

ABSTRACT

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THE INFLUENCE OF BRAND INNOVATIVENESS, PERCEIVED QUALITY, BRAND EXPERIENCE, AND BRAND PERSONALITY TOWARDS PERCEIVED VALUE OF SAMSUNG SMARTPHONE AMONG MILLENNIAL GENERATIONS IN JABODETABEK

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The use of gadgets is increasingly every year, and smartphones are devices that take the front end and play the main role of a universal mobile terminal. Smartphone is the combination of telephones and computer services that allows users to access internet, downloading and uploading, send and receive messages or emails. Therefore, it became everyone's essential needs in this digital era to lead a productive life in daily living. Samsung is a company from South Korea that successfully entered the Indonesian smartphone market and able to compete with various smartphone brands in Indonesia. Furthermore, the development of smartphone increase rapidly, which also increase the choices of smartphones from different brands or company. This also lead to an extreme competition between Samsung smartphone and other smartphone brands. However, Samsung smartphone brand able to put their brand in Top 5 position based on their market share in 2020 despite the covid19 virus outbreak in the world especially in Indonesia. Due to this, the researcher aim to explore and wanted to look at the factors that influence perceived value to the Samsung smartphone brand. Especially on why millennials generations in JABODETABEK area still choose Samsung brand for their choice of smartphone device, for personal use. This research used online questionnaire as the method to gathered all of the required quantitative data from 175 respondents who are millennials generation age 20-40, that live in JABODETABEK area and currently uses Samsung smartphone brand. Then, the data obtained would be analyzed using the structural equation method (SEM) based on the data collected from at least 145 millennials as the subjects by using the non-probability sampling. The result of this study shows that brand experience has strong and positive impact towards the perceive value of Samsung smartphone. However, the influence of brand innovativeness, perceived quality and brand personality does not has a significant impact towards the perceived value.

Keywords: Brand innovativeness, Perceived Quality, Brand Experience, Brand Personality, Perceived Value, Millennial Generation, Samsung Smartphone

Reference: 70 (2002-2020)