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Analyzes Factors that Affecting Consumer Choice of Mobile Phones in Padang City

THESIS



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**JURUSAN MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS ANDALAS
PADANG
2010**

**ECONOMICS FACULTY
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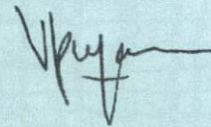
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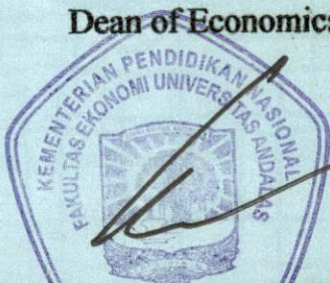


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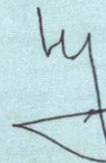
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ANALYZES FACTORS THAT AFFECTED CONSUMER CHOICE OF MOBILE PHONE IN PADANG CITY

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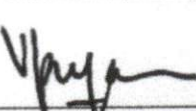
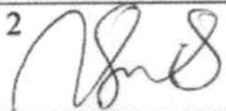

ABSTRACT

Technological developments make a cell phone is no longer only use as a tool for voice communication. This makes the growth of the mobile phone market grew rapidly. Therefore, the mobile phone manufacturers have competed to deliver a true mobile phone that really enthused by the consumer.

This research was conducted in order to know the expectations of consumers in choosing a mobile phone. Data obtained by using a questionnaire which was subsequently analyzed with descriptive analysis data. The respondents were asked about their opinions on what factors are desired by consumers in choosing a mobile phone. These factors then processed using the program SPSS 17 for windows.

This study shows that the factor that most affect consumers in choosing a mobile phone is the brand. The second factor is the features. The third and fourth factors are price and after sales service. While the last factor considered by consumers is an external factor.

This thesis has been defended at the examiner session and has passed on June 1, 2010.
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The authors realize that writing this essay is not perfect due to limited knowledge and capabilities that the authors have, therefore all criticism and constructive suggestions will be received with open. The author hope this paper may be useful for us all, especially for those who need it.

Padang, June 2010

(M. Indra Firmansyah)

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CHAPTER I

INTRODUCTION

1.1 Background

Although mobile phones have become a fundamental part of personal communication across the globe during the past ten years, consumer research has devoted little specific attention to motives and choice underlying the mobile phone buying decision process. There are numerous complex factors that need to be taken into account when exploring mobile phone buying decision process, including both macro and microeconomic conditions that affect the evolution of mobile phone market in general and individual consumer's motives and decision making in particular. Moreover, it is important to distinguish between buying behavior referring to the choice between different mobile phone models and brands and change aspects referring to reasons that affect change. As the mobile phone market is a typical technology push driven market where products are created ahead of the recognition of existing recognized consumer needs, mobile phone development is based on consumers' possible future needs and thus companies that best hunch the technologies and services of future will be the leaders in the discipline.

The telecommunications sector has been struggling over the past years, not only due to high prices companies paid for UMTS licenses but also due to the global economic downturn. We are currently experiencing a shift from the second generation (2G) to the third generation (3G) mobile phones, which is expected to change the way people use their mobile phones. The rise of the 3G network and its consumer acceptance is said to be one of the toughest marketing challenges in recent history. In general terms, the success

of 3G depends primary on how the real benefits of the technology are marketed to consumers on one hand and on pricing policy of the services on the other. If we look beyond the hype around 3G it is obvious that we are not experiencing a revolution in mobile phone markets, rather an evolution where consumers are able to do the same things they could with 2G and 2.5G (e.g., GPRS and EDGE technology), but only better and faster in terms of download times. The mobile phone industry is currently using many standards (e.g., GSM, CDMA), which has made it difficult for users traveling to utilize their phones extensively. The evolution of 3G is expected to simplify this as only two standards are competing, the WCDMA (Wide-Code Division Multiple Access) that will become UMTS (Universal Mobile Telecommunications System), CDMA2000 (Code Division Multiple Access), the WCDMA standard is said to dominate the global market for the next five years.

Consumer shift from 2G to 3G means that in order to be able to use the services offered by the faster network consumers need to acquire new mobile handsets equipped with Internet access and new features such as possibility to receive and send multimedia messages. Although recent news indicates a strong demand for new mobile phones equipped with color displays and built-in camera, there still is plenty of skepticism in the media, as well as in the market itself, towards the technological development.

The development of mobile phones is leading the market into a situation where the basic need, communication, is actually broadened to new means of interaction and personal digital assistance. In fact, mobile phone evolution will eventually lead to the convergence of mobile phones and digital personal assistants (PDAs). Thus, communication is not the only need mobile phones fulfill. Beyond voice, three main

trends shaping the so-called mobile culture have been identified: (1) communication services such as voice, text and pictures, (2) wireless Internet services such as browsing, corporate access and e-mail, and (3) different media services such as motion pictures, games and music.

For example, telecommunications companies promote new services such as multimedia messaging service (MMS) as a new way of enhancing one-to-one and one-to-many communicating. The research also found that MMS are used more and more in connection to television programs. However, the diffusion of MMS technology has been slow, mostly due to technical constraints and pricing policies.

Mobile phone development has been increase rapidly and new models are introduced to the markets almost on a weekly basis. Especially 3G networks and smart phones are expected to affect the evolution of the mobile phone market in the short future

However, at present the majority of new mobile phones purchased are preferred to the low-cost handsets without the latest technological features. However, more and more users are acquiring camera phones and learning how to take, send and print photos. The sales of built-in camera phones have contributed to an increase in mobile data usage and also enhanced device sales. Research institutes forecast that step by step properties like built-in cameras and calendar will become a standard inclusion within mobile phones. In terms of technology, the mobile multimedia market will remain in its infancy during 2004, but companies and analytics expect that the demand will continue to develop for mobile imaging, games, music and other media services as users become more aware and familiar with the services and their different purposes of use. But as the Internet finally finds its way to mobile phones the basic need to acquire a mobile phone might expand

from communication to gaining Internet access. This in turn is expected to bring mobile phones one step closer to personal computers.

In choosing a product, including mobile phone, there are many factors that considered by consumer. That factor will be base to consumer to make decision process of product. Those factors are: quality, feature, brand, price, availability of spare part and accessories, good availability, and external factor. With consider that factors, consumer decide to choose a product and then doing purchase.

The development of mobile phone product in Indonesia make consumer became confuse to choose their product. The producer will offer the product that has same quality with others, and also with similar price. For that reason, writer will discuss a research that entitles: **“Analyzing Factors that Affect Consumer Choice of Mobile Phones in Padang”**.

1.2 Problem Statements

Before decide to buy a product or service, consumer will evaluate factors of mobile phone that they expected from mobile phone. If producer know about that factors, they can make a mobile phone that acquire with consumer hope. The problems are:

1. What factors that expected and affected consumer in make decision to choose mobile phone in Padang?
2. What factor that most dominant to consumer in choosing mobile phone in Padang.

1.3 Objectives of Research

Generally, the purpose of this research is to know expectation of consumer in choose mobile phone. Specially, the purpose of this research is:

1. To analyze factors that causes consumer intention to buy mobile phone.
2. To analyze dominant factors that causes consumer intention to buy mobile phone.

1.4 Scope of The Research

To reach purpose and target in this research, writer thinks that should a limitation as long its relevant with research. According to that, the study just limit to factors that expected and would be considered by consumer to buy mobile phone in Padang City, that is: feature, brand, price, availability of spare part and accessories, good availability, and external factors

1.5 Contributions of The Research

The contributions that expected from this research:

1. As considered to distributor and mobile phone seller in Padang.
2. To see consumer behavior in decision process to buy mobile phone.

CHAPTER II

LITERATURE REVIEW

2.1 Marketing Mix

Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. (*Kotler, 2000*).

The marketing mix consists of everything the firm can do to influence the demand for the product. The many possibilities can be collected into four group of variable known as the “four Ps”: Product, Price, Place, and Promotion.

2.1.1 Product

A product is a physical good, service, idea, person or place that is capable of offering tangible and intangible attributes that individuals or organizations regard as so necessary, worthwhile or satisfying that they are prepared to exchange money, patronage or some other unit value in order acquire it. (*Brassington and Pettitt, 2000*).

For a product, consumer choice decisions are likely to be more elaborate than for products that are generally less costly and less complicated (*Dorsch, Grove, and Darden, 2000*). A mobile phone is a complex product with many salient attributes, which consumers may use in product evaluations and subsequent brand preference formation. However, product attribute information used in these evaluations may not be easily accessible without involving consumers in relatively extensive information search. Hence, the full information disclosure assumption associated with many experimental

studies is tenuous at best. Some of the product attributes are: country of origin, brand, design, guarantee and after-sale service.

2.1.1.1 Country of origin (COO)

In developing country imagery for a product, the importance of various marketing mix variables (e.g. product appearance, brand name, price) is firmly established, as well as that of the imagery elicited by a product's country of origin. Imagery of the country of origin is defined as "the picture, the reputation, and the stereotype that the business men and consumers attach to product of a specific country.

Country of origin effect can be defined as any influence that the country of manufacture, assembly, or design has on a consumer's positive or negative perception of a product (*Alba and Hutchinson, 2000*). A company competing in global markets today manufactures products world wide when the customer become aware of the country of origin, there is the possibility that the place of manufacture will affect or brand image (*Chintagunta, 1999*). Country of origin could either positively or negatively affects consumer behaviors.

As a consequence of the globalization of business activities, there are an increasing number of products for which the country of origin is different from the initial home country of the brand. The study of consumers' perception and evaluation of hybrid products is of key importance with respect to the advancement of our understanding of country-of- origin effects (*Dhar and Wertenborch, 2000*).

In order to study the structure of country-of-origin effects, a product had to be chosen in connection with which the occurrence of significant "Made in" effects could be

expected. The findings of a number of empirical studies suggest that the country of origin generally has a significant impact on the evaluation of mobile phones (*Gartner, 2004*).

Studies on country-of-origin effects should incorporate not only the product-specific evaluation of but also the general attitude towards a particular country (*Wilksa, 2003*). General country attitude is considered to consist of two dimensions: affective and cognitive evaluation of the country (*Slawsby and Chute, 2003*). With regard to the product-specific evaluation of a country, one can distinguish between the country's general "Made in" image and the evaluation of products manufactured in that country (*Slawsby and Chute, 2003*)

2.1.1.2 Brand

Brand defines as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Branding is a major issue in product strategy. A brand is a complex symbol that can convey many levels of meaning. Branding is expensive and time-consuming, and it can make or break a product. (*Kotler, 2003*)

Bockenholt and Dillon (2000) suggest that brands are used as a sort of language. Brands tell you a great deal about who you are, where you are in life, what you are and where you are going. Brand choices are as much a part of ourselves as the way we speak, the words we use, our dialect, dress, gestures and language. Brands are part of ourselves and we are part of our brands.

2.1.1.3 Design

Gerstheimer (2004) gives two broad reactions for this. First, design does not have a clear place in strategic planning, or indeed in the set of strategic concepts that many

managers use. Second, because of design has traditionally been a lowly function, smothered by marketing or engineering department, it is not given a proper weighting in decision-making process.

2.1.1.4 Guarantee

Guarantee reflect to the organization's confidence in its products and its procedures and reduce the perceived risk to the potential customer in trying a product. These guarantees or manufacturers' warranties are over and above any legal protection to which the customer is entitled. Guarantees can create a differential advantage, provided that the competition cannot copy them, or they might be necessary simply to keep pace with competitors who implemented them first. (*Brassington and Pettitt, 2000*).

For many firms, such a guarantee has proven to be a powerful tool for building market share, strengthening customer loyalty, and improving overall service quality" (*Slawsby, 2003*). Further, Slawsby (2003) definition of the extraordinary guarantee – unconditional, easy to understand and communicate, meaningful, easy to invoke, and quick and easy to collect on – is regarded as the "successful" guarantee by many others.

2.1.1.5 After-sale service

After-sale service, which describes the assistance provided to help a customer after the purchase or use of the product. (*Hansen, 2003*). After-sales would, therefore, be seen as having a product plus a service component (additions or changes or advice carried out after delivery of the car to a customer). Where "product" is defined as all components that can be fitted to the car to enable it to meet the requirements of the owner and "service" as human or mechanical component/interaction required to install or make

aware of the possibility of installing a product on the car. These include advice, information, and all interaction with the car owner/user.

2.1.2 Price

Price is the amount of the money a buyers pays to a seller in exchange for products and services. It reflects the economic sacrifice a buyer must take to acquire something.

Price is what a buyer must give up to obtain a product. It is often the most flexible of the four marketing mix element the quickest element to change. Marketers can rise or lower prices more frequently and easily than they can change other marketing mix variables. Price is an important competitive weapon and very important to the organization because price multiplied by the number of units sold equals total revenue for the firm. *(Solomon, 2001)*

2.1.3. Place

Distribution channels are designed to give customer ready access to goods and services at a minimum cost. The choice of distribution method begins with a decision on planned market coverage. Depending on the product and the number of customer, the organization must decide whether it wants broad distribution or more selective coverage with a few dealers. *(Kumar, 1997)*.

2.1.4. Promotion

Sale promotion is a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objective. (*Brassington and Pettitt, 2000*).

The promotion mix is the direct way in which an organization attempts to communicate with the various target audiences.

2.1.4.1 Advertising

Advertising is defined as a marketing communications element that is persuasive, non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas.

The advertising is now appealing to the hearts as well as the heads of potential buyers. Mobile phones are becoming more uniform and it is harder to make them stand out both in terms of product and style of advertising. (*Liu, 2002*)

2.1.4.2 Direct marketing

Direct marketing communications is a process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or 15 personal visits. Popular methods of direct marketing communications include direct mail, telemarketing, direct-response broadcast advertising, online computer shopping services, infomercials, and in some instances, outdoor advertising. Direct marketing as an interactive system of marketing is uses one or more advertising media to affect a measurable response at any location.

2.1.4.3 Personal selling

Personal selling can be defined as an interpersonal communication tool which involves face to face activities undertaken by individuals, often representing an organization, in order to inform, persuade or remind an individual or group to take appropriate action, as required by the sponsor's representative.

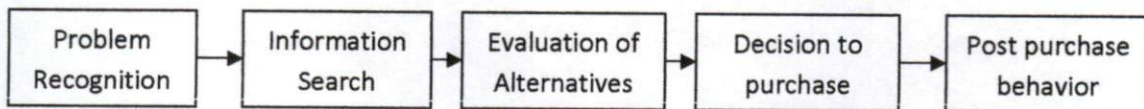
2.1.4.4 Sales promotion

Sales promotion includes communications activities that provide extra value or incentives to ultimate customers, wholesalers, retailers, or other organizational customers and that can stimulate immediate sales. Sales promotion is a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. (*Brassington and Pettitt 2000*).

2.2 Consumer Decision Making Process Concept

The consumer decision making process model represents a roadmap of consumers' minds that marketers and managers can use to help guide product mix, communications, and sales strategies. There are five stages when making decisions: need recognition, search information, pre-purchase evaluations, consumption, and post-consumption evaluation. (*Kotler, 2000*).

Figure 2.1: Customer Decision Making Process



Source: Kotler, 2000

In the face of a rapidly changing competitive environment characterized by over choice, excessive marketing communications, sophisticated and complex products, decreasing inter-brand differences, and increasing counterfeiting and lookalike products, some consumers feel overwhelmed and find it difficult to decide.

Decision difficulty, sometimes called “confusion”, has been reported across a range of product categories such as; telecommunications (*Alba and Hutchinson, 2000*).

Market place decision difficulty (MPDD) can be seen as a particular interaction between supply side market characteristics including market complexity, product complexity, contextual complexity and equivalence of purchase options, and consumer characteristics such as motivation and processing ability. Difficulty in deciding has been associated with several negative consequences, such as: decreased brand loyalty, decreased satisfaction, negative word-of-mouth, delayed or postponed decision making and inefficiency in terms of competition (*Kivetz, 2000*). Therefore, insights into what causes decision difficulty and which consumers are prone to it are of relevance for marketing and consumer research.

Efficient decision-making depends on many factors, including a common understanding of the process and goals among the project team members, the type of management and partners involved (*Dhar, 2000*).

Beatty and Smith (1987) stresses the importance of control in decision-making and divides the process into several steps from information gathering to execution of the decision:

- Collecting information concerns passing on information to the decision-maker, without comment as to what should be done.
- Processing information is presenting advice to the decision-maker as to what should be done.

- Making a choice is obtaining a clear picture and determining what needs to be decided.
- Authorizing is about what should be done and what the expected final outcome of the decision will be.
- Executing is carrying out the decision.

The stages in the decision-making process are usually linked to the decision making roles

(Assael, 1995). These roles include:

- The “initiator” who recognizes the problem or need for an item.
- The “influencer” who exerts personal influence on other family members with regard to a particular purchase situation.
- The “information gatherer”. The individual or individuals who assemble/s the information related to a possible purchase.
- The “gatekeeper” who controls the flow of information to other family members.
- The “decision-maker” who has the authority to make the buying decision.
- The “purchaser” who acts physically to complete the purchase process.

This process is presented in a sequence of 5 steps. However, whether a consumer will actually carry out each step depends on the type of purchase decision that is faced. For instance, for minor re-purchases the consumer may be quite loyal to the same brand, thus the decision is a routine one and little effort is involved in making a purchase decision. In cases of routine, brand loyal purchases consumers may skip several steps in the purchasing process since they know exactly what they want allowing the consumer to move quickly through the steps. But for more complex decisions, such as major new purchases, the purchasing process can extend for days,

weeks, months or longer. So in presenting these steps marketers should realize that, depending on the circumstances surrounding the purchase, the importance of each step may vary.

2.2.1. Problem Recognition

The buyer decision process begins with problem recognition (*Moorthy, 1997*). This occurs when a person perceives a difference between what he or she has and what he or she would like. Problem recognition can be awakened by information on past experiences stored in memory, basic motives, or cues from reference groups. Motives are enduring predispositions toward specific goals that both start and direct behavior.

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between his or her actual state and a desired state. The need can be triggered by internal stimuli. In the former case, one of the person's normal needs—hunger, thirst, and sex—rises to threshold level and becomes a drive. Or a need can be aroused by an external stimulus—advertising, newspaper and so on (*Kotler, 2000*).

2.2.2. Information Search

Once buyers become aware of their needs, the next step in the decision process is to gather information on products and alternative solutions to the customer's problem (*Moorthy, 1997*). The search usually begins when buyers conduct their memories for information that might solve their current problem. Previous experiences of the buyer with similar merchandise can be reviewed to see what product solutions worked in the past. Memory can also be consulted for recommendations of friends, articles, and advertisements. If memory does not provide enough, buyers start to consult outside

sources of information. These include both market-oriented sources such as articles in magazine and newspapers or conversations with friends, on a radio or TV set, or read trade journals, sees billboards, and be close enough to visit and talk with dealers. After the buyer is exposed to market information, some of the data sent directly to memory, where it is processed for decision making

In an attempt to make efficient choices, consumers engage in internal and external information searches. It has been recognized that information search often precedes brand preference formation and that search behaviors may vary according to individual characteristics (*Fitzsimons, 2002*).

Internal search involves scanning and retrieving decision-relevant knowledge stored in memory. Consumer often have little need for undertaking external search before a purchase, even for major expenditures such as, mobile phone. (*Riquelme, 2003*). External search motivated by an upcoming purchase decision is known as pre-purchase search. This type of external search can e contrasted with another type called ongoing search, in which information acquisition take place on a relatively regular basis regardless of sporadic purchase needs. (*Solomon, 2001*).

Search - information stage is a process that customers want to find out more than one information resource associated with goods or services that they want or need. The customers can be active to look for the information (*Kotler, 2001*).

The purpose of the search for alternatives is to identify any alternatives products that have the potential to satisfy his or her needs and to gather information to evaluate them. This information is available from two sources, internal and external sources (*Riquelme, 2003*).

2.2.3. Evaluation of Alternatives

The evaluation phase of the consumer decision model is the most complex and the least understood part of the process (*Gerstheimer, 2004*). A great many factors influence individual decision making and it is difficult to observe what is going on inside the buyer's head. Sometimes evaluation occurs as a buyer is searching for information. In other cases, evaluation takes place after the search process is complete. The first stage involves a comparison of the data with the buyer's evaluation criteria. The buyer asks whether various brands would deliver the benefits sought in the product. The outcome of this process is a set of beliefs about the brands available for purchase. These beliefs are stored in memory and tell the buyer the consequences of different purchases based on the evaluative criteria. Therefore, the marketers should view the buyer's evaluative criteria as a given and learn to adapt your product, price, promotion, and distribution elements to these key buying determinant.

During and after the time that consumers gather information about various alternative solutions to a recognized problem, they evaluate the alternatives and select the course of action that seems most likely to solve the problem. Consumer choices are sometimes based on extremely simple decision rules such as "buy the cheapest brand available." At other times, they are extremely complex, involving multiple stages and process (*Liu, 2002*).

There are several decision evaluation processes. Most recent models of the consumer evaluation process see the consumer as forming product judgments largely on a conscious and rational basis (*Kotler, 2000*).

2.2.4. Decision to Purchase

Once consumers have selected a product alternative, the next step in the behavioral model is to complete the purchase.

In the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form a purchase intention to buy the most preferred brand. In this stage, purchase intention and purchase decision is influenced by two factors: firstly, it is the attitudes of others. The extent to which another's attitude reduces one's preferred alternative depends upon two things:

- (1) The intensity of the other person's negative attitude toward the consumer's preferred alternative.
- (2) The consumer's motivation to comply with the other person's wishes.

The second factor is unanticipated situational factor such as a stock market crash (*Kotler, 2000*). Purchase is the fourth major stage in the model of consumer decision process. However, purchase requires a decision making process of its own. Several major issues must be contended with in the process of purchase: (1) whether to buy; (2) when to buy; (3) what to buy; (4) where to buy; (5) how to pay (*Engel, 2005*).

In many cases the solution chosen by the consumer is the same as the product whose evaluation is the highest. However, this may change when it is actually time to make the purchase. The "intended" purchase may be altered at the time of purchase for many reasons such as: the product is out-of-stock, a competitor offers an incentive at the point-of-purchase the customer lacks the necessary funds, or members of the consumer's reference group take a negative view of the purchase. Marketers whose product is most

desirable to the consumer must make sure that the transaction goes smoothly. For marketers whose product is not the consumer's selected product, last chance marketing efforts may be worth exploring, such as offering incentives to store personnel to "talk up" their product at the checkout line.

2.2.5. Post Purchase Behavior

Once the choice has been made, a number of post-purchase processes occur. These processes encompass the customers' feeling of consonance or dissonance about the purchase, satisfaction or dissatisfaction with the purchase, and communication to other customers or potential customers regarding the positive/negative experience, product disposal and so fourth.

After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The consumer's satisfaction or dissatisfaction with the product will influence subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again. If they are dissatisfied, the customers respond differently such as complain to the company, go to a lawyer, or complain to other groups, stopping using products and so on (*Kotler, 2000*).

In post purchase stage, a major concern is that purchase allows customers to learn more about products or services. Customer expectations are compared with actual product experience; the degree of satisfaction or dissatisfaction assessed; and possible further customer behavior projected. Highly satisfied customers will alter their beliefs about a product in a favorable direction. These satisfied consumers are likely to be

'converted' to repeat buyers and may become advocated of product in their conversation with others (Liu, 2002).

The final stage is the post-purchase evaluation of the decision. It is common for customers to experience concerns after making a purchase decision. This arises from a concept that is known as "cognitive dissonance". The customer, having bought a product, may feel that an alternative would have been preferable. In these circumstances that customer will not repurchase immediately, but is likely to switch brands next time.

To manage the post-purchase stage, it is the job of the marketing team to persuade the potential customer that the product will satisfy his or her needs. Then after having made a purchase, the customer should be encouraged that he or she has made the right decision.

2.3 Previous Studies

Soendjono 1994 conduct research "*Analisis Faktor – Faktor yang Mempengaruhi Sikap dan Minat Konsumen Rokok Kretek di Surabaya*". Conclude that feel/taste is first sequence, caught up factor health as the second sequence and factor third sequence price. Factor fourth sequence prestige, factor fifth sequence friendship, factor sixth sequence association and final order are factor amenity buys. Factor promotion is concluded not popular to push society buy cigarette.

Susana,1995. Conduct research entitles: "*Analisis Faktor – Faktor yang Mempengaruhi Perilaku Konsumen dalam Membeli Film Kamera Merek Fuji di Kota*

Surabaya”, conclude that consumer in buying camera film Fuji is influenced some factors, that is: family, non-family, quality, price, brand, service, sale location, maker country, promotion and purchasing situation, that in its entirety have positive influence. Factor that range from to dominant aforementioned factors is factor promotion, especially information from media print.

Priyono, 1997. make research that entitles: “*Analisis Faktor – Faktor yang Dipertimbangkan Konsumen dalam Membeli Minyak Goreng Merek Ikan Dorang*”, conclude factors that considered by consumer in buying brand cooking oil Ikan Dorang, it's factor price, availability, discount, recommendation, from trusted one, colour and tidiness size, feel, stability feels and brand, style goes shopping, level of cholesterol and addition mineral, tidiness. Factor availability, price and discount are the most dominant factor. Distribution Band in close range with consumer will decrease market compartment without reference to existing product attribute.

Wizardi, 2005, make research that entitles: “*Analisis Faktor – Faktor yang Dipertimbangkan Konsumen dalam Melakukan Pembelian Handphone*”. Result of research indicates that factors that considered by consumer to buy case is feature, brand, price, spare part and accessories availability, product availability and references. From entire factor referred product availability, brand and feature are the most dominant factor.

Karjaluoto, 2005, makes research that entitles: "*Factors Affecting Consumer Choice of Mobile phone: Two Studies from Finland*". This Research found that although the choice of a mobile phone is a subjective choice situation, there are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students: price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

CHAPTER III

METHODOLOGY

3.1 Research Design

Quantitative method was employed to conduct this research. A questionnaire was designed to measure several constructs of interest. The methodology associated with solving function of major factors influencing on buying decision-making process. The question were based on academic literature to the extent possible, but also developed from experience and the hypotheses being explored.

3.2 Population and Sample

3.2.1 Population

In this research population that used is covers amount of man and woman resident that 13 year old that use mobile phone in Padang city.

3.2.2 Sampling Method

The sampling method that will be used in this research is Stratified Random Sampling. Stratified random sampling, as its name implies, involves a process of stratification or segregation, follow by random selection of subjects from each stratum. The population is first divided into mutually exclusive groups that are relevant, appropriate, and meaningful in the context of the study.

3.2.3 Sample size

Because this research inferential and test the hypothesis (p), to determine sample size using statistic formula (Kuntoro., 1997):

$$n = \frac{(Z^{1/2} \alpha)^2 P(1-p)}{d^2}$$

$Z^{1/2} \alpha$ = price of normal curve

p = proportion of population

n = measure of sample

d^2 = different between proportion

According to the formula above, the sample size that used in this research is count as:

$$\frac{(1.96)^2 \cdot 0.5 (0.5)}{(0.096)^2} = 100,0725 = 100$$

To get adequate result writer disseminate questioner to 100 respondent

3.3 Data

Data that used in this research are:

3.3.1 Primary Data

Primary data is the real data that writer get by doing observe. The collecting of this data is doing by field research, which is observed to consumer of mobile phone in Padang.

3.3.2 Secondary Data

Secondary data is data that get from other studies. The collecting of this data is doing by library researches, which are learning some of literature book, journal, and article from many source that have relations with this studies.

3.4 Data Collecting Method

Intake Procedure and data collecting are conducted with technique as follows:

- a. Questioner, that is question circulating hits mobile phone consumer attitude to variable that explored by using scale of model research likert, (1 = very disagree to 5 = very agree)
- b. Interview that is conduct Question and answer directly with responder. Interview Target is to support technique of questioner, especially if (there are) any that ill defined.

3.5 Variables

3.5.1 Research Variable

Based previous research that conducted by Abdurrahman, 2004. Make researches that entitle: analysis factors that generate tendency enthusiasm buys case consumer (study of case behavior in East Java), that test takes 6 variables in its research that is: quality, brand, tidiness, price, availability, and reference.

Confirm conducted to product attribute that perception by consumer that grouped in certain factors analyzed. In factor analysis not difference between dependent variable and independent variable, but between variables that checked to introduce dimensions or its factors. Because one variable interdependent with other, so all variables is independent variable.

3.5.2 Measurement of variables

5- point Likert scales were used to measure people's attitudes by asking them the degree of importance with the research questionnaire ranked from 1 (not at all important) to 5 (extremely important). Each question consisted of many statements to better capture the construct of interest. The higher the score the more important the variable are as evaluative criteria.

5 point – Likert scale were used to measure the concepts in a way such that mean scores could be calculated to show which variables have the most impact when considering a mobile phone. Again, constructs and scales from the academic literature were used when possible.

3.5.3 Definition of Variable Operational

Dependent variable is result that at least one causality that is consumer enthusiasm in conducting mobile phone purchasing in Padang

Independent variable is variable or factor that affected consumer choose a mobile phone. Namely that influence consumer enthusiasm in buying mobile phone like:

- Feature, is product attribute that considered from menu facility and technology that exist in that mobile phone. Feature is facility early that entered by producer that differentiate a mobile phone with another mobile phone.
- Brand, is attribute that give non significant benefit that is satisfaction emotional, consist of variable: consider mobile phone brand before select mobile phone that recognized
- Price, sacrifice real and significant that given by consumer for getting or having product by consider variable

- After sales service is attribute that introduced consumer if there is damage after usage, it would be facilitate for revisal.
- External factor is influence from outside that follow give excitement for consumer in choose mobile phone, so it's can be also used as promotion media. Consist of variable: select mobile phone that used by public figure, mobile phone that used by artist, select mobile phone that suggested by family and friends in one association.

On all the factors, respondents were asked to answer the question by choosing one answer of the five Likert scales, with the intention that consumers are more decisive in selecting the tendency.

Picture 3.1

Operational Definition Variable Research

Variable	Definition	Indicator	Scale	Source
Feature	consumer attitude and comments to all the facilities in mobile phone	<ul style="list-style-type: none"> a. main feature b. Multimedia c. Internet connectivity d. Adding application 	Likert	Wizardi (2005)
Brand	Consumer comments to mobile phone brand that been chose	<ul style="list-style-type: none"> a. consider a brand b. brand which improve confidence of user c. choosing a famous brand d. the brand that have high resale value 	Likert	Wizardi (2005)
Price	Consumer attitude to all attribute that connected with mobile phone price	<ul style="list-style-type: none"> a. consider one mobile phone price with others b. buy mobile phone that have high price c. price accordance with facilities d. buying discount phone 	Likert	Wizardi (2005)
After Sales Service	Consumer attitude and comments after buy a mobile phone	<ul style="list-style-type: none"> a. consider availability of spare part b. availability official service centre c. low cost maintenance d. accessories availability 	Likert	Wizardi (2005)
External Factor	Consumer comment to external influence that give contribute in choosing mobile phone	<ul style="list-style-type: none"> a. mobile phone that used by famous person b. family suggest c. friend used d. advertise of product in media 	Likert	Wizardi (2005)

3.6 Data Analysis

3.6.1 Descriptive Analysis

The usage of technique of this analysis used to express data picture in descriptive by interpreted the result using tabulation frequency to pull backs empiric nominal data tendency and description data, like: mean, median, modus, standard deviation, variant to know international situation bases result field research. The result of descriptive analysis useful for supports interpretation to analysis result with other technique.

Determination of dominant factor divided by sort likert totalizes scale average. Factor that most dominant is the factor that have totalize highest average.

Data processing was conducted by using technique as follows:

3.6.2 Validity test

Validity test is size that show level of valid an instrument or questioner. Validity test was conduct by compared to between r_{counted} and r_{table} pass by analysis step, as follows:

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

Explanation:

X = each score of questioner variable in

Y = total score of all questioner variable

R_{xy} = correlation between variable X and Y

In this research correlation counted by using SPSS program. Command that give is Pearson (array 1, array 2). Array 1 = X, array 2 = Y

Testing criteria:

If $r_{\text{counted}} > r_{\text{table}} = \text{Valid}$

If $r_{\text{counted}} < r_{\text{table}} = \text{Not valid}$

3.6.3 Reliabilities test

The test is compare r_{counted} and r_{table} using *Cronbach's Alpha* (α) step analysis:

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Explanation:

r_{11} = instrument of reliability

k = total questions

σ_b^2 = variants total

$\sum \sigma_b^2$ = sum of variants

Testing criteria:

If $|r_{11}| > r_{\text{table}} = \text{Reliable}$

If $|r_{11}| < r_{\text{table}} = \text{Not Reliable}$

This method will yield correlation coefficient that has value between 0 and 1. If his value comes near one, the questioner would be reliable. Suharsimi (1998) formulate that there are 3 levels in coefficient reliable criteria, which are:

1. 0.80 until 1.00 is high
2. 0.60 until 0.80 is medium
3. 0.40 until 0.60 is low.

3.6.4 Analysis Factor

Factor analysis is a multivariate statistical technique used to reduce and summarize all the variables which are bound and interdependence. Dependency relationship between one variable with another variable will be tested to identify the dimensions or factors.

a. Procedure analyzing factors

Formulate the problem; divided to: identify the purpose of factor analysis and to measure variables on the basis of the Likert.

b. Construct the Correlation Matrix.

Data compiled in the correlation matrix, the analytic process is based on the correlation matrix between variables that exist to see whether these variables correlated between one another.

Bartlett's test of sphericity testing can be used to test the accuracy of the model factors. KMO is useful for measuring the feasibility of the sample. An appropriate method should be used. There are two basic approaches used in factor analysis, ie: Principal Component Analysis and Common Factor Analysis

Chapter IV

RESULT AND DISCUSSION

4.1 Respondent Characteristic

Characteristics of respondents in consuming a product vary greatly between consumers with one another. In Chapter II has been discussed regarding the factors that affect the consumer there are several kinds, then from that we should be able to examine patterns of consumers in the purchase.

To examine the factors that influence consumers into buying mobile phones in the city of Padang, the author conducted a study of 100 respondents who were randomly taken and expected to be able to represent the population. The author gives a number of questions in the form of questionnaire to respond, which is used to identify factors that influence consumers into buying mobile phones in the city of Padang.

To investigate the characteristics of respondents, the authors provide a few questions. Based on case studies that the author did to consumers in the city of Padang, the author collects the opinions of respondents are differentiated based on gender, age, average expenditure per month, long recognized, and education level. The data has been collected is then processed by using SPSS program.

4.1.1 Characteristic According to Gender

Characteristic of respondents by gender can be seen in the following table:

Table 4.1
Percentage of Respondent Gender

Gender	Frequency	Percent
Male	47	47 %
Female	53	53 %
Total	100	100 %

Based on the above table can be seen that most respondents in filling the questionnaire is respondent to the female gender with 53 % while the percentage of male respondents 47 % of total respondents.

4.1.2 Characteristic According to Age

Characteristic of respondents by age can be seen in the following table:

Table 4.2
Percentage of Respondent Age

Age of Respondent	Frequency	Percent
< 18 years	50	50 %
19 years – 27 years	30	30 %
> 28 years	20	20 %
Total	100	100 %

From the above table can be seen that most respondents completing the questionnaire was below 18 years old as many as 50 %, and respondents aged 19 years - 27 years amounted to 30 %, and the least fill out the questionnaire is above 28 years old with a percentage of 20 %.

4.1.3 Characteristic According to Monthly Expenditure

Characteristic of respondents by expenditure can be seen in the following table:

Table 4.3
Percentage of Respondent Monthly Expenditure

Average Monthly Expenditure	Frequency	Percent
< Rp. 500.000	29	29 %
Rp. 500.000 – Rp. 1.500.000	34	34 %
Rp. 1.500.000 – Rp. 2.500.000	26	26 %
> Rp. 2.500.000	11	11 %
Total	100	100 %

Based on the above table can be seen that the majority of respondents had a monthly expenditure of Rp 500,000 - Rp 1.500,000 which the percentage is 34 %, followed by the second respondent expenditure < Rp 500,000, the percentage is 29 %, while the third is the respondent expenditure between Rp 1.500.000 - Rp 2,500,000 per month is the percentage of 26 %, and groups of at least completing the questionnaire is the group with expend > Rp 2,500,000 with a minimum percentage that is equal to 11 %.

4.1.4 Characteristic According to Long Recognized

Characteristic of respondents by how long the respondent recognized mobile phone can be seen in the following table:

Table 4.4
Percentage of How Long Respondent Recognized

Long Recognized	Frequency	Percent
< 2 Years	11	11 %
2 – 3 Years	15	15 %
3 – 4 Years	23	23 %
> 4 Years	51	51 %
Total	100	100 %

Based on the above table, it can be seen that the number of respondents grouped by the duration of the most widely known is the respondents who have known more than 4 years that is equal to 51 %, next is the respondents who have known for 3 – 2 years with 23 %, then follow by the respondents that known for 2 – 3 years that have 15 %, and the smallest is the respondents who had known for less than 2 year with the percentage of 11 %.

4.1.5 Characteristic According to Education Level

Characteristic of respondents by education level can be seen in the following table:

Table 4.5
Percentage of Respondent Education Level

Education Level	Frequency	Percent
a. Junior School	16	16 %
b. Senior School	26	23 %
c. Diploma	24	24 %
d. University and above	37	37 %
Total	100	100%

From the above table can be seen that most respondents are university education respondents with percentages 37 %, followed by senior high school-educated respondents with is 26 %. In the next sequence can be seen the respondents with diploma education level by the percentage is 24 %, and the last is respondent in junior level that have percentage is 16 %.

4.2 Description Analysis

This method was used to express a descriptive overview of data on the results of research on consumer opinions about the factors that influence consumer to choose mobile phone in the city of Padang.

4.2.1 Feature

4.2.1.1 Respondent Response to Main Feature affects buying decision of mobile phone.

The ability of main feature (call forward, call conference, sms character) could affect consumer to buy a mobile phone. The response of main feature ability can be seen in the following table:

Table 4.6
Respondent Response to Main Feature Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	4	4 %
Neutral	0	0 %
Agree	36	36 %
Very Agree	60	60 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that main feature is consider before buying a mobile phone. 60 % of respondents very agreeing that the main feature be considerations in buying a mobile phone, 36% said agree, 4 % said disagree, while no respondents choose neutral and very disagree. From these data, it can be concluded that the main feature will be very a consideration for consumers before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.1.2 Respondent Response to Multimedia Accessibility affects buying decision of mobile phone.

The multimedia accessibility (music, video, games) could affect consumer to buy a mobile phone. The response of multimedia accessibility can be seen in the following table:

Table 4.7
Respondent Response to Multimedia Accessibility Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	8	8 %
Neutral	20	20 %
Agree	40	40 %
Very Agree	32	32 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that multimedia is consider before buying a mobile phone. 40 % of respondents agreeing that the multimedia be considerations in buying a mobile phone, 32% said very agree, 20 % said neutral, while 8 % said disagree and no respondent very disagree that multimedia is not affecting them when buy a mobile phone. From these data, it can be concluded that the multimedia accessibility will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.1.3 Respondent Response to Internet Connectivity affects buying decision of mobile phone.

The internet connectivity (browsing, social networking, chat, wireless connectivity) could affect consumer to buy a mobile phone. The response of internet connectivity can be seen in the following table:

Table 4.8
Respondent Response to Internet Connectivity Affecting to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	8	8 %
Neutral	25	25 %
Agree	38	38 %
Very Agree	29	29 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that internet connectivity is consider before buying a mobile phone. 38 % of respondents agreeing that the internet connectivity be considerations in buying a mobile phone, 29% said very agree, 25 % said neutral, 8% choose disagree, and no respondent very disagree that internet connectivity is affecting them when buy a mobile phone. From these data, it can be concluded that the internet connectivity accessibility will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.1.4 Respondent Response to Availability of Adding Application affects buying decision of mobile phone.

The availability of adding application (third-party software) could affect consumer to buy a mobile phone. The response of adding application can be seen in the following table:

Table 4.9
Respondent Response to Adding Application Affecting to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	4	4 %
Disagree	13	13 %
Neutral	29	29 %
Agree	31	31 %
Very Agree	23	23 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that adding application is consider before buying a mobile phone. 31 % of respondents agreeing that the adding application be considerations in buying a mobile phone, 29% choose neutral, 23 % said very agree, while 13 % said disagree and last 4 % very disagree that adding application is affecting them when buy a mobile phone. From these data, it can be concluded that the availability of adding application will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.2 Brand

4.2.2.1 Respondent Response to Considering a Brand will affects buying decision of mobile phone.

Considering a brand could affect consumer to buy a mobile phone. The response of consider a brand can be seen in the following table:

Table 4.10
Respondent Response to Considering a Brand Affecting o Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	1	1 %
Disagree	11	11 %
Neutral	11	11 %
Agree	41	41 %
Very Agree	36	36 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that considering a brand is affecting them before buying a mobile phone. 41 % of respondents agreeing that the a brand will be considerations in buying a mobile phone, 36 % said very agree, 11% said neutral and disagree, while 1% choose very disagree. From these data, it can be concluded that a brand will be very a consideration for consumers before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.2.2 Respondent Response to a Brand Improve Confidence

A brand of mobile phone that use of consumers could improve their confidence.

The responses of a brand improve confidence can be seen in the following table:

Table 4.11
Respondent Response to a Brand improve Confidence

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	2	2 %
Neutral	4	4 %
Agree	35	35 %
Very Agree	59	59 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that a brand can improve their confidence. 59 % of respondents very agreeing that the brand improve confidence, 35% said agree, 4% neutral, 2% disagree and 0% very disagrees. From these data, it can be concluded that the brand can improve the confidence of the owner. It affects their interests in buying a mobile phone.

4.2.2.3 Respondent Response to Famous Brand affects buying decision of mobile phone.

The brand that famous could affect consumer to buy a mobile phone. The response of famous brand can be seen in the following table:

Table 4.12
Respondent Response to Famous Brand Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	2	2 %
Neutral	22	22 %
Agree	39	39 %
Very Agree	37	37 %
Total	100	100%

From the above table, it can be seen that consumers stated that a famous brand is consider before buying a mobile phone. 39 % of respondents agreeing that famous brand be considerations in buying a mobile phone, 37% very agree, 22% neutral, 2% very agree and no respondent very disagree that famous brand is affecting them when buy a mobile phone. From these data, it can be concluded that the famous brand is a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.2.4 Respondent Response to Resale Value affects buying decision of mobile phone.

The resale value could affect consumer to buy a mobile phone. The response of resale value can be seen in the following table:

Table 4.13
Respondent Response to Resale Value Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	2	2 %
Neutral	3	3 %
Agree	39	39 %
Very Agree	56	56 %
Total	100	100%

From the above table, it can be seen that the consumers stated that the resale value is consider before buying a mobile phone. 56 % of respondents very agreeing that the resale value be considerations in buying a mobile phone, 39% choose agree, 3 % said neutral, 2% disagree and no respondent very disagree that resale value is affecting them when buy a mobile phone. From these data, it can be concluded that the resale value will be a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.3 Price

4.2.3.1 Respondent Response to Compare the Price before Buying a Mobile Phone

Comparing the price of one brand with other or one model with other before buying a mobile phone could affect consumer when buy a mobile phone. The response of compare the price can be seen in the following table:

Table 4.14
Respondent Response to Compare the Price Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	2	2 %
Neutral	4	4 %
Agree	42	42 %
Very Agree	52	52 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that comparing the price is affecting them before buying a mobile phone. 52 % of respondents very agreeing that compare the price will be considerations in buying a mobile phone, 42 % said very agree, 4 % said neutral, while 2% said disagree and no one choose very disagree. From these data, it can be concluded that comparing the price of one brand with other or one model with other will be a consideration for consumers before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.3.2 Respondent Response to Choosing a Higher Price

Choosing a higher price could be a consideration of consumers when buy a mobile phone. The responses of a choosing a higher price can be seen in the following table:

Table 4.15
Respondent Response to Choosing a Higher Price

Response	Frequency	Percent
Very Disagree	1	1 %
Disagree	2	2 %
Neutral	16	16 %
Agree	40	40 %
Very Agree	41	41 %
Total	100	100%

From the above table, it can be seen that the consumers stated that choosing a higher price is affecting them before buying a mobile phone. 41 % of respondents very agreeing to choose a higher price, 40% said agree, 16 % neutral, 2 % disagree and 1% very disagree. From these data, it can be concluded that choosing a higher price will be a consideration of consumer before they buy a mobile phone. It affects their interests in buying a mobile phone.

4.2.3.3 Respondent Response to Prices accordance with Feature Affects Buying Decision of Mobile Phone.

The price of mobile phone in accordance with the feature offered could affect consumer to buy a mobile phone. The response of price accordance with feature can be seen in the following table:

Table 4.16
Respondent Response to Price Accordance with Feature Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	1	1 %
Disagree	9	9 %
Neutral	39	39 %
Agree	25	25 %
Very Agree	26	26 %
Total	100	100%

From the above table, it can be seen that most of consumers stated that the price accordance with the feature offered is consider before buying a mobile phone. 39 % of respondents choose neutral that price accordance with feature be considerations in buying a mobile phone, 26% very agree, 25 % agree, while 9% choose disagree and 1 % said very disagree that price accordance with feature is affecting them when buy a mobile phone. From these data, it can be concluded that the price of mobile phone in accordance with the feature offered is a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.3.4 Respondent Response to Buying a Discount Price Affects Buying Decision of mobile phone.

Buying a mobile phone in promotion or have a discount price could affect consumer to buy a mobile phone. The response of discount price can be seen in the following table:

Table 4.17
Respondent Response to Buying a Discount Price Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	2	2 %
Disagree	6	6 %
Neutral	44	44 %
Agree	34	34 %
Very Agree	14	14 %
Total	100	100%

From the above table, it can be seen that the consumers stated that buying a discount price is consider before buying a mobile phone. 44 % of respondents neutral that the discount price be considerations in buying a mobile phone, 34 % choose agree, 14 % said very agree, 6% disagree and 2% very disagree that discount price is affecting them when buy a mobile phone. From these data, it can be concluded that buying a mobile phone in promotion or have a discount price will be a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.4 After Sales Service

4.2.4.1 Respondent Response to Getting Spare Part affects buying decision of mobile phone.

Easy of getting mobile phone's spare parts to replace defective parts could affect consumer to buy a mobile phone. The response of getting spare part can be seen in the following table:

Table 4.18
Respondent Response to Getting Spare Part Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	1	1 %
Disagree	7	7 %
Neutral	30	30 %
Agree	35	35 %
Very Agree	27	27 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that easy of getting spare part is consider before buying a mobile phone. 35 % of respondents agree, 30% said neutral, 27% said very agree, 7% disagree and 1% respondent choose very disagree. From these data, it can be concluded that easy of getting spare part will be very a consideration for consumers before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.4.2 Respondent Response to Service Centre affects buying decision of mobile phone.

The availability of official service centre could affect consumer to buy a mobile phone. The response of service centre can be seen in the following table:

Table 4.19
Respondent Response to Service Centre Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	2	2 %
Disagree	10	10 %
Neutral	34	34 %
Agree	36	36 %
Very Agree	18	18 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that availability of official service centre is consider before buying a mobile phone. 36 % of respondents agreeing that the multimedia be considerations in buying a mobile phone, 34% said neutral, 18 % said very agree, 10% disagree and 2% respondent very disagree that availability of official service centre is affecting them when buy a mobile phone. From these data, it can be concluded that the availability of official service centre will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.4.3 Respondent Response to Low Cost Maintenance affects buying decision of mobile phone.

Low cost of doing maintenance of repairs could affect consumer to buy a mobile phone. The response of low cost maintenance can be seen in the following table:

Table 4.20
Respondent Response to Low Cost Maintenance Affecting o Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	1	1 %
Disagree	2	2 %
Neutral	34	34 %
Agree	43	43 %
Very Agree	20	20 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that low cost of doing maintenance or repairs is consider before buying a mobile phone. 43 % of respondents agree, 34% neutral, 20 % said very agree, 2% disagree and 1% very disagrees. From these data, it can be concluded that low cost of doing maintenance will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.4.4 Respondent Response to Variety of Accessories affects buying decision of mobile phone.

The variety of accessories that match with mobile phone could affect consumer to buy a mobile phone. The response of variety of accessories can be seen in the following table:

Table 4.21
Respondent Response to Variety of Accessories Affecting to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	1	1 %
Disagree	2	2 %
Neutral	29	29 %
Agree	45	45 %
Very Agree	23	23 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that variety of accessories that match with mobile phone is consider before buying a mobile phone. 45 % of respondents agreeing that variety of accessories be considerations in buying a mobile phone, 29% choose neutral, 23% said very agree, while 2 % said disagree and last 1 % very disagree that variety of accessories is affecting them when buy a mobile phone. From these data, it can be concluded that variety of accessories that match with mobile phone will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.5 External Factors

4.2.5.1 Respondent Response to Public Figure affects buying decision of mobile phone.

The mobile phone that used by public figure could affect consumer to buy a mobile phone. The response of public figure can be seen in the following table:

Table 4.22
Respondent Response to Public Figure Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	0	0 %
Neutral	13	13 %
Agree	46	46 %
Very Agree	41	41 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated the mobile phone that used by public figure is consider before buying a mobile phone. 46 % of respondents agree, 41% said very agree, 13% said neutral, and no respondents choose disagree and very disagree. From these data, it can be concluded that the mobile phone that used by public figure will be very a consideration for consumers before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.5.2 Respondent Response to Family suggests affects buying decision of mobile phone.

The mobile phone that suggested by family could affect consumer to buy a mobile phone. The response of family suggests can be seen in the following table:

Table 4.23
Respondent Response to Family Used Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	0	0 %
Disagree	6	6 %
Neutral	25	25 %
Agree	39	39 %
Very Agree	30	30 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that the mobile phone that used by family is consider before buying a mobile phone. 39 % of respondents agreeing that the multimedia be considerations in buying a mobile phone, 30% said very agree, 25 % said neutral, 6 % disagree and no respondent very disagree that the mobile phone that used by family is affecting them when buy a mobile phone. From these data, it can be concluded that the mobile phone that used by family will be very a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.2.5.3 Respondent Response to Friends affects buying decision of mobile phone.

The mobile phone that used by friends could affect consumer to buy a mobile phone. The response of Friends can be seen in the following table:

Table 4.24
Respondent Response to Friends Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	12	12 %
Disagree	30	30 %
Neutral	34	34 %
Agree	17	17 %
Very Agree	7	7 %
Total	100	100%

From the above table, it can be seen that the consumers not stated that mobile phone that used by friends consider before buying a mobile phone. 34 % of respondents neutral, 30% disagree, 17% said agree, 12% very disagree and 7% very disagrees. From these data, it can be concluded that mobile phone that used by friends not a consideration for respondents before buying a mobile phone. It not affects their interests in buying a mobile phone.

4.2.5.4 Respondent Response to Advertise affects buying decision of mobile phone.

The advertisement of mobile phone on media could affect consumer to buy a mobile phone. The response of advertisement can be seen in the following table:

Table 4.25
Respondent Response to Advertise Affecting Consumer to Buy Mobile Phone

Response	Frequency	Percent
Very Disagree	4	1 %
Disagree	24	24 %
Neutral	19	19 %
Agree	41	41 %
Very Agree	12	12 %
Total	100	100%

From the above table, it can be seen that the majority of consumers stated that the advertisement of mobile phone on media is consider before buying a mobile phone. 41 % of respondents agreeing that variety of accessories be considerations in buying a mobile phone, 24% choose disagree, 19% said neutral, while 12 % said very agree and last 4% very disagree that the advertisement is affecting them when buy a mobile phone. From these data, it can be concluded that the advertisement of mobile phone on media will be a consideration for respondents before buying a mobile phone. It affects their interests in buying a mobile phone.

4.3 Validity and Reliability Testing

Testing the validity indicates how far the research variables can measure what you want measured. Tests carried out by calculating correlation between each question to the total score and then the value of correlation compare with r value correlation of Product-Moment chart. Correlation test results can be seen in the following table:

Table 4.26
Result of Validity test

Variable	Loading Result		Cronbach's Alpha
	Initial	Final	
1. Feature			
a. Main feature	0.414	0.414	0.759
b. Multimedia access	0.809	0.809	
c. Internet connectivity	0.906	0.906	
d. Adding application	0.851	0.851	
2. Brand			
a. Consider a brand	0.725	0.725	0.631
b. Improving confidence	0.738	0.738	
c. Choose famous brand	0.697	0.697	
d. Resale value	0.620	0.620	
3. Price			
a. Compare the price	0.726	0.726	0.696
b. Choosing higher price	0.839	0.839	
c. Accordance with feature	0.782	0.782	
d. Discount	0.561	0.561	
4. After sales service			
a. Availability spare part	0.737	0.737	0.649
b. Service centre	0.613	0.613	
c. Low cost maintenance	0.801	0.801	
d. Variety of accessories	0.653	0.653	
5. External Factor			
a. Used by public figure	0.753	-	0.718
b. Used by family	0.820	0.778	
c. Used by friend	0.712	0.800	
d. The advertisement	0.792	0.816	

After tested by SPSS for windows program, there 2 components extracted at external factor, which is the first external factor (using by public figure) become component 2. So external-1 (using by public figure) deleted from data. The correlation value of each question is compare with chart value at trust level 95%, which is 0.361. From table above can be seen that correlation value is bigger than chart value and the value of cronbach's alpha bigger than 0.5. So the research is reliable.

4.4 Analyzing Factors that Affected Consumer Choice

4.4.1 The Correlation Matrix

The correlation matrix is prepared to see the relationship between factors. If variables are correlated then factor analysis can be used. The result of correlation matrix test can be seen at following table:

Table 4.27
Correlations

		Feature	Brand	Price	AfSales	External
Feature	Pearson Correlation	1	.253	.171	.297	.553
	Sig. (1-tailed)		.005	.044	.001	.000
	N	100	100	100	100	100
Brand	Pearson Correlation	.253	1	.564	.297	.341
	Sig. (1-tailed)	.005		.000	.001	.000
	N	100	100	100	100	100
Price	Pearson Correlation	.171	.564	1	.423	.435
	Sig. (1-tailed)	.044	.000		.000	.000
	N	100	100	100	100	100
AfSales	Pearson Correlation	.297	.297	.423	1	.447
	Sig. (1-tailed)	.001	.001	.000		.000
	N	100	100	100	100	100
External	Pearson Correlation	.553	.341	.435	.447	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

From table we can see that between one variable and others are correlated. So that factors worth analyzing.

4.4.2 KMO and Bartlett's Test

KMO measure is useful to measure the feasibility of the sample for further analysis. If the KMO value greater than 0.5 then the sample deserve further analysis. KMO measurement results are:

Table 4.28
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	731.867
	df	171
	Sig.	.000

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. Looking at the table above, the KMO measure is 0.750. From the same table, we can see that the Bartlett's test of sphericity is significant. That is, its associated probability is less than 0.05. In fact, it is actually 0.000. This means that the variables worth analyzing.

4.4.3 Communalities analyzing

In the analysis communalities are computed is a variant of each question item. The value of such variants will determine how much each question can explain the research variables.

Table 4.29
Communalities

	Initial	Extraction
Feature1	1.000	.816
Feature2	1.000	.723
Feature3	1.000	.819
Feature4	1.000	.743
Brand1	1.000	.581
Brand2	1.000	.636
Brand3	1.000	.690
Brand4	1.000	.730
Price1	1.000	.612
Price2	1.000	.774
Price3	1.000	.699
Price4	1.000	.548
AfSales1	1.000	.637
AfSales2	1.000	.598
AfSales3	1.000	.795
AfSales4	1.000	.449
External2	1.000	.616
External3	1.000	.730
External4	1.000	.786

Extraction Method: Principal
Component Analysis.

From the above table can be shows that the feature value is 0.816. This means that the first question on feature variables showed 81.6% main factor can explain feature factor. Likewise with the other questions can explain each factor. So the bigger the value of communalities is more closely the relationship between the items that question by the study factor.

4.4.4 Interpretation of Dominant Factors

4.4.4.1 Using Communalities table

To see a dominant factor that affecting consumer choice of mobile phone from each variable, can be seen on the table Communalities. The table 4.29 shows that the most dominant factor for consumers:

- Feature factor; which the most dominant factor is Feature 3 (internet connectivity) with 81.9%
- Brand Factor, which the most dominant factor is Brand 4 (brand that has high resale value) with 73.0%
- Price Factor, which the most dominant factor is Price 2 (choosing higher price) with 77.4%
- After Sales factor, which the dominant factor is After Sales 3 (low cost maintenance) with 79.5%
- External factor, which the dominant factor is External 4 (the advertisement) with 78.6%

4.4.4.2 Total Scale Average

The total scale average is used to see dominant factor that affecting consumer choice of mobile phone, which can be seen in table:

Table 4.30
Total scale average of each factor

Factor	Total frequency
Feature	3.98
Brand	4.27
Price	3.95
After Sales	3.76
External	3.34

From table 4.30 it can be seen that the most affecting factor that affecting consumer in choosing a mobile phone is a brand. The brand that has higher resale value is most choose by consumer this could be happen because the technology mobile phone is growing rapidly, and new model always available in market and people tend to change their old phone with the new one. The consumer tends to choose a famous brand it could be because famous brand has a higher resale value. The mobile phone is not a gadget to communicate but also to improve confidence of the owner. That why people choose the famous brand to improve their confidence and represent their social status. Consider a brand is not an important thing in choosing a mobile phone. This is possible because the current brand has its own advantages pretext of another brand. So that if someone wants a certain feature then they should choose a brand that supports the feature

The second factor that dominant is feature factor, which are the most features that affected consumer when they choose a mobile phone is internet connectivity. Growing of internet affected people and also force the mobile phone producer to develop their technology that can make people connect all around the world easily. Standard features that contained in the mobile phone are also very carefully considered by the consumer. Sms character abilities, comfortable keypad, camera, storage capacity and others; are fundamental things that should be count. If there is a lack of those features of course the mobile phone cannot be fully utilized. The availability of adding application also affected people when choose a mobile phone. Needs of communication and mobility demand make people to have a gadget that can support theirs mobility. Adding application is build to help people to work his duty and also manage their time as like a personal assistant. Only

certain consumers assume that the multimedia capabilities are essential. It is clearly seen the tendency of society began to shift, where the previous year multimedia capabilities (music, video players, games) is the main thing on offer and now switch to the development of technology that supports mobility and global connectivity.

The third factor is price. Based on this research, consumer tends to choose an expensive price. A high price is condition that has to be done to get a famous mobile phone and of course as we discussed above that a famous brand has an advantage that desired by consumer. Money that has to be paid to buy a mobile phone make consumer expect the feature and capabilities of that mobile phone, whether they get the features that will be proportional to their cost. Inter-brand price comparisons with each other to be decisive in choosing a mobile phone. With price that almost similar, what advantage that offered from one brand compared to another. Mobile phones with the discount price is not too enthused by the consumer, perhaps because consumers tend to choose an expensive price.

The fourth is after sales service. Cost of maintenance is the most thing that considered by consumer when they have to maintain their mobile phone. Sometimes, consumer does not use their mobile phone as well as expected, and the use of unnatural could be happen to everyone. That's why consumer needs to maintain their mobile to make it as good as well. If one part of mobile phone broke or fail, it should be changed by a new one. The availability of the spare part is very needed to that condition. If the spare part is unavailable, the mobile phone will be useless. According to the statement, that's why some people think an official service centre is one important thing that must be exist. The official

service centre is support a legal guarantee of the product and also an official service centre make consumer feel safe because their mobile phone handles by a professional. Variety of accessories is not an important thing that considered by consumer to choose a mobile phone.

The last factor that affected consumer choice of mobile phone is an external factor. The advertisement plays as important rules. An advertisement in television, magazine and even internet make consumer can see new product that offer by mobile phone producer. This also help marketer to inform their product and affected to people to think that their product is better than others. The mobile phone that use by public figure also affected consumer to choose a mobile phone. That's why a brands compete persuading a public figure to be their ambassador. The mobile phone that used by friend can affected consumer to choose their mobile phone, especially in some social level whereas a brand of mobile phone that used is represent the social level of the owner. The last thing of external factor that affected people choose their mobile phone is family suggest. So many brands that available in the market, its make consumer can choose their likely brand that could be different from a choose brand of their family.

CHAPTER V

CONCLUSION, LIMITATION AND RECOMMENDATION

5.1 Conclusion

This study discusses on factors that are considered by consumers in making decisions to buy a mobile phone and see the dominant factor in choosing a mobile phone. This research focused on consumers in the city field. There are five factors that into the research variables, namely features, brand, price, after sale service, and external factors. Research using 100 respondents sample that living in the city of Padang.

From this research it can be conclude that the dominant factor that affected consumer chooses a mobile phone is brand. The brand that has higher resale value is most chosen by consumer. The famous brand is also considered by consumer because a famous brand can improve their confidence.

The second dominant factor is feature. Internet connectivity is the most considered feature. The main feature which contain technology of mobile phone itself, availability of adding application and multimedia also considered by consumer when choose a mobile phone.

The third factor is price. The consumer tends to choose a higher price. Higher price could be similar with famous brand. Consumers also agree that price that has been paid must be accordance with the feature that offered. Compare mobile phone that has similar price done by consumer to know about that. Discount price is not really considered by consumer.

The next factor is after sales service. Low cost maintenance is most considered in this factor. Unexpected condition that could be happen make consumer to review the cost of maintenance. Low cost maintenance also supported by the availability of spare part. To support all of that the consumer think that an official service centre that available in Padang is also important. Variety of accessories is not an important thing that considered by consumer to choose a mobile phone.

The last factor is external factor. Advertise have a main role in this factor. It influence consumer to buy a new mode that offered. Mobile phone that used by friend or community is one thing that considered in choose mobile phone. The mobile phone that suggest by family has the lowest impact in choosing a mobile phone.

5.2 Research Limitation and Recommendation

There are some limitations in this research and recommendations for any further researches, they are:

1. The numbers of sample size in this research are only 100 respondents. So, it is desired to upcoming researches to use more sample in obtaining higher accurate results.
2. The writer just limitation variable in 5 factor. Considering the very rapid growth of mobile phone technology, the further result could add another variable that accordance with the development of mobile phone during the research conducted.

3. This research using survey method by use questionnaire without completed by interview or oral questioning. So the research will be more subjective if combined with interviews to the parties that involved competently with the development of mobile phone.
4. The result of research might be different if the respondents are chosen from a bigger population. The bigger population could be considering because the model that sold in the market not only include for one city but also include a country and even regionally applicable.

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APPENDIX A
ENGLISH QUESTIONARE

Research Questioner



Name : M Indra Firmansyah
Faculty : Economics
Majority : Management
University : Andalas
Title of research : **Analyzing Factors that Affect Consumer Choice Mobile Phone in Padang**

Direction:

You asked to give a sign (x) on one of the most appropriate answer to each question in accordance with the actual situation.

I. Respondent Profile

1. Gender:
 - a. Male
 - b. Female

2. Age:
 - a. <18 years old
 - b. 19-27 years old
 - c. > 28 years old

3. Average monthly expenditure :
 - a. < Rp 500.000.
 - b. Rp 500.000-Rp 1.500.000.
 - c. Rp 1.500.000-Rp 2.500.000.
 - d. > Rp 2.500.000.

4. In general, how long you recognize mobile phone?
 - a. Less than 1 years
 - b. 1-2 years
 - c. 3-4 years
 - d. More than 4 tahun

5. Education level :
 - a. < Junior level
 - a. Senior level
 - b. Diploma level
 - c. University and above

II. The following question evaluate you're your feel or factor affecting your decision. Select the ratings that best describe how you feel about this factor.

Give a sign (x) of your answer.

AG : Agree

N : Neutral

DG : Disagree

VDG : Very Disagree

VAG : Very Agree

A. Feature

Feature	VDG	DG	N	AG	VAG
1. Main feature (call forward, conference, sms karakter) affect your decision buy a mobile phone.	1	2	3	4	5
2. Multimedia ability (music, video, games) affect your decision buy a mobile phone.	1	2	3	4	5
3. Internet connectivity (browsing, social network, video call) affects your decision buy a mobile phone.	1	2	3	4	5
4. Availability of adding application affect your decision buy a mobile phone	1	2	3	4	5

B. Brand

Brand	VDG	DG	N	AG	VAG
1. Before buy a mobile phone, you considered a specific brand	1	2	3	4	5
2. Brand that you use, could improve your confidence.	1	2	3	4	5
3. In choosing a mobile phone, you tend to choose a famous brand	1	2	3	4	5
4. Brand that you use is the brand that have high resale value	1	2	3	4	5

C. Price

Price	VDG	DG	N	AG	VAG
1. Before buying a mobile phone, you compare the price of one brand to another	1	2	3	4	5
2. In choosing a mobile phone, you tend to choose an expensive price	1	2	3	4	5
3. In choosing a mobile phone, you choose a mobile phone that has price accordance with feature	1	2	3	4	5
4. You tend to choose a mobile phone that sale in discount price	1	2	3	4	5

D. After sales service

After sales service	VDG	DG	N	AG	VAG
1. The mobile that you use, is a mobile phone that easy to get its spare part.	1	2	3	4	5
2. You choose the mobile phone that has an official service centre in your city.	1	2	3	4	5
3. You choose the mobile phone that has low cost maintenance.	1	2	3	4	5
4. In choosing a mobile phone, you choose the mobile phone that has variety accessories.	1	2	3	4	5

E. External

External	VDG	DG	N	AG	VAG
1. Mobile phone that you buy is same with the mobile phone that use by public figure	1	2	3	4	5
2. You choose mobile phone that suggest by family	1	2	3	4	5
3. Brand that used by your friend/ community, affect you in choose a mobile phone.	1	2	3	4	5
4. The advertisement in TV, Magazine and newspaper, affect your decision in buy a mobile phone.	1	2	3	4	5

Thank you for your contribution

APPENDIX B
INDONESIAN QUESTIONNAIRE

KUESIONER PENELITIAN



Nama : M Indra Firmansyah
Fakultas : Ekonomi
Jurusan : Manajemen
Universitas : Andalas
Judul Penelitian : **Analisis Faktor-Faktor Yang Mempengaruhi Minat Konsumen Dalam Membeli Telepon Selular di Kota Padang**

Petunjuk pengisian :

Bapak/Ibu/Saudara dimohon untuk memberi tanda (x) pada salah satu jawaban yang paling tepat untuk setiap pertanyaan sesuai dengan keadaan yang sebenarnya.

I. Profil Responden

1. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan

2. Umur/ usia
 - a. <18 tahun
 - b. 19-27 tahun
 - c. > 28 tahun

3. Pengeluaran rata-rata yang diperoleh tiap bulan :
 - a. < Rp 500.000.
 - b. Rp 500.000-Rp 1.500.000.
 - c. Rp 1.500.000-Rp 2.500.000.
 - d. > Rp 2.500.000.

4. Secara umum, sudah berapa lama anda menggunakan telepon selular ?
 - a. Kurang dari 1 tahun
 - b. 1-2 tahun
 - c. 3-4 tahun
 - d. Lebih dari 4 tahun

5. Tingkat pendidikan :
 - a. < SMP dan sederajat
 - a. SMU dan sederajat
 - b. Diploma dan sederajat
 - c. Sarjana dan jenjang pendidikan di atasnya

II. Pertanyaan variabel faktor-faktor yang mempengaruhi minat konsumen dalam membeli telepon selular di kota Padang.

Silangi (X) salah satu jawaban pada kolom yang Bapak/Ibu/Saudara pilih.

S : Setuju

B : Biasa

TS : Tidak Setuju

SS : Sangat setuju

STS : Sangat Tidak Setuju

A. Fitur

Faktor Fitur	STS	TS	B	S	SS
1. Fitur utama (call forward, conference, sms karakter) mempengaruhi keputusan anda dalam membeli HP.	1	2	3	4	5
2. Kemampuan multimedia (music, video, games) mempengaruhi keputusan anda dalam membeli HP	1	2	3	4	5
3. Kemampuan koneksi internet (browsing, jejaring social, video call) mempengaruhi keputusan anda dalam membeli HP	1	2	3	4	5
4. Ketersediaan aplikasi tambahan mempengaruhi keputusan anda dalam membeli HP.	1	2	3	4	5

B. Merek

Faktor Merek	STS	TS	B	S	SS
1. Sebelum membeli HP, apakah anda mempertimbangkan merek tertentu.	1	2	3	4	5
2. Merek HP yang anda gunakan dapat meningkatkan kepercayaan diri anda.	1	2	3	4	5
3. Dalam memilih sebuah HP, anda cenderung untuk memilih merek yang terkenal.	1	2	3	4	5
4. Merek HP yang dipilih adalah merek HP yang memiliki nilai jual kembali yang tinggi.	1	2	3	4	5

C. Harga

Faktor Harga	STS	TS	B	S	SS
1. Sebelum membeli HP, anda membandingkan harga antara merek yang satu dengan yang lainnya.	1	2	3	4	5
2. Dalam memilih HP, anda cenderung untuk memilih HP yang memiliki harga tinggi (mahal)	1	2	3	4	5
3. Dalam memilih HP, anda memilih HP yang harganya sesuai dengan fitur yang ditawarkan.	1	2	3	4	5
4. Anda cenderung untuk membeli HP yang sedang dalam promosi (diskon)	1	2	3	4	5

D. Pelayanan Purna Jual

Faktor Pelayanan	STS	TS	B	S	SS
1. HP yang anda beli merupakan HP yang paling gampang mendapatkan sparepartnya.	1	2	3	4	5
2. Anda memilih HP yang telah memiliki service center khusus di kota anda	1	2	3	4	5
3. Anda memilih HP yang membutuhkan biaya perawatan yang murah.	1	2	3	4	5
4. Dalam memilih HP anda cenderung memilih HP yang memiliki aksesoris yang beragam.	1	2	3	4	5

E. Faktor Acuan

Faktor Acuan	STS	TS	B	S	SS
1. HP yang anda beli merupakan HP yang digunakan oleh orang terkenal (public figure).	1	2	3	4	5
2. Anda memilih HP yang dianjurkan / disarankan oleh keluarga.	1	2	3	4	5
3. Merek / jenis HP yang dipakai oleh teman dekat, mempengaruhi anda dalam membeli HP.	1	2	3	4	5
4. Apakah iklan HP yang ada di Televisi, Majalah dan Koran, mempengaruhi anda dalam membeli HP.	1	2	3	4	5

Terima kasih atas partisipasinya

APPENDIX C
RESPONDENTS PROFILE

NO	Gender	Age	Expenditure	Long Recognized	Education
1	1	1	1	1	2
2	1	1	1	2	1
3	1	1	1	1	1
4	2	1	1	1	2
5	1	1	2	2	1
6	2	1	1	1	1
7	2	1	2	1	1
8	1	1	1	2	1
9	1	1	1	1	3
10	2	1	2	1	2
11	1	1	1	2	1
12	1	1	1	1	3
13	2	1	2	2	1
14	1	1	2	1	1
15	2	1	1	2	2
16	2	1	1	1	2
17	1	1	2	1	2
18	2	1	1	4	1
19	2	1	1	3	2
20	1	1	2	4	2
21	1	1	1	4	2
22	1	1	1	2	1
23	1	1	2	4	2
24	2	1	1	2	1
25	1	1	1	3	2
26	2	1	2	3	1
27	1	1	1	4	2
28	2	1	1	4	1
29	2	1	2	4	2
30	1	1	3	3	3
31	2	1	1	4	2
32	2	1	3	3	2
33	1	1	2	4	1
34	2	1	1	2	2
35	1	1	3	4	2
36	2	1	1	2	1
37	1	1	1	4	2
38	1	1	3	4	2
39	1	1	2	3	3
40	1	1	2	3	2
41	1	1	2	2	3
42	2	1	3	4	3
43	2	1	3	3	2
44	1	1	1	3	2
45	2	1	3	4	3
46	1	1	2	4	2
47	2	1	2	4	3
48	2	1	3	4	3
49	1	1	1	3	4
50	2	1	3	4	4

NO	Gender	Age	Expenditure	Long Recognized	Education
51	2	2	2	3	3
52	2	2	2	2	4
53	1	2	3	4	4
54	2	2	3	4	4
55	2	2	1	3	3
56	1	2	3	4	4
57	2	2	3	2	3
58	1	2	3	3	4
59	2	2	1	3	4
60	2	2	1	3	4
61	1	2	2	4	3
62	2	2	3	4	4
63	2	2	3	4	4
64	2	2	2	3	4
65	1	2	3	4	4
66	2	2	3	3	4
67	1	2	3	4	4
68	2	2	2	2	4
69	2	2	1	3	4
70	1	2	2	4	4
71	2	2	3	4	4
72	2	2	3	3	3
73	1	2	3	3	4
74	2	2	2	3	3
75	2	2	2	2	3
76	1	2	2	4	4
77	2	2	2	3	4
78	2	2	2	3	3
79	2	2	3	4	4
80	1	2	2	4	3
81	1	3	2	4	4
82	2	3	2	4	4
83	1	3	3	4	4
84	2	3	2	4	3
85	1	3	2	4	3
86	2	3	3	4	3
87	1	3	3	4	4
88	2	3	2	4	4
89	1	3	2	4	4
90	2	3	4	4	4
91	1	3	4	4	3
92	2	3	4	4	3
93	1	3	4	4	4
94	2	3	4	4	3
95	2	3	4	4	4
96	1	3	4	4	4
97	2	3	4	4	4
98	1	3	4	4	4
99	1	3	4	4	4
100	2	3	4	4	4

APPENDIX D
QUESTIONNAIRE RESPONDS

NO	Feature				Brand			
	F1	F2	F3	F4	B1	B2	B3	B4
1	5	4	3	3	4	5	4	5
2	5	5	4	4	5	5	5	5
3	5	5	3	2	4	5	5	5
4	5	5	4	4	5	5	5	5
5	5	3	3	2	2	4	3	4
6	4	4	4	4	3	3	3	4
7	4	4	3	3	5	5	3	4
8	5	3	3	2	4	4	5	5
9	5	5	5	5	5	5	5	5
10	5	4	4	2	4	5	4	5
11	5	4	5	4	5	4	3	5
12	5	5	5	5	4	5	4	5
13	4	2	3	3	4	5	4	5
14	5	4	4	3	5	5	5	5
15	5	5	3	3	4	3	3	5
16	5	5	5	5	4	5	4	4
17	4	3	2	3	3	5	5	4
18	5	4	5	5	2	5	5	5
19	5	5	5	5	3	4	3	5
20	4	3	2	1	2	4	3	4
21	5	5	5	4	3	4	4	4
22	4	3	3	3	4	4	4	5
23	5	5	5	5	5	5	4	5
24	5	4	4	4	4	3	4	4
25	4	4	4	4	5	5	5	5
26	5	5	5	5	5	5	5	5
27	5	4	5	3	5	5	5	5
28	4	3	3	4	4	4	3	4
29	5	4	4	3	4	5	3	4
30	4	4	4	4	5	5	4	4
31	5	5	5	4	5	5	5	5
32	4	2	3	3	4	4	3	4
33	4	4	4	4	1	5	5	3
34	5	4	4	3	4	4	4	4
35	5	5	5	5	2	2	2	5
36	5	5	5	5	5	5	5	2
37	5	5	5	4	5	5	5	5
38	5	4	5	5	5	5	5	5
39	5	4	4	3	4	4	4	4
40	4	4	2	3	4	5	5	3
41	5	5	5	5	3	4	3	2
42	4	3	2	2	5	5	3	5
43	4	4	4	2	4	4	3	4
44	4	3	4	5	3	5	5	5
45	4	2	3	1	2	4	4	4
46	5	2	4	2	5	5	5	5
47	5	2	4	5	4	4	4	4
48	4	4	3	3	2	5	5	5
49	5	5	4	3	5	5	4	5
50	5	5	5	5	3	4	4	4

NO	FITUR				Brand			
	F1	F2	F3	F4	B1	B2	B3	B4
51	4	4	5	4	3	5	5	5
52	5	3	3	4	5	5	4	5
53	5	4	4	4	4	5	5	5
54	5	5	4	4	5	5	5	5
55	4	4	4	4	4	5	5	5
56	4	4	4	4	4	4	4	5
57	4	4	4	4	4	4	4	4
58	5	4	4	3	5	5	4	5
59	4	3	3	3	5	5	4	5
60	5	3	3	3	5	2	5	5
61	5	5	4	4	5	5	5	5
62	5	4	5	4	4	5	5	5
63	4	4	4	4	4	4	4	4
64	4	3	3	3	4	4	3	4
65	4	4	4	4	4	4	4	4
66	4	4	4	3	4	5	4	5
67	4	5	2	2	4	4	4	4
68	5	4	4	3	4	5	4	5
69	4	3	4	2	5	5	5	5
70	5	2	2	2	5	5	4	4
71	4	2	3	1	2	4	4	4
72	5	4	3	3	4	4	3	4
73	5	4	4	5	5	5	2	4
74	5	5	5	5	4	5	4	4
75	5	3	4	3	4	5	4	5
76	5	3	3	3	4	5	4	4
77	5	5	4	4	5	5	5	5
78	5	3	3	2	2	4	3	4
79	4	4	4	4	3	3	3	4
80	4	4	3	3	5	5	3	4
81	5	3	3	2	4	4	5	5
82	5	5	5	5	5	5	5	5
83	5	4	4	2	4	5	4	5
84	5	4	5	4	5	4	3	5
85	5	5	5	5	4	5	4	5
86	4	2	3	3	4	5	4	5
87	5	5	5	5	3	4	3	5
88	4	3	2	1	2	4	3	4
89	5	5	5	4	3	4	4	4
90	4	3	3	3	4	4	4	5
91	5	5	5	5	5	5	4	5
92	5	4	4	4	4	5	4	4
93	4	4	4	4	5	5	5	5
94	5	5	5	5	5	5	5	5
95	5	4	5	3	5	5	5	5
96	4	3	3	4	4	4	3	4
97	2	5	4	4	2	4	5	4
98	2	5	4	5	4	5	4	3
99	2	5	5	5	5	4	5	4
100	2	4	2	3	2	4	5	4

NO	Price				After Sales			
	P1	P2	P3	P4	AS1	AS2	AS3	AS4
1	4	4	5	3	4	5	4	4
2	5	5	3	4	3	3	3	5
3	5	5	3	3	2	2	3	3
4	5	4	3	3	4	4	3	3
5	4	3	2	4	5	3	4	4
6	5	4	4	4	5	3	4	4
7	4	4	4	4	3	2	3	4
8	4	3	3	3	3	3	4	3
9	5	5	5	5	5	4	5	5
10	5	5	4	3	3	3	3	4
11	5	4	2	4	4	4	4	4
12	5	5	5	3	5	4	4	3
13	5	5	3	3	5	3	3	3
14	5	4	3	3	4	5	4	4
15	5	4	3	3	2	3	3	3
16	4	4	3	4	4	3	3	3
17	4	4	3	3	3	4	3	4
18	5	4	5	4	3	3	3	3
19	5	5	3	5	5	2	4	4
20	4	4	4	3	4	5	3	3
21	5	3	2	3	4	3	3	4
22	5	5	3	4	3	4	5	3
23	5	5	5	3	5	3	3	5
24	3	3	3	3	3	3	3	3
25	5	5	3	4	3	4	4	5
26	5	5	5	5	4	4	5	4
27	5	5	5	5	4	5	4	4
28	4	4	3	3	3	3	4	5
29	4	5	5	3	3	4	4	4
30	4	4	4	4	4	4	5	5
31	5	5	5	3	5	5	4	4
32	4	4	4	3	3	4	3	3
33	5	5	3	3	4	4	4	4
34	4	4	3	4	3	4	4	3
35	2	3	3	1	2	1	1	5
36	5	3	3	2	4	2	4	3
37	5	5	5	5	5	4	5	5
38	5	5	4	5	5	4	5	5
39	3	3	2	3	5	3	5	5
40	4	3	3	2	1	4	3	4
41	2	4	2	2	5	1	4	5
42	5	5	5	3	3	3	2	3
43	4	4	4	4	4	2	4	4
44	5	5	5	5	5	5	5	5
45	4	3	3	3	3	3	4	1
46	5	5	5	4	2	4	4	4
47	4	4	5	5	4	4	4	4
48	4	5	4	3	4	5	4	5
49	5	5	5	1	5	5	3	4
50	3	3	3	3	5	5	5	5

NO	Price				After Sales			
	P1	P2	P3	P4	AS1	AS2	AS3	AS4
51	4	4	4	4	5	3	5	5
52	5	5	3	3	3	3	4	3
53	4	4	4	4	4	4	5	5
54	5	5	4	4	5	4	5	5
55	4	4	4	4	4	4	4	4
56	4	1	1	3	4	4	4	4
57	4	4	4	4	4	4	4	4
58	5	5	5	3	5	5	5	5
59	5	4	4	4	4	5	4	4
60	5	5	5	2	5	5	5	5
61	5	5	5	5	4	5	5	4
62	4	4	3	4	4	3	4	4
63	4	4	3	4	4	4	4	4
64	4	4	3	3	3	4	3	3
65	4	4	3	3	3	4	3	3
66	4	4	3	2	3	2	2	2
67	4	4	3	4	4	2	4	2
68	4	4	3	3	4	3	3	3
69	4	4	4	4	2	2	3	4
70	4	3	3	3	3	3	5	3
71	4	3	3	4	4	3	5	4
72	4	2	2	3	3	3	3	4
73	5	2	4	4	2	3	3	4
74	4	4	4	4	4	4	4	4
75	5	4	4	4	3	5	4	4
76	4	4	4	4	4	4	3	4
77	5	4	3	3	4	4	3	3
78	4	3	2	4	5	3	4	4
79	5	4	4	4	5	3	4	4
80	4	4	4	3	3	2	3	4
81	4	3	3	5	3	3	4	3
82	5	5	5	3	5	4	5	5
83	5	5	4	4	3	3	3	4
84	5	4	2	3	4	4	4	4
85	5	5	5	3	5	4	4	3
86	5	5	3	5	5	3	3	3
87	5	5	3	3	5	2	4	4
88	4	4	4	3	4	5	3	3
89	5	3	2	3	4	3	3	4
90	5	5	3	4	3	4	5	3
91	5	5	5	3	5	3	3	5
92	3	3	3	3	3	3	3	3
93	5	5	3	4	3	4	4	5
94	5	5	5	5	4	4	5	4
95	5	5	5	5	4	5	4	4
96	4	4	3	3	3	3	4	5
97	4	5	5	4	2	3	3	3
98	5	5	4	2	4	4	4	4
99	5	5	5	5	5	5	4	4
100	4	5	5	3	3	5	3	3

NO	External			
	E1	E2	E3	E4
1	4	4	2	4
2	5	4	3	3
3	4	2	1	2
4	5	5	3	3
5	4	3	1	1
6	4	4	4	4
7	4	4	3	2
8	3	4	2	1
9	5	5	5	5
10	4	3	2	2
11	5	4	3	4
12	5	5	2	5
13	4	3	2	2
14	5	4	2	4
15	5	4	2	3
16	5	5	1	4
17	4	4	3	4
18	5	5	4	4
19	4	4	2	4
20	3	3	4	4
21	5	3	1	2
22	4	3	2	2
23	5	4	2	4
24	5	4	1	3
25	5	5	2	3
26	5	5	5	5
27	5	5	3	4
28	4	2	2	2
29	4	5	3	5
30	5	4	3	3
31	5	5	2	5
32	4	3	3	3
33	4	5	3	3
34	3	3	3	3
35	5	5	2	2
36	5	5	4	5
37	5	5	4	4
38	4	4	4	4
39	4	3	1	2
40	4	2	1	4
41	5	5	4	4
42	3	2	2	2
43	4	4	2	4
44	3	3	3	3
45	4	4	3	2
46	4	4	3	5
47	4	4	4	4
48	4	4	3	4
49	5	4	3	4
50	4	3	3	4

NO	External			
	E1	E2	E3	E4
51	4	3	1	3
52	5	4	2	2
53	4	3	3	4
54	5	5	4	4
55	4	3	3	4
56	3	3	3	4
57	4	4	4	4
58	5	5	4	4
59	5	5	4	4
60	5	4	5	5
61	5	5	4	4
62	4	4	4	4
63	4	4	5	5
64	3	3	3	3
65	4	4	3	3
66	5	3	1	2
67	4	4	2	4
68	5	5	2	2
69	4	5	3	2
70	3	2	3	4
71	3	3	2	3
72	4	3	2	3
73	5	5	3	4
74	4	4	3	4
75	4	4	3	4
76	4	4	3	4
77	5	5	3	3
78	4	3	1	1
79	4	4	4	4
80	4	4	3	2
81	3	4	2	1
82	5	5	5	5
83	4	3	2	2
84	5	4	3	4
85	5	5	2	5
86	4	3	2	2
87	4	4	2	4
88	3	3	4	4
89	5	3	1	2
90	4	3	2	2
91	5	4	2	4
92	5	4	1	3
93	5	5	2	3
94	5	5	5	5
95	5	5	3	4
96	4	2	2	2
97	4	4	3	2
98	4	5	4	3
99	3	5	5	2
100	3	4	3	2

APPENDIX E
SPSS PROGRAM RESULTS

Feature

Reliability Statistics

Cronbach's Alpha	N of Items
.759	4

Component Matrix^a

	Component
	1
Feature1	.386
Feature2	.816
Feature3	.909
Feature4	.855

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Price

Reliability Statistics

Cronbach's Alpha	N of Items
.696	4

Component Matrix^a

	Component
	1
Brand1	.698
Brand2	.758
Brand3	.705
Brand4	.619

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

Brand

Reliability Statistics

Cronbach's Alpha	N of Items
.631	4

Component Matrix^a

	Component
	1
Brand1	.698
Brand2	.758
Brand3	.705
Brand4	.619

Extraction Method:

Principal Component Analysis.

a. 1 components extracted.

After Sales

Reliability Statistics

Cronbach's Alpha	N of Items
.649	4

Component Matrix^a

	Component
	1
AfSales1	.741
AfSales2	.582
AfSales3	.817
AfSales4	.659

Extraction Method:

Principal Component Analysis.

a. 1 components extracted.

External

Initial

Reliability Statistics

Cronbach's Alpha	N of Items
.704	4

Component Matrix^a

	Component	
	1	2
External1	.621	.724
External2	.838	.237
External3	.681	-.635
External4	.776	-.279

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Final

Reliability Statistics

Cronbach's Alpha	N of Items
.718	3

Component Matrix^a

	Component
	1
External2	.757
External3	.830
External4	.813

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

Correlations

Correlations

		Feature	Brand	Price	AfSales	External
Feature	Pearson Correlation	1	.253	.171	.297	.553
	Sig. (1-tailed)		.005	.044	.001	.000
	N	100	100	100	100	100
Brand	Pearson Correlation	.253	1	.564	.297	.341
	Sig. (1-tailed)	.005		.000	.001	.000
	N	100	100	100	100	100
Price	Pearson Correlation	.171	.564	1	.423	.435
	Sig. (1-tailed)	.044	.000		.000	.000
	N	100	100	100	100	100
AfSales	Pearson Correlation	.297	.297	.423	1	.447
	Sig. (1-tailed)	.001	.001	.000		.000
	N	100	100	100	100	100
External	Pearson Correlation	.553	.341	.435	.447	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Communalities

	Initial	Extraction
Feature1	1.000	.816
Feature2	1.000	.723
Feature3	1.000	.819
Feature4	1.000	.743
Brand1	1.000	.581
Brand2	1.000	.636
Brand3	1.000	.690
Brand4	1.000	.730
Price1	1.000	.612
Price2	1.000	.774
Price3	1.000	.699
Price4	1.000	.548
AfSales1	1.000	.637
AfSales2	1.000	.598
AfSales3	1.000	.795
AfSales4	1.000	.449
External2	1.000	.616
External3	1.000	.730
External4	1.000	.786

Extraction Method: Principal
Component Analysis.