to pass by the Panel Team.

Panel Leader:

[Signature]
Dr. Fenika Wulani, SE., M.Si
NIK 311.96.0252

Confirmed by:

[Signature]
Dean
Dr. Edoarius Lasdi, MM
NIK 321.96.03.70

[Signature]
Head of Management Program
Elisabeth Suprihanty, SE., M.Si
NIK 311.99.0369
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER
AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widy Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Hadi Sucipto
NRP : 3303012001
Title : THE EFFECTS OF PRICE, QUALITY, AND BRAND IMAGE TOWARDS CONSUMER PURCHASING DECISION ON SAMSUNG SMARTPHONE IN SURABAYA

Acknowledge that this thesis is authentically written by me. If it is proved that this papers is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widy Mandala Catholic University Surabaya. I also approve that this papers to be published/shown in the internet or other medias (the digital library of Widy Mandala Catholic University Surabaya) for academic importance to extent of copyright law.

Thereby the authenticy statement and the publication approval that I made sincerely.

Surabaya,

Stated by

( Hadi Sucipto )
FOREWORDS

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

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

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

7. All lecturers and staffs from the Business Faculty of Widya Mandala Catholic University Surabaya in Management Program for all knowledge and guidance in the study time and the processes in finishing the paper.

8. All respondents that are participated in this research and spending their time to fill out the questionnaires.

9. Families that always motivates, prays, and supports the author morally and materially during his study and until he completion of this paper.

10. Best friends and the 1st batch of International Business Management Program that always supports and helps the author during his study and until the completion of this paper.

11. All parties and the others that can not be mentioned one by one who had been providing assistances and supports to the author.

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

Surabaya, September 16th, 2016

Author
TABLE OF CONTENTS

COVER
TITLE PAGE
APPROVAL PAGE
RATIFICATION PAGE
AUTHENTICITY STATEMENT AND PUBLICATION
APPROVAL OF SCIENTIFIC PAPER
FOREWORDS
TABLE OF CONTENTS
LIST OF TABLES
LIST OF FIGURES
LIST OF APPENDIX
ABSTRAK
ABSTRACT

CHAPTER I. INTRODUCTION
1.1. Background.......................................................... 1
1.2. Problem Statement............................................. 7
1.3. Objectives of The Research .................................. 8
1.4. Scope of The Research ......................................... 8
1.5. Advantage of The Research ................................... 9
   1.3.1 Academic Advantage ................................... 9
   1.3.2 Practical Advantage ................................... 9

CHAPTER II. LITERATURE REVIEW
2.1. Previous Research ............................................. 10
2.2. Theoretical Basis ............................................. 11
   2.2.1. Price ............................................... 11
CHAPTER III. RESEARCH METHODOLOGY

3.1. Research Design ............................................................ 25
3.2. Variable Identification ............................................. 25
3.3. Operational Definition ............................................... 25
3.4. Variable Measurement ................................................... 27
3.5. Type and Source of the Data ..................................... 28
3.6. Tools and Data Collection Methods ............................ 29
3.7. Population, Sample, and Sampling Techniques .......... 29
3.8. Data Analysis ............................................................... 30
   3.8.1. Data Quality Test ............................................... 30
       a. Validity Test .................................................... 30
       b. Reliability Test ............................................. 30
   3.8.2. Data Analysis Technique ................................. 31
       a. Multiple Linear Regression Analysis ...... 31
b. Hypothesis-testing Procedure ....................... 32
3.8.3. Classic Assumption Test ............................ 33
   a. Multicolinearity Test .................................. 33
   b. Autocorrelation Test .................................. 33
   c. Heteroscedasticity Test ................................ 34
   d. Normality Test ........................................... 34

CHAPTER IV. ANALYSIS AND DISCUSSION
4.1. Respondent Characteristics................................. 36
4.2. Respondent Responses.......................................... 38
   a. Price Variable Description .............................. 39
   b. Quality Variable Description ............................ 40
   c. Brand Image Variable Description ...................... 41
   d. Purchase Decision Variable Description ................ 42
4.3. Validity Test and Reliability Test ......................... 43
   4.3.1. Validity Test ........................................... 43
   4.3.2. Reliability Test ......................................... 46
4.4. Classic Assumption Test ..................................... 46
   4.4.1. Multicollinearity Test ................................. 47
   4.4.2. Heteroscedasticity Test ............................... 47
   4.4.3. Normality Test .......................................... 48
4.5. The Result of Multiple Linear Regression Analysis ....... 50
   4.5.1. Regression Equation .................................... 51
   4.5.2. Determinant Coefficient and Correlation
          Coefficient .............................................. 53
   4.5.3. Research Hypothesis Test ............................. 54
4.6. Discussion .................................................... 55

CHAPTER V. CONCLUSION AND SUGGESTION
5.1. Conclusion ............................................................... 58
5.2. Limitation of The Research........................................ 59
5.3. Suggestion .................................................................. 59
   5.3.1. Suggestion For Academic................................. 59
   5.3.2. Suggestion For Practioner ................................. 59

REFERENCES

APPENDIX
ABSTRACT

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

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

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

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

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

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