

SUMMARY

BAYU RADITYA Analysis The Effect of Brand image, Quality Product and After-Sales Services to Repurchase Decision on Samsung Smartphone. Supervised by LILIK NOOR YULIATI and DIAH KRISNATUTI.

The growth of smartphone users is quite significant in Indonesia. Based on eMarketer data (2018) recorded from 2013 to 2018 Indonesian smartphone use experienced a significant increase of 376 percent, making Indonesia a potential market share for companies engaged in the smartphone industry and its derivative products. In addition, based on statcounter data (2018) there are 27 smartphone brand names circulating in Indonesia in 2015 and continue to grow until 2018 reaching more than 40 smartphone brand names. This led to competition between smartphone manufacturers with the number of new brands popping up. One of the smartphone manufacturers involved in the competition is Samsung. In 2018 there was a decline in Samsung smartphone marketshare from the previous year.

This study aims to identify Samsung smartphone respondent characteristics and analyze the influence of brand image, product quality, after-sales service on the decision to repurchase Samsung smartphones in the DKI Jakarta area as well as managerial strategies in maintaining the decision to repurchase Samsung smartphone users.

This research is a quantitative description research carried out with a survey method approach through distributing structured questionnaires to Samsung smartphone users and having done after-sales services in the DKI Jakarta area. The sampling method is done by non-probability sampling techniques through a convenience sampling approach. The number of sample respondents is 100 people. Data processing is done by using descriptive analysis to explain the demographic characteristics of respondents and Structural Equation Modeling-Partial Least Square (SEM-PLS) to see the influence between variables.

In the brand image, most respondents agreed to corporate image (99%), user image (80%), and product image (97%). In product quality, most respondents agreed on product performance by (92%), privileges (96%), conformance (97%), reliability (86%), resilience (81%), aesthetics (77%), perceived quality (90%), service capability (92%). In after-sales services, most respondents agreed to guarantees of (82%), application assistance (89%), and customer service of (95%). In a repeat purchase decision, most respondents agreed to decide to buy a smartphone for (82%), would faithfully use Samsung cellphone products for (85%), and would recommend Samsung smartphone products to others by (83%). Based on the results of the analysis carried out in this study, namely the analysis of the influence of brand image, product quality and after-sales service on Samsung smartphone repurchase decisions, the conclusions that can be taken are:

The characteristics of the respondents in this study included those of Samsung smartphone consumers at the level of the middle class who were included in the category of everyday mobile usage. This is based on the dominance age range of 20 to 30 years with a senior secondary education or equivalent and the level of expenditure of two to three million per month. Product quality variables and after-sales service variables as a whole have a significant positive effect on the dependent variable (purchasing decision) While the brand

image variable has a positive and not significant effect on the dependent variable (purchasing decision). The managerial implications of this research can be taken by maintaining the quality of durability and reliability (good quality of the hardware and software sector) of products (Samsung smartphones), and improving the quality of after-sales services in terms of warranty (fast and responsive in serving warranty claims).

Keywords: brand image, repurchase decision, product quality, after-sales service, SEM-PLS

