

ABSTRAK

Di dunia yang semakin modern ini, telekomunikasi menjadi tidak bisa dipisahkan dalam masyarakat dewasa ini. Hal inilah yang mendorong perusahaan-perusahaan pembuat alat komunikasi berlomba-lomba untuk membuat alat komunikasi yang dapat memenuhi kebutuhan masyarakat. Kehadiran sebagai penyedia layanan telekomunikasi dan kehadiran Samsung Galaxy seri S menunjang kebutuhan telekomunikasi bagi masyarakat menengah atas.

Unit analisis penelitian ini mempergunakan konsumen yang pernah membeli Samsung Galaxy seri S. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dimana kuesioner sebagai alat utama pengumpulan data. Jumlah responden adalah sebanyak 110 responden yang pernah membeli Samsung Galaxy S series. Teknik analisis yang digunakan dalam penelitian ini adalah *Structural Equation Model*) dengan *software* AMOS 20.

Hasil penelitian Samsung Galaxy S series menjelaskan *novelty* berpengaruh positif terhadap *perceived value* dengan nilai 0.507, *product quality* berpengaruh positif terhadap *perceived value* dengan nilai 0.449, *perceived value* berpengaruh positif terhadap *brand preference* dengan nilai 0.389, *perceived value* berpengaruh positif terhadap *customer satisfaction* dengan nilai 0.482, *brand preference* berpengaruh positif terhadap *repurchase intention* dengan nilai 0.516, dan *customer satisfaction* berpengaruh positif terhadap *repurchase intention* dengan nilai 0.487,

Penelitian ini menghasikan bahwa Samsung Galaxy S series harus memperhatikan *brand preference* yang dimiliki Samsung Galaxy seri S. *Brand preference* Samsung Galaxy seri S memiliki peranan penting didalam keputusan pembelian ulang yang dilakukan konsumen. Langkah yang dilakukan untuk meningkatkan *brand preference* adalah menyajikan tampilan yang lebih baik dan menuruti keinginan konsumen serta mengikuti keinginan pasar, sehingga rasa untuk mencari tahu dan mencoba selalu muncul dibenak konsumen tapi tanpa mengurangi performa dan kenyamanan dalam penggunaan Samsung Galaxy seri S sendiri.

Kata kunci: novelty, product quality, perceived value, brand preference, customer satisfaction, dan repurchase intention

ABSTRACT

In this modern world that increasingly, telecommunications became inseparable in today's society. This has encouraged manufacturers of communication devices vying to create a communication tool that can meet the needs of the community. Presence as a provider of telecommunications services and the presence of Samsung Galaxy S series support the needs of telecommunications for the middle top.

The unit of analysis of this research using consumer who has ever bought Samsung Galaxy series S. The sampling technique used is non-probability sampling where the questionnaire as the primary means of data collection. The number of respondents is as much as 110 respondents who had bought the Samsung Galaxy S series. The analysis technique used in this research is Structural Equation Model) with 20 AMOS software.

The research result Samsung Galaxy S series explains the novelty positive effect on perceived value to the value of 0.507, product quality positively affects perceived value to the value of 0.449, perceived value positive effect on brand preference with a value of 0.389, perceived value positive effect on customer satisfaction with the value of 0.482, brand preference positive effect on repurchase intention with the value of 0.516, and a positive effect on customer satisfaction, repurchase intention with the value of 0.487,

This research has resulted that the Samsung Galaxy S series have to pay attention to brand preference is owned by Samsung Galaxy S. Brand preference series Samsung Galaxy S series has an important role in the purchasing decisions of consumers re-done. Steps taken to increase brand preference is to present a better view and the desires of the consumer as well as follow the desires of the market, so the sense to seek out and try to always appear in the minds of consumers but without compromising the performance and comfort in the use of the Samsung Galaxy S series itself.

Keywords: novelty, product quality, perceived value, brand preference, customer satisfaction and repurchase intention