

ABSTRACT

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ANALYSIS ON THE IMPACT OF PRODUCT QUALITY, PRICE, BRAND IMAGE, AND BRAND LOYALTY TOWARDS SAMSUNG SMARTPHONE PURCHASE INTENTION IN MILLENNIALS

(163 pages, 11 figures; 38 tables; 5 Appendices)

The rapid competition in the mobile phone industry cannot be hindered. Consequently, the company should be able to attract consumers and create purchasing intention. Samsung, a smartphone company headquartered in Korea, has succeeded in becoming Indonesia's market leader. But, since the third quarter in 2019, the Samsung position falls to the third position. This research aims to figure out the factors that affect consumer purchasing intention towards Samsung smartphones in Millennials. The research data in this research is obtained through an online survey questionnaire using convenience sampling to 105 respondents who belong to Millennials age in Indonesia and is currently using a Samsung smartphone or intend to use Samsung smartphone. This study is conducted by using quantitative method using t-test and p-value and one-tail test through Smart PLS 3.0 to analyze the data. This study consists of four hypotheses to see the relationship between product quality, price, brand image, and brand loyalty towards purchase intention. As a result, three accepted hypotheses stated there is a positive relationship between product quality, brand image, and brand loyalty towards purchase intention, and one rejected hypothesis stated that there is no relationship between price and purchase intention.

Keywords: *Product Quality, Price, Brand Image, Brand Loyalty, Purchase Intention, Samsung Smartphone.*

Reference: 163 (2004-2020)