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# "THE FACTORS INFLUENCE CONSUMER BUYING BEHAVIOR IN PURCHASING SAMSUNG SMARTPHONE"

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**PADANG 2013**

## PREFACE

بسم الله الرحمن الرحيم

In the name of Allah SWT the Most Merciful, the Most Gracious….

Alhamdulillaahirrabbil'aalamiin, all praises to Allah SWT for giving me chance, guideline, knowledge, abilities, and eagerness to finish this thesis with the title "The factors influence consumer buying behavior in purchasing Samsung Smartphone"

This thesis was conducted in order to fulfill one of requirement for an Undergraduate Degree in Management Department - Economics Faculty of Andalas University for getting a Bachelor degree. This thesis has been prepared as well as the capability of researcher.

The researcher realizes that this thesis cannot be finished without supported and helped from such parties who cannot be mentioned all. On this occurrence, I would like to express the gratitude to those who have supported, facilitated and encouraged me in life, especially in academics.

Researcher understands that this thesis still needs improvement due to few limitations. I therefore, it would gladly welcome suggestions and critics to improve its quality. Researcher hopes that this thesis will make valuable contribution to academicians, students and readers in general. Amin.

**Padang, May 20 th 2013**

**Researcher**

**ANNISA DWI KHAIRAT**

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# CHAPTER I

# INTRODUCTION

## 1.1 Backgorund of the Research

The rapid development of technology affects some areas in human life such as: lifestyle, attitude and event in telecommunication. Some areas of the world have enjoyed that development and high penetration of mobile telephone (Osman et al, 2012). Nowadays the system has been increase by following the development of technology. A part of everyday human life , such as; calling people, sending message, receiving emails, sharing picture and videos, and for social network also can be achieved by using one tools: it is a Smartphone.

Most of the mobile phones are addressed as 'Smartphone', because it offer more advanced computing power and connectivity than a contemporary mobile phone (Osman et al 2011). There has been increasing number of people who pursue new life style of working, communicating, and playing games through Smartphone to the extent of emerging consumer group who "stars a day with Smartphone and wraps up with Smartphone" (Lee, Kim and Choi, 2012).

Mobile phone, as mediator to help people in daily activities, which have complete feature and application that support to people easy to communication. So, company should create the marketing strategy that can be satisfied, their new defined target consumer that if the company wants to gain higher market share and bigger sales volume (Punpanic 2011).

Recently, customers in purchase products are smarter than before because there are much information that provided to them through media electronic such as, magazine, newspaper, and internet in order to give the information and find products based on customer needs and wants. Most large companies research consumer buying decisions in great detail to answer questions about what consumer buy, where they buy, how and how much they buy, when they buy, and why they buy (Kotler and Armstrong, 2003). Consumer is a person who desires, needs and requires marketing components in their capacity as buyer (Hamdi, 2006). Typically marketers are defined to have the ability to control the behaviors of customers, but actually they have neither power nor information for that.

Marketer may influence the customers buying behavior but they cannot control it. Because several individual is not an individual affect consumer behaviors. Motives, perceptions, attitudes, experiences, self concept, values can be considered as individuals factors. And individual factors can not be expressed as, culture, profession, family, reference groups.

Company should understand what the products that consumers want and need to fulfill the needed of them. Kotler and Armstrong (2003) stated that the marketer wants to understand how the stimuli are changed into responses inside the consumer black box, which has two parts. First, the buyer's characteristic influence how he or she perceives and reacts to stimuli. Second, the buyers decision process itself affects the buyer's behavior.

## 1.2 Problem Statements

Based on the background above, writer defines the problems as follow:

1. How does social factors influence on consumer buying behavior?
2. How does psychological factors influence on consumer buying behavior?

## 1.3 Objectives of the Research

Based on the research, there are some objectives that can be gained. The objectives of this research are:

1. To determine whether the social factors affect on consumer buying behavior
2. To determine whether the psychological factors on consumer buying behavior

## 1.4 Contributions of Research

This research can give contributions for the company management to examine about social factors, psychological factors and how it's impact on consumer buying behavior.

1. Understanding the variable that influence consumer buying behavior
2. Stregtent theory related to factors that influence on consumer buying behavior
3. The research result is useful to writers and the development of knowledge and could be material, especially in the field of management literature.
4. The result of the research is expected to be used as consideration for the next research in the same area or any area that related to the factors that influence consumer buying behavior

Marketing as a social and managerial process whereby individuals and group obtain what they need and want through creating and exchanging products and value with others. (Kotler and Armstrong, 2003). Kotler (2003) stated that marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses. The importance thing for company is to introduce the products to customers, so consumers know about the products.

Kotler (2003) explained that life style is a person's pattern of living in the world as expressed in activities, interests, and options. Life style is a keyword for customers to choose products that they will purchase because the nature of people, they don't want to look bad in front of another. Culture, society, psychological and personal will influence them to determine it.

Gartner is the world's leading information technology research and advisor company, the website deliver the technology related insight base on the result of Gartner research in November 2012, Samsung has 22.9% which is the biggest market share compare to others competitors, like Nokia 19.2% market share, Apple 5.5% market share and LG 3.3% market share. Because of that situation the researcher want to research about **"The Factors Influence Consumer Buying Behavior in Purchasing Samsung Smartphone".**

## 1.5 Scope of research

This research has a limited scope of analyses in term of the object scope of research. The limitation of this research on two variables, social factors and psychological factors and also the respondent in this research focused on general society in Padang area.

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# CHAP TER II

# REVIEW OF THE LITERATURE

This chapter describes the theory and concept related to the factors influencing consumer buying behavior such as social factors and psychological factors.

## 2.1 Consumer Behavior

Consumer behavior is the study how individuals, organizations or groups select, buy, used and disposed of goods, ideas, services and experiences to make the consumers feels satisfied not only for their needs but also they wants (Tan et al, 2009).

According to Kanuk and Schiffman (1994) the behavior that consumer display in searching for purchasing, evaluating, using and disposing of products and services that they expect will satisfy their needs. How individual make decisions to spend their available resources on consumption related items that's study of consumer behavior.

Mothersbaugh / Hawkins (2010) stated Consumer behavior is the study of individual, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Coney et al (2004) argue consumer behavior is study of individual, organization or groups and the processes they use to select, use, secure, service, experience, or ideas to satisfy need and impact that process have on the consumer and society. These view of consumer behavior largest than the traditional one, which focused much on the buyer and immediate attendance and consequences of the purchase process.

## 2.2 Consumer Buying Behavior

The consumer buying behavior is an important research area with direct impact on the marketing process of a firm. A firm's ability to establish and maintain satisfying exchange relationships requires an understanding of buying behavior. Buying behavior is the decision processes and acts of people involved in buying and using product Boonlertvanich (2009)

According to Keller and Kotler (2009) Consumer buying behavior influenced by social, personal, culture and psychological. Consumer buying behavior refers to the buying behavior of final consumers, individual or household who buy products or services for personal consumption (Armstrong and Kotler, 1997)

## 2.3 The Factors Influences Consumer Buying Behavior

### 2.3.1 Social Factors

Groups having a direct influence on a person are called membership groups, some membership groups are primary groups, such as friends, family,

neighbors and co-workers, with whom interacts fairly continuously and informally, people also belong to secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction. In social class can be through of as a continuum a range of social positions on which each member of society can be placed (Kotler, 2003)

2.3.1.1 Reference Group and Family

The individual family often is in the best position to influence his or her consumption decision, the family importance in this regard based on frequency of contact that the individual has with other family members, and the extend of family influence on establishing a wide range of value, attitude and behavior (Kanuk and Schiffman, 1994)

Environment would influence someone to purchase, because nobody can life alone and the important part of someone making decision to buy is family, because the family is a direct and indirect factors that influence on the person's attitude or behavior. Group and family is an important societal group in a culture, naturally having one or two people combine in a residence and they contribute principles, aim, and have long standing agreement to one another. An individual cannot be considering as one person he or she is in link to others (Noor and Khan, 2003)

Friends group are typically classified as informal groups, because they are usually unstructured and lack specific authority levels. In term relative influence, after an individual's family, his or her friends are most likely to influence the individual purchase decision (Kanuk and Schiffman, 1994)

Tan et al (2009) argue that social factors consumer behavior is influenced by social factors as reference group, social roles, family and status. They will be affecting for costumer to purchase product that base on above factors, because the environment will influence. The environment such as members of family and friends is the biggest part for determining and considering to choose products, because the tendency of customers will follow habitual and behavior in their environment.

2.3.1.3 Roles and Status

The role consists of the activities a person is expected to perform each role carries a status, a role consists of the activities a person is expected to perform. Each role carriers a status (Kotler, 2003).

### 2.3.2 Personal Factors

Personality is created by inner characteristics and by behavior. This makes a person unique. Personal characteristics influence the way how people behave. It is, however, difficult to find a reliable connection between the individual personality and the behavior type (Toufarová et al, 2008)

A buyer decisions are al so influenced by personal characteristics. Include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle, and personality and self concept. Age and stage in the life cycle influence people to buy goods and services over a lifetime (Kotler, 2003). Age, gender, life cycle will become consideration for someone to buy products, for example, it's impossible for man to purchase something that man does not need, e.g. High heels.

2.3.2.1 Occupation

Taste in products, services, and reaction are also age related. Occupation and economic, also influences consumption patterns. A blue-collar worker will buy work clothes, work shoes, and lunch boxes. A company president will buy expensive suits, air travel, and country club membership. Marketers try to identify the occupational groups that have above-average interest in their products and services. Lifestyle, people from the same subculture, social class, and occupation may lead quite different lifestyles. A lifestyle is a person's

pattern of living in the world as expressed in activities, interests, and opinions (Philip, 2003).

A person occupation also influences his or her consumption pattern. A blue collar worker will buy work clothes, work shoes, and bus transportation. A company director will buy expensive suits, air travel, and country club membership, and large car. Marketers try to identify the occupational person that has above-average interest in their products and services (Tan et al, 1996)

2.3.2.2 Economic circumstance

The Product choice is greatly affected by one's economic circumstances. People economic circumstances consist of their spendable income (its level, stability, and time pattern), saving and asset (include the percentage that is liquid) debts, borrowing power and attitude toward spending versus saving (Tan et al, 1996).

The product choice greatly affected by economic circumstances: spendable income such as level, stability, and time pattern. Saving assets, debts, borrowing power, and attitude toward spending and saving. Marketers of income-sensitive goods continuously monitor trends in personal income, saving, marketers of income, saving and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprise

their products so the company can continue to offer value to target costumers (Kotler, 2003)

2.3.2.3 Lifestyle

People coming from same subculture, social class, and occupation may lead quite different lifestyle. Lifestyle research examines the activities, interests, and opinions of consumer for segmentation and targeting purposes. Lifestyle also helps in developing effective marketing strategies (Tan et al, 1994).

The way of life is another factor that influences the consumer buying behavior, as a given garment is intended to a given life style. Consumers frequently choose certain kinds of products, services and activities since these are associated to a certain life style such as profession, quality, and price (Khemarangsan and Lerkpollakarn, 2012)

**2.3.3 Psychological Factors**

The person's in purchase product have five major influences psychological factors, such as; motivation, perception, learning, beliefs and attitudes. Motivation, a person has many needs any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, or discomfort (Kotler, 2003). Motivation, attitude, perception and learning will influence the customers in purchasing products. Psychological

factors include motivation, perception, knowledge, personality, lifestyle and skills (Touvarova et al, 2008)

2.3.3.1 Motivation

Kotler (2003) assumed that the psychological force shaping people behavior is largely unconscious, and that a person cannot fully understand his or her own motivations. A technique called laddering can be used to trace a person motivations from the stated instrumental ones to more the terminal ones. Then the marketer can decide at what level to develop the message and appeal. Motive means the inner driving force that orients human/consumers' activities towards meeting the needs or achievement of the definite aim. In every decision-making process several motives plays role (Toufarová et al, 2008)

2.3.3.2 Perception

Perception is defined as the direct process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. A stimulus is any unit of input to any of the senses. The stimuli itself include products, packages, advertisement, brand names and commercials (Kanuk and Schiffman, 1994). It can be described as "how see the world around us". Two individuals may be exposed to the same stimuli under the same

apparent conditions, but how each person recognizes, and interprets these stimuli is highly individual process based on each person needs, vales and expectations (Kanuk and Schifman, 2004)

According to Kotler (2003) perception is a process by which an individual selects, organizes, and interpret information inputs to create a meaningful picture of the world. Perception depends not only on the physical stimuli, but also on the stimuli relation to the surrounding field and on conditions within the individual.

2.3.3.3 Learning

Consumers learning the process by which individuals acquire the purchase and consumption knowledge and experience them apply to future related behavior. While someone learning is intentional, much learning is incidental. Basic element that contribute to an understanding of learning, motivation, cues, response and reinforcement (Kanuk and Schiffman, 1994). Learning describes changes in an individual behavior arising from experience (Kotler and Armstong, 2003)

2.3.3.4 Belief and Attitude

Beliefs and attitude someone in products that company produced is difference each other, because the consumer is difference taste to choice products. Attitude is predisposition learned to have a

consistency favorable or unfavorable way with respect to given object (Kanuk and Schiffman, 2007). Attitude is the last general evaluation of something. And will presented about consumer feel to the products, service and companies, attitude also explains how the company can be accepted in the marketplace (Farzana, 2012)

Someone belief of product because of the brand image of the product, an attitude describes a person enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea (Tan et al 1994)

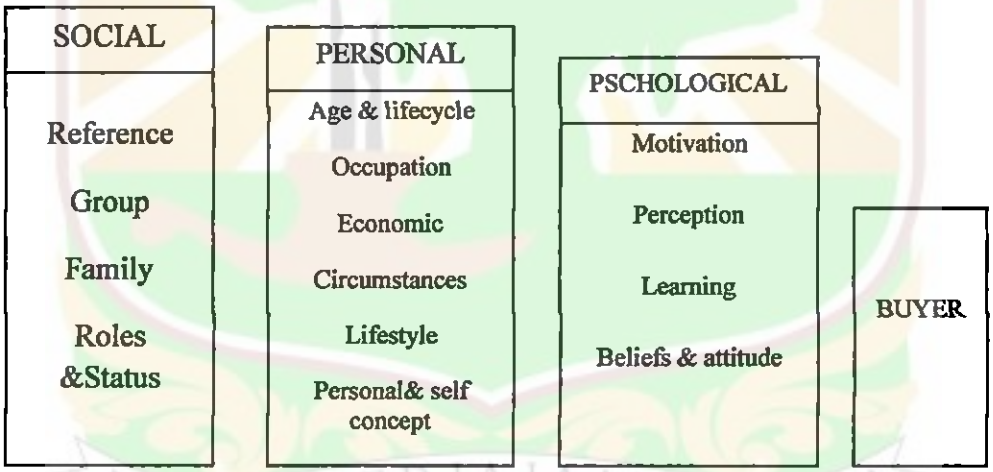


**Figure 2.1** Factors Influence Consumer Buyer Behavior (Tan et al, 1996)

## 2.4 Consumer Buying Process

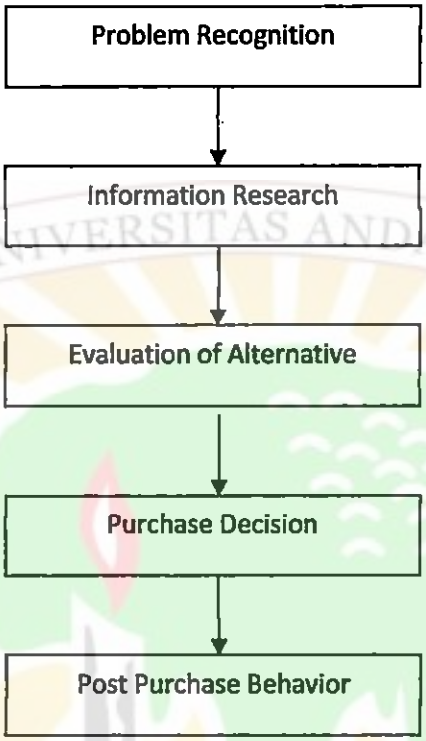


**Figure 2.2** Five-stage model of the consumer buying process (Kotler, 2003)

### 2.4.1 Problem Recognition

The first stage in consumer buying process is problem recognize and help them to making a decision. For these stage people must understand in well that they face in recently to purchase a product. There have two types of problem, which are need recognition and opportunity recognition. The decrease of consumer actual state quality is result in need recognition. In contrast, when quality of consumer ideas state increase, opportunity recognition can be appeared (Punpanich and Jin 2011)

Recognition of consumer behavior is necessary for developing effective marketing plans. Appropriate to marketing mix its more specific in target market requirement to recognition of consumer preferences and their decision making process ( Jafarzadeh et al, 2012)

According to Tan et al (1996) stated that 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 desire state. The need can be triggered by internal or external stimuli. In the former case, one of the people normal needs hunger, thirst; sex-rises to a threshold level and become a drive. From previous experience, the person has learned how to cope this drive and in motivated toward a class of objects that will satisfy the drive.

2.4.2 Information Research

For information research the consumer should be more selective about products that can be recommended by company, them can get more information by sales person, brochures, and environment also. At this level, a person simply becomes more receptive to information about product. (Tan et al, 2009)

According to Weitz and Levy (2004) customers can evaluate the alternatives by catalogue and visit the website by internet that customer's choice. Actually the information involve internet also provide that costumer's needs and the access of internet itself it's not really difficult. In information

search is the stage when consumers are searching for more knowledge in order to solve the recognized problem. To help make a decision, consumer will look for information from their environment (Punpanich and Jin 2011)

### 2.4.3 Evaluation of Alternatives

Evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form intention to buy the most preferred brand. (Tan et al, 2009). According to Punpanich and Jin (2011) consumers have to evaluate their available alternatives that they have received from the previous stage, information search. Since a great number of brands which are already in their mind.

(Kotler, 2003) argue that some basic concept will helps customer evaluation process; first, the consumer is trying to satisfy need. Second, solution that from products that can be alternatives the customers will look for certain benefits for the alternatives. Third, the customers see each product as a bundle of attributes with varying abilities for delivering the benefit sought to satisfy this need.

### 2.4.4 Purchase Decision

Decision making is the study of identifying and choosing alternatives based on the values and preferences of the decision maker. Making a decision implies that there are alternative choices to be considered, and in such a case we want not only to identify as many of these alternatives as possible but to choose the one that best fits with our goals, objectives, desires, values. (Fulop)

The strategic decision making process in that way must consistent with reality faced by practicing customer (Franco and Montibeller 2010)

### 2.4.5 Post-purchase Evaluation

Even though the buying decision has finished, consumer often still evaluate their decision. Because the costumers want to feel confident about their choices and to ensure that the product can solve their problems or satisfy their need. Stated (Punpanich and Jin 2011)

According Tan et al (1996), after purchasing product, the consumer will experience some level or satisfaction or dissatisfaction. The consumer will also engage in post-purchase actions and product uses of interest to the marketer. The marketer's job does not end when the product is bought but continues into the post-purchase period.

## 2.5 Previous Study

### 2.5.1 Relationship between Social Factors and Consumer Buying Behavior

The social factor dominantly is environment of costumers that will determine decision them in purchase products like reference groups, family and social roles and status (kotler, 2003). The research conducted by Wawrzyniak et al (2012) showed the Pearson's for correlation between social factors and customer behavior was positive, its mean that the variable increases in value. Reliability statistics showed 0.83 Cronbach's Alpha.

Research conducted by Yaakop and Mokhlis (2012) showed that personal recommendation, its mean that the environment is big factors that can influence someone to purchase products especially in mobile phone, beside on the product innovations features.

H1: There is a relationship between social factors and consumer buying behavior.

### 2.5.2 Relationship between Psychological and Consumer buying behavior

Research conducted by Durga (2010) showed the relationship motivation with the buying behavior of bottle water; assumed that there are positive perception someone has about something, the biggest motivation for used of product bottle water as healthy, safe , convenient, good available, reliable, refreshing, that really the best alternative for someone to drinks.

Research conducted by Jafarzadeh et al (2012) showed the article was aimed to studying impacts of psychological factors on consumer buying behavior. Statistical population of the study is Iranian chair stores at Kerman city and sample size is 171 of consumers that have been selected based on available sampling method. In order to collect data a questionnaire including 26 items has been used. This research has significant correlation between psychological factors and consumer buying behavior.

Research conducted by Farzana (2012) showed the needs motivate people to use laptop most are associated with their day today purposes (office or class assignment, internet) they consider battery lifetime as important feature while satisfying those purposes. And the additional, family is the most significant role in constructing their attitude.

H2: there is a relationship between psychological factors and consumer buying behavior.

## 2.6 Theoretical framework

Based on literature review, the researcher will examine the relationship social factors and psychological factors on consumer buying behavior. The research hypotheses will be described in conceptual model:

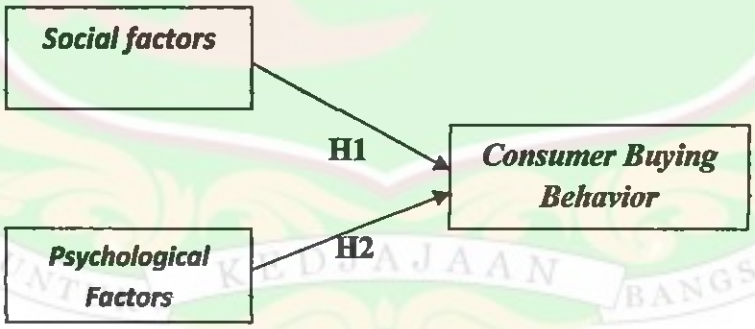


**Figure. 2.3** Theoritical Framework

# CHAPTER III

# RESEARCH METHODOLOGY

## 3.1 Design of the Research

The type of this research is quantitative research. For quantitative method, primary and secondary data collection is need. This type of this research has been chosen because researcher wants to know correlation between social factors and psychological factors on consumer buying behavior. The current study is purposed to test the hypotheses. Hypotheses testing study that explain the nature of certain relationship, or establish the differences among groups or the independent of two factors in a situation (Sekaran, 2003)

## 3.2 Research Object

The research object is general society that used products of Samsung Smartphone, as we know the criteria that user Samsung Smartphone by applications that user used such as have android, wifi and also world document.

### 3.2.1 Population

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). The population of general society that used Samsung Smartphone, the recherché take respondent is the people has personal income and students also, it's will help the researcher to identify how social and psychological factors influence

costumer buying behavior in purchase Samsung Smartphone product, The population unknown. So the researchers used the total variable (dependent and independent variable) X 10 (that's minimum total sample) Sugiyono (2009)

3.2.2 Sample

Sample is a subset of the population. It comprises some members selected from it. This research is identifying the general society that used Samsung Smartphone, and because of the populations that user Samsung Smartphone can't be identify the researchers used the total of variable involved dependent and independent variable times 10. This is minimum total questionnaire that a researcher distributes is 4 x 10 = 40 (Susgiyono, 2009).

The sample technique in this research is convenience sampling with non probability method. A convenience sampling design of the research is used to obtain information from specific target groups and conveniently available to provided it

3.2.3 Location

The location of this current research is in everywhere that researcher find the user of Samsung Smartphone and also must fulfill the criteria that researchers needs such as Samsung That respondent used must have wifi, android and also have world document.

## 3.3 Data

Data is one of the most important and vital aspect of any research studies, it will help the researcher to show and the research can be responsible because they have a data as fact that can't complaint from others people.

### 3.3.1 Types of Data

Data used in this study is quantitative data. Quantitative data is a numerical measurement expressed not by means of a natural language description, but rather in terms of numbers. Quantitative data always are associated with a scale measure.

### 3.3.2 Sources of Data

Sources of data are divided into two categories: (Sekaran, 2003), there are primary data and secondary data. This research uses primary data which refer to information obtained firsthand by the researcher on the variable of interest for the specific purpose of the study. The primary data of this current research is obtained from the questionnaire.

### 3.3.3 Data Collection Method

Questionnaire is method that researcher used to collect the data, delivered to the respondent by using personally administered questionnaires where the researcher can collect all the completed responses within a short period of time. The researcher is also afforded the opportunity to introduce the

research topic and motivate the respondents to offer their frank answer (Sekaran, 2003).

### 3.4 Research Variables

Variable is anything that can take on differing or varying values. Variables used for this research are Factors that Influence Consumer Buying Behavior in Purchase Samsung Smartphone.

3.4.1. Dependent variable. According to Sekaran (2003) Dependent variable is result variable that contain at least one causal, in another words dependent variable influence independent variable. And the researcher variable is Costumer Buying Behaviour.

3.4.2. Independent variable. According to sekaran (2003) Independent variable is variable that only as predicted at causal for construction or variable in this research. Independent variable is the variable that influences the dependent variable in either a positive or negative way. In this research independent variable are Social factors, Personal factors and psychological factors.

### 3.5 Operational Definitions

Operational definition defines a concept solely in terms of the operations (or methods) used to produce and measure it. For example, we might operationally define "social capital" using a paper-and-pencil questionnaire designed to measure indicators of social capital such as number of partners a company has, the reputation a company enjoys, and the position of a company in its industry.

Operational definition is a process for identification of an object by distinguishing it from its background of empirical experience. In this research the operational definition refer on the variables measurement and items of each variable. Operation definition describes the definition of each variable in this research. Operational definition is a concept to render measurable by looking at the behavior dimension, aspect or properties denote by the concept. These are consisting of observable and measurable (Sekaran, 2003) there are two independent variables: Social Factors and Psychological Factors. And one dependent variable is Consumer Buying Behavior.

**Table 3.1 Operational Definition**

| Variable | Definition | Indicator | Source |
|---|---|---|---|
| Social Factors | is the environment that costumers has to influence them purchase products/services, in other words consumer buying behavior is influenced by such social factors, as references groups, family, social roles and status of costumers also determine it (Kotler, 2003). | a. Images<br>b. Reward<br>c. symbolic successful<br>d. Social status | Items (5-point likert's scale)<br><br>(Ling Gao, 2009) |
| Psychological Factors | a person buying choices are influenced by four major psychological factors such as: motivation that costumer have to choice the products, perception of costumer mind to choice of products, learning by environment experience or personal | 1. Belief<br>2. Perceptions | Items (9-point likert's scale)<br><br>(Durga, 2010) |

| | | | |
|---|---|---|---|
| | experiences to choice the products, beliefs and attitude that costumers have to choice of product (Kotler, 2003). | | |
| Consumer Buying Behavior | Refers to the buying behavior of final consumers, individual or household who buy products or services for personal consumption (Armstrong & Kotler, 1997) | 1. Quality<br>2. Brand<br>3. Price<br>4. Promotion | Items (5-point likert's scale)<br><br>(Durga, 2010) |

**3.6 Data Analysis Method**

3.6.1 Testing of Validity

Validity of the measuring instrument itself is when a set of questions is asked (i.e., develop a measuring instrument) with the hope that it is tapping the concept, the way researcher can be reasonably certain that the researchers are indeed measuring the concept settled out to do and not something else can be determined by applying certain validity tests (Sekaran, 2003).

Validity test uses SPSS 16.00 application program. The item of each variables tested by factor analysis with factor loading. Hair et al. (1998), factor loading greater than ±0.3 are considered to meet the minimal level, loading value of ± 0.40 are considered more important, and if the loading are ±0.50 or greater, they considered practically significant.

### 3.6.2 Testing of Reliability

It is important to make sure that the instrument that we develop to measure a particular concept is indeed accurately measuring the variable, and that in fact, we are actually measuring the concept that we set out to measure (Sekaran, 2003).

The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. In other words, the reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the "goodness" of a measure (Sekaran, 2003).

Internal reliability testing is purposed to see how well the items measuring a concept hang together as a set. *Cronbach's Alpha* is a reliability coefficients indicates how well the item in a set are positively correlated to one another. The answer consistency showed by the degree of *Cronbach's Alphas.* It should be noted that reliability is necessary but not sufficient condition of the test of goodness of a measure. The answer consistency showed by the degree of *Cronbach's Alphas.* According to Wibowo (2012) if the value cross alpha < 0.2 its mean very law reliable, if the range 0.2-0.399 its mean low reliable, if the range 0.4-0.599 that average, the last of range 0.8-1 very high.

### 3.6.3 Testing of Normality

Normality test aims to test whether the regression model, independent variables and the dependent variable, both are normality distributed or not. In this research, for normality test can be used the kolmogrov Smirnov test (Ghozali, 2001) whereby if the sign value > 0.05, then it can be concluded that the data variables were tested with the normality distributed. Normality test used SPSS 16.0 program.

### 3.6.4 Hypothesis Testing

Multiple regression analysis according to sekaran (2003) multiple regression means correlation r indicates the strength of relationship between two variables, it give as no idea of how much of the variance will be explain when several independent variable are theorized to simultaneously influence it.

General form of multiple regression analysis is:

$$Y = a + b1\ X1 + b2\ X2 + e$$

Where:

Y= consumer buying behavior

X1= independent variable (social factors)

X2= independent variable (psychological factors)

a= Constanta

b1= Coefficient of regression independent variable

b2= Coefficient of regression independent variable

e= Error term

# CHAPTER IV

# ANALYSIS AND RESULT

## 4.1 Survey Results

The Questionnaire had distributed to general society that used Samsung Smartphone actually the user of Samsung Smartphone itself. The questionnaire was direct distributed for respondent. And total questionnaire from 120 questionnaire and table the explanation is:

**Table 4.1 Survey Result**

| Survey | Number of Questionnaire |
|---|---|
| Distributed | 120 |
| Returned | 114 |
| Returned blank or missing | 4 |
| Not Returned | 6 |
| Analyzed | 110 |

The total of questionnaire that researcher distribute 120, and return 114 questionnaire, not complete 4 questionnaire, 6 questionnaire is not return, and 110 return in complete. So the researcher can be analyzing from 110 questionnaires that already return in complete.

## 4.2 Characteristic of Respondents

**Table 4.2 Characteristic of Respondents**

| Demographic | | Frequency | Percent |
|---|---|---|---|
| **Gender** | Male | 68 | 61.8 |
| | Female | 42 | 38.2 |
| | **Total** | **110** | **100** |
| **Age** | 16-25 | 79 | 71.8 |
| | 26-34 | 11 | 10 |
| | 35-44 | 16 | 14.5 |
| | >45 | 4 | 3.6 |
| | **Total** | **110** | **100** |
| **Education** | Senior High School | 15 | 13.6 |
| | Diploma | 17 | 25.5 |
| | Bachelor | 67 | 60.9 |
| | Magister | 11 | 10 |
| | Total | 110 | 100 |
| **Income/ Allowances** | Less than 2.5 million | 78 | 70.9 |
| | More than 2.5 million | 32 | 29.1 |
| | **Total** | **110** | **100** |
| **Occupations** | Civil Servants | 25 | 22.7 |
| | Private Employees | 15 | 13.6 |
| | Students | 55 | 50 |
| | Others | 15 | 13.6 |
| | **Total** | **110** | **100** |

*Source: processed from questionnaire by SPSS*

The highest percentage of respondent sex female is 68 frequencies the total percentage is 61.8 percent, meanwhile the total of male respondent sex male is 42 frequencies and total percentage is 38.2 percent.

The higher percentage of respondent age is 16-25 year old (71.8%) from the total of 110 respondents. The youngest respondents are in the age around 16-25 and older respondent the age is more than 45 year old. And the lowest percentage

respondents based on age around more than 45 year old (3.6 percent). The others around 26-34 year old (10 percent), and the last 35-44 year old (14.5 percent)

The higher percentage of respondent's education is bachelor. Form 110 the total respondents, 60.9 % from bachelor respondent and also frequency is 67. The second is diploma the frequency is 17 by respondent 25.5 %, the third is senior high school 15 frequency (13.6%) and the lowest percentage by magister 11 frequency (10%)

The higher percentage of respondent base on income/ money pocket, 70.5 % with 78 frequencies and the income/ money pocket more than 2.5 million, the percentage is 29.1 % and frequencies 32 respondents. The others respondent's characteristics 1-2.5 million income/money pocket the total frequency is 39 and percentage is 35.5 %, the respondents 2.5- 5 million the total frequency of respondent 18.2 % and also 5-7.5 million income/money pocket 9 frequency and 8.2 %.

The higher percentage characteristic of respondent base on occupation is students, the percentage is 50 % and the lowest percentage is private employees and others the percentages are 13.6 % and similar of total frequency is 15. The others respondents characteristics based on occupation civil servants is the second big of frequency 25 and the percentage is 22.7%.

### 4.3 Description of Questionnaire Items on each Variable

The description from each item that get from field survey is demonstrated in the following sections. Score of each item reflect the level of distributive justice overall respondent for each item. The items are measured using 5 point likert's scale. Higher mean score so the more positive respond of the respondent.

**Table 4.3 Responses of Respondents on Social Factors**

| No | Items | Mean |
|---|---|---|
| 1 | Samsung Smartphone can help enhance one's images | 3.24 |
| 2 | Samsung Smartphone is a reward for effort and achievement | 3.05 |
| 3 | Samsung Smartphone is a symbol of successful | 2.98 |
| 4 | Samsung Smartphone reflect are affluent lifestyle | 3.26 |
| 5 | Samsung Smartphone describe social status | 3.45 |

*Source: processed from questionnaire by SPSS*

The result on table 4.3 shows that the highest respondent answers in 4 items (3.45) its mean that Samsung Smartphone describes social status. And the lowest respondents answer in 3 items (2.98) its mean that Samsung Smartphone is not a symbol of successful.

The others report like statement Samsung Smartphone can help enhance one image the mean is 3.24. the second statement Samsung Smartphone is a reward for effort and achievement have mean 3.05 and the last one is statement Samsung Smartphone reflect are affluence lifestyle is 3.26

**Table 4.4 Responses of Respondents on Psychological Factors**

| No | Items | Mean |
|---|---|---|
| 1 | Samsung Smartphone has high quality standards | 3.65 |
| 2 | Samsung Smartphone has complete applications | 3.95 |
| 3 | Samsung Smartphone is a good alternative to communicate | 3.90 |
| 4 | I am satisfied with Samsung Smartphone product | 4.01 |
| 5 | Samsung Smartphone is convenient product | 3.89 |
| 6 | Samsung Smartphone is socially accepted | 3.85 |
| 7 | Samsung Smartphone is a commercial business | 3.94 |
| 8 | Samsung Smartphone is relative cheap | 3.77 |
| 9 | The quality of Samsung Smartphone is not doubt | 3.81 |

*Source: processed from questionnaire by SPSS*

The result on table 4.4 show that the highest respondents answer in 4 items (4.01), its mean that Samsung Smartphone make the user satisfied with the products. And the lowest respondents answer in 1 items Samsung Smartphone has high quality standards (3.65)

The others statement like statement number 2Samsung Smartphone has complete application have mean 3.95, statement number 3Samsung Smartphone is good alternative to communicate the total mean is 3.90, statement number 5 Samsung Smartphone is convenience product have mean 3.89, statement number 6 Samsung Smartphone is social accepted the value of mean is 3.85, the 7 statement Samsung Smartphone is commercial business have mean 3.9. 4the 8 statement Samsung Smartphone is relative cheap the mean value is 3.77 and the statement the quality of Samsung Smartphone is not doubt have mean 3.81.

**Table 4.5 Responses of Respondents on Consumer Buying Behaviour**

| No | Items | Mean |
|---|---|---|
| 1 | Brand influence me in purchase Samsung Smartphone | 3.69 |
| 2 | Price influence me in purchase Samsung Smartphone | 3.90 |
| 3 | Quality influence me in purchase Samsung Smartphone | 4.13 |
| 4 | Promotion influence me in purchase Samsung Smartphone | 3.31 |
| 5 | Feature influence me in purchase Samsung Smartphone | 4.15 |

*Source: processed from questionnaire by SPSS*

The result on table 4.5 show that the highest respondents answer in 5 items (4.15) its mean that feature influence someone in purchase Samsung Smartphone, and the lowest respondents answer in 4 item (3.31) promotion influence someone in purchase Samsung Smartphone.

The statement number 1 brand influence customer in purchase products have mean 3.69, the second statement price influence customer in purchase Samsung Smartphone have mean 3.90, and the last is statement number 3 quality influence customer in purchase Samsung Smartphone have mean 4.13.

**4.4 Data Analysis**

There are three variables in this research are measure by multiple items: social factors (SF) (5 items), psychological factors (PSF) (9 items) and customer buying behaviour (CBB) (5 items).

4.4.1 Testing of Validity

**Table 4.6 Validity Test of Social Factors (SF)**

| Variable | Items | Factor Loading | Validity |
|---|---|---|---|
| Social Factors (SF) | SF 1 | 0.773 | All items are valid |
| | SF 2 | 0.849 | |
| | SF 3 | 0.841 | |
| | SF 4 | 0.735 | |
| | SF 5 | 0.707 | |

*Source: processed from questionnaire by SPSS*

From table 4.6 above it can be summarize that the 5 items of social factors are valid with factor loading greater than 0.5 the higher factor loading in 2 item on social factors (0.849) and the lowest factor loading in 5 item on social factors (0.707)

**Table 4.7 Validity Test of Psychological Factors (PSF)**

| Variable | Items | Factor Loading | Validity |
|---|---|---|---|
| Psychological Factors (PSF) | PSF 1 | .690 | There is 1 item not valid |
| | PSF 2 | .770 | |
| | PSF 3 | .725 | |
| | PSF 4 | .743 | |
| | PSF 5 | .744 | |
| | PSF 6 | .693 | |
| | PSF 7 | .666 | |
| | PSF 9 | .709 | |

*Source: processed from questionnaire by SPSS*

From table 4.7 there is 1 item of psychological factor not valid in item no 8 with factor loading 0.324 (0.324 < 0.50), so the item deleted.

**Table 4.8 Validity Test of Consumer Buying Behaviour (CBB)**

| Variable | Items | Factor Loading | Validity |
|---|---|---|---|
| Customer Buying Behaviour (CBB) | CBB 1 | .789 | There is 1 item not valid |
| | CBB 2 | .729 | |
| | CBB 3 | .770 | |
| | CBB 5 | .626 | |

*Source: processed from questionnaire by SPSS*

From table 4.8 above there is 1 item of consumer buying behaviour not valid in item no 4 with factor loading 0.442 (0.442 <0.50), so item deleted.

4.4.2 Testing of Reliability

Reliability of data was assessed using Cronbach alpha test is the instruments which able to explain the symptom of group. To determinee reliability, reliability from each statement processed by using computer program SPSS 15 for windows with Cronbach alpha formula. According to Wibowo (2012)

**Table 4.9 Reliability Test of Variable**

| Variables | Cronbach's Alpha | Item | Reliability |
|---|---|---|---|
| Social Factors (SF) | 0.841 | 5 | Very High |
| Psychological Factors (PSF) | 0.863 | 9 | Very High |
| Customer Buying Behavior (CBB) | 0.729 | 5 | High |

*Source: processed from questionnaire by SPSS*

The result of reliability test in table 4.9 indicates that the cronbach's alpha for every variable is reliable. So, all the instruments are reliable and can use for further research. The value of cronbach's alpha in social factors variable is 0.841 that have 5 items of questionnaire involve very high reliability, psychological factors cronbach's alpha is 0.863 the total item is 9 items very high reliable, and the last variable is customer buying behaviour have 5 items with cronbach alpha is 0.729 and include high reliable.

### 4.4.3 Testing of Normality

Normality test aims to test whether the regression model, independent variables and dependent variable, both are normally distributed or not. Normality test can be used the Kolmogrov Smirnov test, whereby if the significant value > 0.05, then it can be concluded that the data variables were tested with normality distributed (Ghozali, 2001)

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**Table 4.10 Testing of Normality**

One-Sample Kolmogorov-Smirnov Test

| | | Standardized Residual |
|---|---|---|
| N | | 110 |
| Normal Parameters[a] | Mean | .0000000 |
| | Std. Deviation | .37869450 |
| Most Extreme Differences | Absolute | .036 |
| | Positive | .029 |
| | Negative | -.036 |
| Kolmogorov-Smirnov Z | | .373 |
| Asymp. Sig. (2-tailed) | | .999 |

a. Test distribution is Normal.

*Source: processed from questionnaire by SPSS*

Based on kormogrov smirnov test result show that the value Asymp. Sig. (2-tailed) is 0.999 its mean greater than 0.05 therefore data are show normally. Distribute.

## 4.5 Hypotheses Testing

### 4.5.1 T-test

**Table 4.11**

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.076 | 1.571 | | 3.230 | .002 |
| | TOTAL_SF | .131 | .059 | .184 | 2.232 | .028 |
| | TOTAL_PSF | .345 | .051 | .557 | 6.768 | .000 |

a. Dependent Variable: TOTAL_CBB

*Source: processed from questionnaire by SPSS*

The parameters that used in T-test in this research are with compare between significant values with the standard significant 0.05. Form the result data processing, it can state that:

**H-1: There is positive relationship between social factors and consumer buying behavior**

From the table 4.11 showed that the T-statistic > T-table (2.232 > 1.614) and significant value 0.05 (0.028 < 0.05) its mean the social factors has positive relationship on consumer buying behavior.

**H-2: There is positive relationship between psychological factors and consumer buying behavior**

From the table 4.11 showed that the T-statistic > T-table (6.768 > 1.614) and significant value 0.05 (0.000 < 0.05) its mean the psychological factors has positive relationship on consumer buying behavior.

1. the significant value of X1 (variable of social factors) is 0.028 where the result is smaller than 0.05 (0.028 < 0.05) and value is positive, its mean that social factors has significant influence on consumer buying behavior
2. The significant value of X2 (variable of psychological factors) is 0.000 where the result is smaller than 0.05 (0.000 < 0.05) and value is positive, its mean psychological factors has significant influence on consumer buying behavior.

Based on T-test X1(variable of social factors) and X2(variable of psychological factors) have significant influence on Y (consumer buying behavior). Based on table 4.11 we can make and analysis of regression that happed with looked column of coefficient, this is a multiple regression for this research:

$$Y = 5.076 + 0.131\ X1 + 0.345\ X2 + e$$

Means:

1. Constanta has the value is 5.076, it show if X1 (social factors) , X2 (psychological factors) have the value is 0, so Y(consumer buying behavior) has a value is 5.076.
2. Variable X1(social factors) has the value coefficient regression is 0.131, its mean if the value others independent variable is not change or constant so every increase 1 point on 1% variable of social factors will increasing value of consumer buying behavior about 0.131. Coefficient variable X1 (social factor) has a positive value, its mean there is a positive relationship between X1(social factors) and Y (consumer buying behavior). If the value of the social factors is increasing so value of consumer buying behavior also increase.
3. Variable X2(psychological factors) has the value coefficient regression is 0.000, its mean if the value others independent variable is not change or constant so every increase 1 point or 1 % variable of psychological factors will increasing value of consumer buying behavior about 0.000. Variable coefficient variable X1 (social factor) has a positive value, its mean there is a positive relationship between X1(social factors) and Y (consumer buying behavior). If the value of the social factors is increasing so value of consumer buying behavior also increase.

4.5.2 Coefficient of determination ($R^2$/Adjusted $R^2$)

The value of coefficient of determination of $R^2$ used to measure model ability to explain variation of dependent variable. The value of $R^2$ is between 0 and 1. The small value of $R^2$ its mean that the ability of the independent variable to explain dependent variable is limited. Coefficient of determination used to measure how big percentage of independent variable influence dependent variable. From the result of calculation

**Table 4.12 Coefficient on determination ($R^2$)**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .664[a] | .441 | .431 | 1.91735 |

a. Predictors: (Constant), TOTAL_PSF, TOTAL_SF

b. Dependent Variable: TOTAL_CBB

*Source: processed from questionnaire by SPSS*

We can see value of R square is 0.441, its mean the percentage of variable X1 (social factor), X2 (psychological factors) are regression model is 44,1% or variety of variable Y (consumer buying behavior) can explained by variety of variable X1 (social factors) and X2 (psychological factors) is 44.1% and 55.9% explained by others variable that not input in this research.

For adjusted $R^2$ used for scoring coefficient of determination, if regression model that used in research have two independent variables. In this research, independent variable consist of two variable, there are variable X1 (social factors) and X2 (psychological factors), so we can use adjusted $R^2$. Adjusted $R^2$ is 0.431 its mean the percentage variable of X1 (social factors) and X2 (psychological factors) are regression model is 43.1% or variety of variable Y (consumer buying behavior) can explain by variety of variable X1( social factors) and X2 (psychological factors) are 43.1% and about 56.9% explained by others factors that not input in this research.

**4.6 Discussion of the Result Findings**

Based on analysis with SPSS program the result of this research about the factors influence on consumer buying behavior in purchasing of Samsung Smartphone are:

1. According to T-test all of variable in this research have a significant influence on consumer buying behavior in purchasing Samsung Smartphone, the first variable is social factors. In T-test variable social factors has significant value of T-test 0.028 its mean significant value of T-test is smaller than 0.05 (0.028 < 0.05). Second variable is psychological factors in T-test variable of psychological factors has significant value of T-test is 0.000. its mean significant value of T-test is smaller than 0.05 (0.000 < 0.05).
2. According multiple regression analysis, the independent variable has positive value. First variable is social factors. Social factors has a value is 0.131 its mean, there is positive relationship between X1 (social factors) and Y

(consumer buying behavior) its mean if the value of social factor increase so the consumer buying behavior also increase. Second variable is psychological factors has a value is 0.345 its mean, there is positive relationship between X2 (psychological factors) and Y (consumer buying behavior).

3. According to adjusted $R^2$ value of adjusted $R^2$ is 0.431 its mean the percentage variable X1 and X2 in regression model are 43.1% or variety of variable Y can be explained by variety X1 and X2 are 43.1% and 56.9 % explained by others variable not input in this research.

According to The social factor dominantly is environment of costumers that will determine decision them in purchase products like reference groups, family and social roles and status (kotler, 2003). The research conducted by Wawrzyniak et al (2012) showed the Pearson's for correlation between social factors and customer behavior was positive, its mean that the variable increases in value. Reliability statistics showed 0.83 Cronbach's Alpha. The authors found Pearson's correlation coefficients between the variables associated with questions answered on likert scale such as social factors, psychological factors, marketing mix and customer buying behavior shown the Pearson's correlation between each factors and consumer behavior was positive.

Research conducted by Yaakop and Mokhlis (2012) showed that personal recommendation, its mean that the environment is big factors that can influence someone to purchase products especially in mobile phone, beside on the product innovations features.

4.5.2 Psychological Factors and Customer Buying Behavior

Research conducted by Durga (2010) showed the relationship motivation with the buying behavior of bottle water; assumed that there are positive perception someone has about something, the biggest motivation for used of product bottle water as healthy, safe , convenient, good available, reliable, refreshing, that really the best alternative for someone to drinks.

From the two psychological factors which are investigated, one shows a relationship with the buying behavior of bottled water: perception. It is assumed that the more positive perception someone has about something, the bigger the motivation to use the product. Consumers describe bottled water as safe, healthy, reliable, convenient, and good available, refreshing, and socially accepted and a good alternative to other drinks. In comparison to tap water, they perceive bottled water as healthier, safer and most of all: higher qualified. Since there is no absolute proof (yet) that bottled water is better than tap water in any aspect(s), this perception of bottled water is the result of heavy - and even misleading - advertising. Marketers promote bottled water as a product of high(er) quality standards (in comparison to tap water). Therefore, it is attractive for consumers to use. As consumers are sensitive to this information, the bottled water business keeps growing. Durga (2010)

The other factor, beliefs, does not show a relationship with the buying behavior. Although the overall beliefs of bottled water are relatively good, this factor is not related to the buying behavior. It can be stated that that there is a relationship to a small extent between psychological factors and bottled water buying behavior and significant correlations.

Research conducted by Jafarzadeh et al (2012) showed the article was aimed to studying impacts of psychological factors on consumer buying behavior. Statistical population of the study is Iranian chair stores at Kerman city and sample size is 171 of consumers that have been selected based on available sampling method. In order to collect data a questionnaire including 26 items has been used. The result indicate that awareness of quality , awareness price, innovative characteristics, diversity, loyalty to store, and planning influence consumer buying behavior and so the variable have direct and significant relationship with consumer buying behavior.

Research conducted by Farzana (2012) showed the needs motivate people to use laptop most are associated with their day today purposes (office or class assignment, internet) they consider battery lifetime as important feature while satisfying those purposes. And the additional, family is the most significant role in constructing their attitude

Research conducted by Wawrzyniak et al (2012) has the conclusion that psychological factors strongly affected behavior. Psychological factors ($\beta$=0.43) influence consumer buying behavior.

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# CHAPTER V

# CONCLUSION, LIMITATIONS, RECOMMENDATIONS, AND IMPLICATIONS OF RESEARCH

## 5.1 Concussion

This research is obtained to aim the relationship among the social factors and psychological factors that influence on consumer buying behavior. And to find whether there is positive relationship each others. Based on review of literature and review of previous studies, this research has developed two hypotheses. The analysis result as follow:

1. Social factors measure by 5 dimensions there are images, reward, symbolic successful and social status. Based on the result there is positive relationship between social factors on consumer buying behavior, and based on the descriptive result the dominant of social factors is social status with mean 3.45 its mean that if someone have higher social status will be influence them to purchase Samsung Smartphone.
2. The psychological factor measured by two dimensions is perception and believe. Based on the result there is positive relationship between psychological factors on consumer buying behavior, and based on the descriptive result the dominant of psychological factors is perception with the mean 3.94 its mean that if someone have the positive perception in Samsung Smartphone that will be influence them to purchase the products.

## 5.2 Limitation of Research

Researcher found some limitations when conducted this research some of limitation are as follow:

1. This research has small size limited of respondent
2. Focused on Samsung Smartphone products
3. This research just used two independent variable (social factors and psychological factors)
4. Responses to the questionnaire may influence by individual mood and by environmental condition in setting at the time of questionnaire are complete.

## 5.3 Recommendation of Research

Researcher found some recommendation of this research as follow:

1. For the next research hopefully could increase the sample of research to get more accurate data
2. For the next research not only focused on Samsung Smartphone but also a compare with others Smartphone, so the researcher can compare the result
3. For the next research used more independent variable such as personal factors and culture factors

## 5.4 Implication of Research

The research provides several implications for improvement of understanding the relationship among social factors and psychological factors on consumer buying behavior in purchasing Samsung Smartphone.

The result has shown the social factors influence on consumer buying behavior and also showed that dominant social factors is social status. Social status of people will determine them to purchase the products based on brand that they well known and also have the higher quality also. If someone has the higher social status it will be tend to purchase Smartphone that has high quality such as Samsung Smartphone.

Research also showed psychological factors influence on consumer buying behavior and also showed that dominant psychological factors is perception. It mean that the higher someone perception on products it can be more intention for them to purchase the products such as Samsung Smartphone.

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**APPENDIX A**

**QUESTIONNAIRE RESEARCH**

**The Factors Influence Consumer Buying Behavior in Purchasing Samsung Smartphone**

Padang, March 2013

Researcher

Annisa Dwi Khairat

**MANAGEMENT DEPARTMENT**

**ECONOMIC FACULTY**

**ANDALAS UNIVERSITY**

**2013**

**Dear Respondents,**

At this time we are conducting research about the factors influence costumer buying behavior in purchase Samsung Smartphone. This study conducted only for scientific purposes and for the development of science in the field of marketing management.

We are looking for your participation to the running well of this research. For your participation, we thank you. Hopefully this research was useful for us all.

Padang, March 2013

Researcher

Annisa Dwi Khairat

Management of International Program

Economic Faculty

Andalas University

2013

**Instructions:**
Choose the best answer by (√)

**Respondent Information**

1. Gender

   1 ☐ Female  2 ☐ Male

2. Age

   1 ☐ 15-25  2 ☐ 26-34

   3 ☐ 35-44  4 ☐ >45

3. Education

   1 ☐ Senior High school  2 ☐ Students

   3 ☐ Bachelor  4 ☐ Master+

4. Income/ Money pocket

   1 ☐ < 2.5 million  2 ☐ >2.5 million

5. Occupations

   1 ☐ Civil Servants  2 ☐ Private Employees

   3 ☐ Students  4 ☐ Others

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| No | Social factors | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
|---|---|---|---|---|---|---|
| 6 | Purchasing Samsung Smartphone can help enhance one's images | | | | | |
| 7 | Purchasing Samsung Smartphone is a reward for effort and achievement | | | | | |
| 8 | Using Samsung Smartphone is a symbol of successful people | | | | | |
| 9 | Using Samsung Smartphone reflect are affluent lifestyle | | | | | |
| 10 | Samsung Smartphone describe social status | | | | | |

| No | Psychological factors | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
|---|---|---|---|---|---|---|
| 11 | Samsung Smartphone has high quality standards | | | | | |
| 12 | Samsung Smartphone has complete applications | | | | | |
| 13 | Samsung Smartphone is a good alternative to communicate | | | | | |
| 14 | I am satisfied with Samsung Smartphone product | | | | | |
| 15 | Samsung Smartphone is convenient product | | | | | |
| 16 | Using Samsung Smartphone is socially accepted | | | | | |
| 17 | Samsung Smartphone is a commercial business | | | | | |
| 18 | Samsung Smartphone is relative cheap | | | | | |
| 19 | The quality of Samsung Smartphone is reliable | | | | | |

| No | Psychological factors | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
|---|---|---|---|---|---|---|
| 20 | Brands influence me in purchase Samsung Smartphone | | | | | |
| 21 | Price influence me in purchase Samsung Smartphone | | | | | |
| 22 | Quality influence me in purchase Samsung Smartphone | | | | | |
| 23 | Promotions influence me in purchase Samsung Smartphone | | | | | |
| 24 | Feature influence me in purchase Samsung Smartphone | | | | | |

THANK YOU FOR THE TIMES ^.^

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**APPENDIX B**

**KUESIONER PENELITIAN**

**Faktor- Faktor yang Mempengaruhi Perilaku Membeli Konsumen dalam Pembelian Smartphone Samsung**

Padang, Maret 2013

Peneliti

Annisa Dwi Khairat

**JURUSAN MANAGEMENT**

**FAKULTAS EKONOMI**

**UNIVERSITAS ANDALAS**

**2013**

**Responden yang terhormat,**

Pada saat ini, kami sedang melakukan penelitian tentang faktor-faktor yang mempengaruhi perilaku membeli konsumen dalam pembelian Smartphone Samsung. Penelitian ini hanya untuk tujuan ilmiah dan pengembangan ilmu di bidang Managemen pemasaran.

Kami sangat mengharapkan partisipasi Anda demi kelancaran penelitian ini. Atas partisipasi Anda, kami ucapkan terimakasih. Semoga penelitian ini berguna untuk kita semua.

Padang, Maret 2013

Peneliti

Annisa Dwi Khairat

Management of International Program

Economic Faculty

Andalas University

2013

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**Faktor- Faktor yang Mempengaruhi Perilaku Membeli Konsumen dalam Pembelian Smartphone Samsung**

**Instruksi:**
*Berikan tanda (√) pada satu dari pilihan jawaban yang tersedia*

**Faktor personal**

1. Jenis kelamin

   1 ☐ Perempuan  2 ☐ Laki-Laki

2. Umur

   1 ☐ 16-25  2 ☐ 26-34

   3 ☐ 35-44  4 ☐ >45

3. Pendidikan

   1 ☐ SMA  2 ☐ D3

   3 ☐ S1  4 ☐ S2

4. Pendapatan/uang saku (mahasiswa/pelajar) perbulan

   1 ☐ <2.5 million  2 ☐ >2.5 million

5. Pekerjaan

   1 ☐ PNS  2 ☐ Swasta

   3 ☐ mahasiswa/pelajar  4 ☐ dan lainya

| No | Faktor sosial | Sangat tidak setuju (1) | Tidak setuju (2) | Netral (3) | Setuju (4) | Sangat setuju (5) |
|---|---|---|---|---|---|---|
| 6 | Memiliki Samsung Smartphone meningkatkan image seseorang | | | | | |
| 7 | Memiliki Samsung Smartphone merupakan sebuah penghargaan | | | | | |
| 8 | Memiliki Samsung Smartphone merupakan symbol kesuksesan | | | | | |
| 9 | Memiliki Samsung Smartphone menggabarkan gaya hidup | | | | | |
| 10 | Memiliki Samsung Smartphone menggambarkan status sosial | | | | | |

| No | Faktor pisikologi | Sangat tidak Setuju (1) | Tidak Setuju (2) | Netral (3) | Setuju (4) | Sangat Setuju (5) |
|---|---|---|---|---|---|---|
| 11 | Samsung Smartphone memiliki standar yang tinggi | | | | | |
| 12 | Samsung Smartphone memiliki aplikasi yang lengkap | | | | | |
| 13 | Samsung Smartphone alternatif yang baik untuk berkomunikasi | | | | | |
| 14 | Samsung Smartphone cukup memberikan kepuasan | | | | | |
| 15 | Samsung Smartphone nyaman digunakan | | | | | |
| 16 | Samsung Smartphone dapat diterima oleh masyarakat | | | | | |
| 17 | Samsung Smartphone produk yang terkenal | | | | | |
| 18 | Samsung Smartphone memiliki harga relatif terjangkau | | | | | |
| 19 | Samsung Smartphone kualitasnya tidak diragukan lagi | | | | | |

| No | Perilaku membeli konsumen | Sangat tidak setuju (1) | Tidak Setuju (2) | Netral (3) | Setuju (4) | Sangat Setuju (5) |
|---|---|---|---|---|---|---|
| 20 | Merek mempengaruhi saya dalam membeli Samsung Smartphone | | | | | |
| 21 | Harga mempengaruhi saya dalam membeli Samsung Smartphone | | | | | |
| 22 | Kualitas mempengaruhi saya dalam membeli Samsung Smartphone | | | | | |
| 23 | Promosi mempengaruhi saya dalam membeli Samsung Smartphone | | | | | |
| 24 | Feature mempengaruhi saya dalam membeli Samsung Smartphone | | | | | |

**TERIMAKASIH ATAS WAKTUNYA... ^.^**

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# APPENDIX C

**1. frequency**

**gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 68 | 61.8 | 61.8 | 61.8 |
| | 2 | 42 | 38.2 | 38.2 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

**age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 79 | 71.8 | 71.8 | 71.8 |
| | 2 | 11 | 10.0 | 10.0 | 81.8 |
| | 3 | 16 | 14.5 | 14.5 | 96.4 |
| | 4 | 4 | 3.6 | 3.6 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

**education**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 15 | 13.6 | 13.6 | 13.6 |
| | 2 | 16 | 14.5 | 14.5 | 28.2 |
| | 3 | 68 | 61.8 | 61.8 | 90.0 |
| | 4 | 11 | 10.0 | 10.0 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

**income**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 79 | 71.8 | 71.8 | 71.8 |
| | 2 | 31 | 28.2 | 28.2 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

**occupation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 25 | 22.7 | 22.7 | 22.7 |
| | 2 | 15 | 13.6 | 13.6 | 36.4 |
| | 3 | 55 | 50.0 | 50.0 | 86.4 |
| | 4 | 15 | 13.6 | 13.6 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

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# Appendix D

## 2. Descriptive each Variable on Item

**SOCIAL FACTORS (SF)**

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| SF1 | 110 | 1 | 5 | 3.24 | .928 |
| SF2 | 110 | 1 | 5 | 3.05 | .907 |
| SF3 | 110 | 1 | 5 | 2.98 | .977 |
| SF4 | 110 | 2 | 5 | 3.26 | .885 |
| SF5 | 110 | 1 | 5 | 3.45 | .842 |
| Valid N (listwise) | 110 | | | | |

**PSYCHOLOGICAL FACTORS (PSF)**

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| PSF1 | 110 | 1 | 5 | 3.65 | .737 |
| PSF2 | 110 | 2 | 5 | 3.95 | .655 |
| PSF3 | 110 | 2 | 5 | 3.90 | .620 |
| PSF4 | 110 | 3 | 5 | 4.01 | .583 |
| PSF5 | 110 | 2 | 5 | 3.89 | .611 |
| PSF6 | 110 | 2 | 5 | 3.85 | .661 |
| PSF7 | 110 | 2 | 5 | 3.94 | .793 |
| PSF8 | 110 | 2 | 5 | 3.77 | .699 |
| PSF9 | 110 | 2 | 5 | 3.81 | .723 |
| Valid N (listwise) | 110 | | | | |

**CUSTOMER BUYING BEHAVIOUR (CBB)**

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| CBB1 | 110 | 2 | 5 | 3.69 | .775 |
| CBB2 | 110 | 2 | 5 | 3.90 | .729 |
| CBB3 | 110 | 2 | 5 | 4.13 | .718 |
| CBB4 | 110 | 2 | 5 | 3.31 | .854 |
| CBB5 | 110 | 2 | 5 | 4.15 | .702 |
| Valid N (listwise) | 110 | | | | |

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## APPENDIX E

### Validity, Reliability, Normality and T-test

**Testing of Validity**

***Validity of Social Factors***

**Communalities**

| | Initial | Extraction |
|---|---|---|
| SF1 | 1.000 | .598 |
| SF2 | 1.000 | .721 |
| SF3 | 1.000 | .708 |
| SF4 | 1.000 | .541 |
| SF5 | 1.000 | .499 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.066 | 61.327 | 61.327 | 3.066 | 61.327 | 61.327 |
| 2 | .819 | 16.382 | 77.709 | | | |
| 3 | .467 | 9.343 | 87.052 | | | |
| 4 | .417 | 8.346 | 95.398 | | | |
| 5 | .230 | 4.602 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

**Component Matrix[a]**

| | Component |
|---|---|
| | 1 |
| SF1 | .773 |
| SF2 | .849 |
| SF3 | .841 |
| SF4 | .735 |
| SF5 | .707 |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

***Validity of Psychological Factors***

**Communalities**

| | Initial | Extraction |
|---|---|---|
| PF1 | 1.000 | .476 |
| PF2 | 1.000 | .593 |
| PF3 | 1.000 | .526 |
| PF4 | 1.000 | .553 |
| PF5 | 1.000 | .553 |
| PF6 | 1.000 | .480 |
| PF7 | 1.000 | .444 |
| PF8 | 1.000 | .105 |
| PF9 | 1.000 | .502 |

Extraction Method: Principal Component Analysis.

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**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.231 | 47.013 | 47.013 | 4.231 | 47.013 | 47.013 |
| 2 | 1.148 | 12.752 | 59.765 | | | |
| 3 | .870 | 9.669 | 69.433 | | | |
| 4 | .731 | 8.119 | 77.553 | | | |
| 5 | .549 | 6.101 | 83.654 | | | |
| 6 | .462 | 5.132 | 88.786 | | | |
| 7 | .399 | 4.436 | 93.222 | | | |
| 8 | .366 | 4.069 | 97.291 | | | |
| 9 | .244 | 2.709 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

**Component Matrix[a]**

| | Component |
|---|---|
| | 1 |
| PF1 | .690 |
| PF2 | .770 |
| PF3 | .725 |
| PF4 | .743 |
| PF5 | .744 |
| PF6 | .693 |
| PF7 | .666 |
| PF8 | .324 |
| PF9 | .709 |

Extraction Method: Principal Component Analysis.

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**Component Matrix[a]**

| | Component |
|---|---|
| | 1 |
| PF1 | .690 |
| PF2 | .770 |
| PF3 | .725 |
| PF4 | .743 |
| PF5 | .744 |
| PF6 | .693 |
| PF7 | .666 |
| PF8 | .324 |
| PF9 | .709 |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

a. 2 components extracted.

***Validity of Customer Buying Behavior***

**Communalities**

| | Initial | Extraction |
|---|---|---|
| CBB1 | 1.000 | .622 |
| CBB2 | 1.000 | .532 |
| CBB3 | 1.000 | .593 |
| CBB4 | 1.000 | .196 |
| CBB5 | 1.000 | .392 |

Extraction Method: Principal Component Analysis.

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**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.335 | 46.702 | 46.702 | 2.335 | 46.702 | 46.702 |
| 2 | .884 | 17.682 | 64.384 | | | |
| 3 | .877 | 17.550 | 81.934 | | | |
| 4 | .491 | 9.821 | 91.755 | | | |
| 5 | .412 | 8.245 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

**Component Matrix[a]**

| | Component |
|---|---|
| | 1 |
| CBB1 | .789 |
| CBB2 | .729 |
| CBB3 | .770 |
| CBB4 | .442 |
| CBB5 | .626 |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

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**Testing of Reliability**

***Social Factors***

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 110 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 110 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .841 | 5 |

***Psychological Factors***

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 110 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 110 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

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**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .863 | 9 |

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***Customer Buying Behaviour***

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 110 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 110 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .729 | 5 |

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## Testing of Normality

**One-Sample Kolmogorov-Smirnov Test**

| | | Standardized Residual |
|---|---|---|
| N | | 110 |
| Normal Parameters[a] | Mean | .0000000 |
| | Std. Deviation | .37869450 |
| Most Extreme Differences | Absolute | .036 |
| | Positive | .029 |
| | Negative | -.036 |
| Kolmogorov-Smirnov Z | | .373 |
| Asymp. Sig. (2-tailed) | | .999 |

a. Test distribution is Normal.

## Multiple Regression Analysis

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.076 | 1.571 | | 3.230 | .002 |
| | TOTAL_SF | .131 | .059 | .184 | 2.232 | .028 |
| | TOTAL_PSF | .345 | .051 | .557 | 6.768 | .000 |

a. Dependent Variable: TOTAL_CBB

## Coefficient of determination

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .664[a] | .441 | .431 | 1.91735 | .441 | 42.212 | 2 | 107 | .000 |

a. Predictors: (Constant), TOTAL_PSF, TOTAL_SF

b. Dependent Variable: TOTAL_CBB

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| FS1 | FS2 | FS3 | FS4 | FS5 | FP1 | FP2 | FP3 | FP4 | FP5 | FP6 | FP7 | FP8 | FP9 | PMK1 | PMK2 | PMK3 | PMK4 | PMK5 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 3 | 3 | 2 | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 |
| 4 | 4 | 3 | 3 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 5 |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 |
| 2 | 2 | 1 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 3 | 4 |
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